

WRNC Board Meeting - Sunday, February 27, 2011
Time: 10:00 a.m. – 10:50 AM (Teleconference)

Present: Linda Bergman, Carla Johnson, Linda Woodruff, Toni O’Neil, Jean Chamberlain, Ann Rogers, Leslie Martin, Christina Hildreth, Mary Weiss, Kathy Lillard, David Scott, Nicki Dardinger
Excused: Savannah Trantham and Halley Buckanoff
Absent: Laurie Degernes (Quorum was met)
Optional: the two vet student liaisons were invited to attend, but were unable to do so

Board Buddies: *NM-Linda W. / Carla /// NM-Christina / Ann /// NM- Nicki / Jean /// NM- David / Toni

The purpose of assigning Board Buddies to the newly elected board members is to help keep the number of emails down to a minimum. The new members can then ask their buddies questions directly, without having to go through the entire board email list. It will be the responsibility of the board members who have served longer to explain things to the newest board members and answer all their questions.

Old Business:

Committee Reports:

- **Symposium 2011 (Post)** – Jean: A summary had been emailed out earlier to everyone with totals of the major issues raised and the questionnaire results. These issues will be discussed by the symposium committee and the findings reported back to the rest of the board at a later date.
- **Cage Grants** – Toni: nothing to report at this time.
- **Chimney Swift Tower Grants** - Linda B.: Information, grant monies, and the books have been sent out already to those awarded the grants for this year.
- **Emergency Disaster Fund** - Linda B (who took over when Beth stepped down): nothing to report at this time.
- **Ed. & Training Committee** – Jean: no classes are scheduled at this time.
- **Membership / Membership Renewal** – Carla: nothing at this time for membership. Jean: emails will be sent out to all former members from last year who have not renewed their memberships for 2011, with a reminder to them to do so. This may possibly help find out why they have chosen not to renew this year.
- **RVS Rehab** – Jean: nothing to report at this time.
- **Newsletter:** this will be brought up under New Business later in the meeting.
- **Nominating Committee** – Toni: nothing to report at this time. No action normally occurs until halfway into the year, and then the committee starts thinking about possible candidates.
- **Treasurer’s Report** – Carla still serves as Treasurer until April 30th, when the fiscal year ends. She is in the process of making it a soft transition for Linda W. Invoices from the symposium are still being collected. The hotel invoice was billed incorrectly and has been corrected. A breakdown of the costs and proceeds from the symposium will be sent out at a later date to everyone by email.
- **Raffle Committee** - Toni & Kathy have mailed out the Thank You tax receipt letters to all the donors. Jean will send information to Toni about the way to generate mass emails. A survey form from the Lafeber Company will be emailed to everyone, as well as an explanation about the free sample products that were provided to all attendees for evaluation. Members are encouraged to provide feedback to the company via the survey.
- **Other Old Business:** nothing brought up at this time.

New Business:

- **Newsletter** – Nicki: She and Halley emailed a set of guidelines for the newsletter earlier to board members. While working on their first newsletter together, they found the experience frustrating due to many articles being turned in late. This did not allow them enough time for editing and still get the newsletter out as scheduled. The guidelines outline their expectations for articles, as well as provide a goal for themselves for deadlines. The newsletter will go out quarterly, with articles due on the 1st of the month, and the newsletter going out on the 15th, and deadlines for articles will be adhered to. Any article not in on time will be held over until the next quarter. Fonts, formatting styles, and lengths of articles are to be consistent; references must be provided. The articles were found to be factual, but citations were not made indicating where the content came from. Photographers must be identified and credited, with an indication that their permission was granted for the pictures used in articles and in the newsletter. Articles, features, and columns will be limited to a specific length. A discussion was generated about these guidelines, and Nicki clarified that the technical guidelines were really for editing purposes and for the board only, not the general membership. She wishes to reassure all members that both editors take their roles seriously and will continue to help with the grammar and formatting, to avoid stress for anyone not fluent with these in their writing or using a computer. Linda B. mentioned that we need to ensure that the general membership is not inundated with rules. They may shy away if they feel inhibited and be less likely to contribute articles. She reminded everyone that this is the organization's newsletter, and she receives many comments from all over praising the newsletter for its educational content, articles, and images. A more scaled down and simplistic version of instructions for writing articles will be created for the general membership and put in the next newsletter. Board members were encouraged to talk to members and make random phone calls to members to try and get their story ideas during casual conversations and emails. The goal is to get more involvement from many more members, and not the same few people who always write articles. It should not be seen as the members being lectured through articles, but rather sharing stories and give members something to talk to each other about out in the field. Kathy mentioned Spotighting individual members as done in the past, as a way to get to know fellow members and be a basis to start conversations at the symposiums. It could also be a way to encourage members to come up with their own articles. Nicki assured everyone that this will continue as a regular feature of each newsletter. Kathy also mentioned that the "newhabbers" may not be as experienced as some of those who have been doing it for many years and may worry about their stories or experiences not being relevant or important enough for the newsletter. Everyone will be encouraged to submit articles, regardless of their experience level. Not all articles would require special deadlines if they could be used at any time in other newsletters.
- **2011 Festival for Wildlife** – Saturday, May 14th, 2011. Piedmont Wildlife Center in Durham, NC has asked if WRNC plans to have a booth at their festival this year. This was done in the past and organized by the Vet Student Liaisons, and usually manned by the vet students due to location limitations. Linda B. will contact the two current VSL's and ask if they'd be interested in organizing a table for this year. Jean said in the past, students gave demonstrations in their booth, such as using puppets to show exams and bandaging techniques. Toni Poston will also be contacted by email for details and information, since she made the past arrangements. The booth is free unless WRNC wishes to sell items, and then there would be a \$25 fee. No board members are available this year to help due to distance issues, and Ann may already be involved with her own organization's table if they participate. She mentioned that the turnout has dropped off over the past few years.

WRNC BOD Meeting Minutes

- 2012 WRNC Symposium dates - Since Laurie was absent, Linda will contact her for information. Laurie emailed after the meeting and indicated that she had reserved all of the same lecture and lab rooms, plus the blue and green commons areas at the vet school, for the last weekend in January, 2012.
- Update Symposium Exhibitors Contract – Toni indicated this would be updated for the next symposium. It would include a section with the necessary instructions and details for entering the building, parking restrictions, and registering directly online. The problem with the lunch on Sunday this year running out of food, possibly due to exhibitors eating, was discussed. The exhibitors have difficulty running out to buy lunch each day, plus there is the problem of leaving their tables unattended while they go out to purchase food. Carla made the motion, seconded by Toni, to add a statement to the exhibitors contract that would offer exhibitors the chance to purchase lunches in advance both days during the symposium, and have this become a part of the registration for exhibitors. All votes were in favor of this. The exhibitors could have colored badges to indicate that they had paid for lunches. This should help alleviate lunch food shortages for next year. The lunch distribution will also be monitored in the future, and food amounts limited per person, possibly using a list of names of those who paid and those who did not. The symposium committee will look into this, as well as the possibility of exhibitors being able to purchase meals each day even if they did not pay in advance with their registration. These changes should avoid any lunch shortages from occurring in future symposiums.
- Committee Participation – Linda B. encouraged the new board members to look at the information online at the WRNC website about each committee and decide which ones to join and participate on. Several people have already contacted the committee chairs and joined. Linda W. chose to serve on the Symposium and Membership committees.
- New Committees to be established:
 - (1) David discussed the Wildlife Rehabber and Transporter System online Google map that the Carolina Raptor Center uses. This could easily be expanded as a statewide network, and by simply typing in an address would indicate locations, availability and work hours for those closest on the map. You can zoom in and out of the map to locate people, who are represented by different colored balloons that indicate their status. This system saves much time and limits making multiple phone calls trying to find help. He will send out a demo by email that can be downloaded to their desktop, for everyone to look at later on this week. Comments and questions could be sent to him and followed up with later on. Board members could contribute and share information, with exact contact information held until later. Dave will send out spreadsheet for gathering information later on from everyone. Linda W. made the motion, seconded by Ann, that this WRTS proposal becomes a formal committee with Dave as the Chair. The voting results were unanimous in favor of accepting the proposal. Dave will also come up with a system to not only get information from members willing to be listed on the map, but to keep it updated.
 - (2) Website Committee - Jean, Carla, Ann, and Linda are interested in keeping the website updated and accurate. They agree that it needs to be spruced up as well. Jean made the motion to make this a formal committee, which was seconded by Carla, and the voting to accept was unanimous. Linda felt members are turned off from using the website for information if it is not kept up-to-date.
 - (3) Facebook Profile Creation – Halley had previously offered to be the mentor if this was created. Dave pointed out that Facebook profiles are very time intensive and much time would be required for one person to monitor it. It would require dedication and a commitment willing to invest their time in this project. Jean wondered who the target audience might be. Christine thought the profile was a good idea to reach members and that it could be more informal than the web site, with regular updates. It could help members become a tight knit community and be more approachable than the more formal web site. Board discussion pointed out the WRNC Yahoo group in the past died out by having only one moderator. Linda B. pointed out that having multiple people sharing the responsibility and working together as administrators could prevent the problem of only one

WRNC BOD Meeting Minutes

person's opinions or point of view dominating the profile. She pointed out that the generation X'ers and Y'ers utilize the more popular medium of Facebook and could be a very valuable way to reach out informally and let members share their experiences and rehab stories. They would have a way to keep in touch for support, information, and advice. Nicki felt it was a way to respond to their questions, give direction, and reach a lot of people that may not utilize the website. It would have to be monitored in a timely fashion, and she knew Halley had agreed to do this. Toni and Leslie indicated that their facilities have Facebook profiles with good results and appreciate the ability to reach others. Linda B. mentioned that a monitor could also limit the comments, make the profile more informative, and without dialog if necessary. Halley may have more information and comments to share with the board about her idea. It was proposed to not make this a formal committee at this time, but to grant Halley permission and the authority to proceed in creating a WRNC Facebook Profile. Jean made the motion, seconded by Toni, and the proposal was unanimously accepted. Halley would work in conjunction with the Website committee as necessary, and possibly establish links to the web site.

- Call for other New Business. Nothing new was mentioned at this time.
- Next Meeting will be in May, 2011. Linda B. will email everyone with preference dates later on.

The meeting was adjourned by Linda B. at 10:50 AM.

Minutes draft submitted 3/7/11 by Toni O'Neil, Secretary by email

Post Meeting Notes compiled by Dave Scott and the Rehabber/Transporter Map:

Thanks for your comments. I have compiled them here and my follow up comments follow each one.

1. Feedback was very positive and most/all thought that the map would be useful.
2. Need to expand it to indicate who does what species.
 - a. Yes, an extra field could be added that indicates which species a particular rehabber/transporter can handle.
3. How do we keep it up-to-date and remove people no longer doing rehab? This may require more than one person or a committee.
 - a. I will need to come up with a way to allow edits to made relatively easily. It would be nice if everyone can do this as they discover new people or changes that need to be made. Definitely don't want this to have to funnel down thru me or a small group as that will lead to a bottleneck.
4. How do we determine who goes on the map? How do we keep people off the list that we feel do not rehab properly (i.e. hoarders)?
 - a. That is completely up to us. We do not have to list everybody that is a licensed rehabber. We can only list the people that we are comfortable with.
5. Some problems running on Windows but Mac was ok.

WRNC BOD Meeting Minutes

a. This is strange but not unexpected. We run exclusively on Windows at CRC and have no problems. Windows is a very flakey operating system so I think we may need to realize that it simply may not work for all. I definitely don't want us to get into attempting to support people and their various computer problems. If it works great, if not...

6. Should this be public or in a private area of the WRNC website so that it is for our use only?

a. My original intention was this would NOT be public. At CRC right now, it is strictly for our internal use to help us field calls about injured animals. Our transporters contact info is almost never given out. If we keep this private then we also don't need to have to call a million people to get their approval to post their contact info. Also we don't want to have to keep good people off the map because they don't want their info posted.

That's all I have. Please let me know what you all think.

David Scott, DVM