Western Cuyahoga Audubon Society Board Meetng, Monday, August 17, 2015 6 p.m. at Panera I-480 and Tiedeman

Present: Liz Clingman, Nancy Howell, Kurt Miske, Penny O'Connor, Mary Anne Romito, Tom Romito, and Betsey Merkel (guest)

1 Website update:

Mary Anne Romito and Betsey Merkel showed WCAS One Stop Platform: Library, Operations, Collaboration, Publishing, Marketing and ECommerce.

Platforms to conduct business online. Hosted services over the Internet. (listed above) Kurt's question: Does ECommerce increase the price?? Betsey says yes, with Weebly a business license. Items to be sold such as Whitepapers, pictures, eBooks. Kurt: How does this apply to WCAS Video interview, pdf, etc. - Betsey, Need to be where people are or else isolation and death of the organization. Do we want our interests to go on? Web users depend more and more on searching a topic, rather than going to specific sites, hence keywords matter.

We want to build a core set of services. So far we want to: Upgrade technology, Organize content, Refresh Brand, Create Libraries, Publish WCAS stories, Increase friends.

Technology: Build Awareness and measure efforts, even free sites have sophisticated statistical tools.

Google apps, tools for nonprofits Can record yourself online Tool can tell you hotspots on pages.

Organize: Localize and organize content. Kurt's question: -- After everything is constructed, who is going to do all this stuff, can be time-consuming. Betsey's answer: Need to create a core list of things we want to do, since WCAS is volunteer-driven

Brand Identity: Communicate Values and Purpose. Betsey presented latest revisions to the logo, by Alex Logsdon. Earlier comments incorporated.

Brand Images, Digitize the search world of WCAS, develop a portfolio of images by one person, consistency, and also our own images. Brand images will communicate on an ongoing basis.

Libraries: Share what you know. Can use Flickr. Add videos. Think of Ted-Talks, Khan Academy, IBA concept.

WCAS stories and social media. Kurt mentioned the appeal of seeing a bird on someone's hand. We want to communicate who we are, what we are about. Who are you? What is so interesting?

Make Friends, a 360 view.

- 2. Finances: Nancy made a summary, attached below.
- 3. National Audubon Annual report access: all board members will have access, Mary Anne will send a link to all.

- 4. Memberships: Nancy reports they are coming in slowly.
- 5. Volunteer events: Conservation Symposium Sept 11 at CMNH, and Backyard Biodiversity Bask Sept 18. Sept 11, 8:30-end of day. Will send another e-blast, and offer these opportunities at upcoming field trip and program.
- 6. Mary Anne reordered WCAS bird checklists. 1,000 copies. Lapstrake printing will ship to Penny for use on field trips.
- 7. Other:
- a) WCAS, GCAS, KBC will meet 8/18/2015 to discuss future joint activities..
- b) Zoo Nest boxes? Liz has the name of the responsible person at the zoo.
- c) Tom Romito suggested WCAS apply for a grant to defray costs of new WCAS website. May eventually total \$4,000 - \$7,000.
- 8. Next meeting: Monday, September 21, 2015 6 p.m.

WCAS Finances for August 17, 2015 Board meeting

CLNP – IBA funds (from Feb. Board meeting) \$ 2378.30 No action in July 2015

WCAS funds for Walton School Project

No action in July 2015

Funds remaining \$ 256.48

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WCAS funds (from July financial repor	t) \$22,556.87

Deposits (+) WCAS funds

Aug. 10, 2015 Deposit

Rockpile fundraiser	\$ 23.07
Memberships	\$ 480.00
Donations	\$ 165.00

Aug. 10, 2015 Deposit

Uncashed check (#222) from Jan. 2015 \$279.30

\$ 23,504.24

July 19, 2015 Lapstrake Marketing -	Aug-Oct newsletter(check # 241) (-) \$ 1561.81		
June 1, 2015 – Service charge		(-) \$	2.00
July 1, 2015 – Service charge		(-) \$	2.00

New balance \$ 21,938.43