

AAPSE BOD Meeting, 02/24/22, 12:01pm-1:33pm CST, Zoom teleconference

Meeting called by Jolene Hendrix, recorded by Sarah Kingsley-Richards

BOD Attendees: Amanda Bachmann, Brett Bultemeier, Faye Golden, Mike Helms, Jolene Hendrix, Chrissy Kaminski, Sarah Kingsley-Richards, James Kopco, Katie Moore, Kimberly Tate, Sonja Thomas

Guest: Sharon Gripp. Gene Merkel

Agenda and Minutes

1. Call to Order [Jolene Hendrix]

2. Treasurer's Report [Sonja Thomas]

Discussion:

- a. \$80643.69 TOTAL BALANCE: \$17413.25 Money Mover, \$36127.99 Organizational Savings, \$9207.28 Gifts, \$3890.92 Certificate22, \$10269.44 Certificate31, \$3734.81 Certificate38.
- b. Expenses: \$9232.46 BOD Orientation, \$1181.14 Other; Gifts: \$1000.00 Arrow.
- c. 211 TOTAL MEMBERSHIP: 17 Associate, 120 Full, 16 Full 2 Year Membership, 29 Full 3 Year Membership, 24 Life, 8 Supporting

OLD BUSINESS

3. Committee/Regional Representative Strategic Plans [Sarah Kingsley-Richards]

Discussion:

- a. At BOD Orientation it was decided to develop committee and regional Strategic Plans to formalize goals and actions. Meant to be first steps in a live working document to capture institutional knowledge, guide successors, and encourage organizational longevity. Executive Committee members divided committees and regions to advise.
- b. While regional vision and mission would not be significantly different from supporting the national Strategic Plan, each region will have different action plans to outline specific plan for communications, meetings, leadership, succession, and nominations, etc.

Action Items:

- Committee and Regional Strategic Plan development

Person Responsible:

Committees, Regions,
EC, Mark DiNuzio

Deadline:

3/4/22
(1st draft)

4. National Pesticide Safety Education Month [Gene Merkel]

Discussion:

- a. February 2022, 5th annual. Support from: NPSEC, EPA Regions 2 & 4 social media, Pesticide Environmental Stewardship website, Syngenta stewardship twitter, and more.
- b. NPSEM twitter: 4% more impressions, 5x more engagements, doubled retweets and likes compared to 2021. PES website avg time on page up 16%, WSSA referrals up 106%, EPA.gov referrals up 114%.
- c. Syngenta 12 retweets per tweet, 207 followers for NPSEM. EPA twitter 1383 impressions, 38(3%) engagements, 34% traffic related to NPSEM. EPA facebook 1389 reach, 45(3%) engagement, 29% traffic related to NPSEM.

5. New Member Orientation [Feedback from Regional Reps]

Discussion:

- a. Brett and Amanda drafted survey questions on interest in program, delivery method (online, live).

Action Items:

- Incorporate feedback before distribution.

Person Responsible:

Membership
Committee, Amanda,
Brett

Deadline:

3/24/22

6. Nominations Committee Update [Faye Golden]

Discussion:

- a. No response so far for President-Elect nominations.

Action Items:

- Will be reaching out to regional reps for possible nominees.

Person Responsible:	Deadline:
Nomination Committee, Regional Reps	3/24/22

7. AAPCO Annual Meeting [Faye Golden]

Discussion:

- a. Invited AAPSE to participate. Requested AAPSE members pre-record sessions on “educating pesticide applicators: whose job is it”. Good response from AAPSE members to participate.

Action Items:

- AAPSE members will participate in recording sessions

Person Responsible:	Deadline:
Faye	3/7/22

8. 2022 AAPSE Annual Meeting [Faye Golden]

Discussion:

- a. Moving forward for July 18-21, 2022, Buffalo NY, in-person. Working with Premier Events to negotiate hotel contracts.
- b. Buffalo Niagara Marriott (Amherst) selected for airport shuttle service, on-site parking, reasonable fees/rates, and access to tour locations. Note limited restaurants within walking distance. Niagara hotels not an option due to small airport.
- c. Registration fee for meeting proposed \$150 members, \$200 non-members.

Action Items:

- Check for government rates with hotel, secure hotel

Person Responsible:	Deadline:
Faye	3/24/22

NEW BUSINESS

9. Liaison Report

Discussion:

- a. Michelle Wiesbrook liaison to TPSA Feb meeting report notes AAPSE members “may be interested in becoming TPSA members and/or attending the Reno meeting”.
- b. Suggestion to add calendar reminders to liaisons to submit reports to BOD. Suggestion to define point person role to maintain contact with liaisons.

Action Items:

- Define point person role to maintain contact with liaisons

Person Responsible:	Deadline:
EC	3/24/22

10. Communications Committee Update

Discussion:

- a. Communications Committee guidance to the BOD, including website redesign, needs to be executed. \$5680 quoted proposal from Slamdot with history of working with similar organization websites (e.g. Tennessee Pest Control Association). Treasurer and Secretary will work closely during process.
- b. Motion by Jolene Hendrix to accept proposal from Slamdot to update our website. Seconded by Sonja Thomas. Motion passed.

Action Items:

- Reach out to Slamdot and establish timelines

Person Responsible:	Deadline:
Faye	3/1/22

11. Creating a Regional Newsletter to Pesticide Applicators from AAPSE

Discussion:

- a. Jeff Edwards interested in creating a newsletter for the Western region (updates, industry, invasive species, educational opportunities) as communication tool for stakeholders, including those outside AAPSE. Model for other regions. AAPSE branded TBD.
- b. AAPSE website host has a newsletter tool.

12. Other New Business: Website tool training

Discussion:

- a. Interest in training on available website tools (newsletters, email lists, etc.)
- b. PACT 2023 being planned some time late-April through June in Traverse City, Michigan (must occur before end of July due to grant timeframe) is earlier than AAPSE Annual Meeting that is usually held in conjunction with PACT in July. General support to continue AAPSE meeting in conjunction with PACT in 2023 if meeting is not too early in the year. No funding to support PACT attendees next year.

13. Adjournment [Faye Golden]

Next BOD Meeting: 3/24/22, 12:00noon-1:00pm CST, Zoom teleconference

Next BOD Meeting: 4/28/22, 12:00noon-1:00pm CST, Zoom teleconference

Next BOD Meeting: 5/26/22, 12:00noon-1:00pm CST, Zoom teleconference

Next BOD Meeting: 6/23/22, 12:00noon-1:00pm CST, Zoom teleconference

