

# SRM ADVISORY COUNCIL

Minutes of the Annual Meeting, 2013

OKLAHOMA CITY, OK

**Sunday, February 3, 2013**

## 1. Convene

- Meeting was called to order at 8:30 am by the Chair, Roger Blew, Idaho Section.
- Roll Call was made and it was determined that the Advisory Council had a quorum of Sections present. They included: AZ, Cal-Pac, CO, FL, ID, IM, KS, NE, NV, OK, PNW, Southern, TX, UT, and WY (NGP afternoon only).
- Minutes 2012 – Florida moved to adopt the Minutes from 2012. Texas seconded. Motion passed.
- Agenda Adjustments
  - Cal-Pac asked that the AC entertain a proposal. Added to the agenda.

## 2. Old Business

- Yale Framework Report
  - Policy and Public Affairs Committee took no action last year. Referred back to Nevada Section (Barry Perryman, POC) to see if the Report needs response at this point.
- Applied Science Task Force Report
  - Lisa VanAmburg, Colorado Section, provided the report.
  - Task Force responded to each comment that was received during last year's review. These responses are included in the report.
  - Task Force recommends a review of the annual meeting format to identify inefficiencies.
  - Task Force recommends that the Society further explore the potential of new digital media.
  - Task Force recommends dividing Rangelands into tabbed sections, including a Producer Forum.
  - These and all other recommendations should be forwarded to the appropriate committees for action.
  - Colorado section motioned to present the ASTF report to the BOD with the recommendation that the BOD act on the specific action items in the report. Wyoming Section seconded the motion. Motion carried.

3. Meeting with the BOD – Gary Frasier, Pres (joined later by 1<sup>st</sup> VP Wally Butler, 2<sup>nd</sup> VP Jenny Pluhar, EVP Jess Peterson, & Director Ken Fulgham)

- Membership and membership Data Base
  - Four years ago lots of complaints about lack of member service. Calls have essentially stopped.
- Financial Update
  - Balanced budget for the last three years
  - SRM has over 1.25 million dollars in assets, but has seasonal problems with cash flow, due primarily to the annual meeting
  - New accounting firm selected from Denver, providing continuous feedback on how SRM is following their budget
  - Outstanding invoices go through the EVP to the accounting firm. Once the firm establishes that the invoice is supported by a budget line item, the check is cut
  - The Billings and Spokane annual meetings kept two sets of financial books (one from SRM and one from the planning committee). Now a single book is kept, reducing the amount of errors and miscommunication
- SRM Staff Update
  - Staff reduced from seven full-time employees to one. Replaced with contracted services.
- Report on SRM Headquarters Building
  - Within a week of selling the current building
  - Have a lease on a new office that costs less than the utilities of the current office
- Response to Applied Science Task Force Report
  - Informal meeting today to discuss how we handle Rangelands
  - Expect that the BOD will act to recouple Rangelands with dues
  - SRM currently pays for 2,700 copies of Rangelands, but only distributes 1,200
    - Response from several sections – need age demographics on the desire for hard copy vs. digital copy of journals
  - The content of Rangelands is important and of concern to the BOD
  - The contract with Allen Press is up for renewal. The timing is right to implement many of the recommendations of the ASTF. Not stuck with Allen Press.
  - A Financial Task Force has been established (Ken Fulgham is lead) to look at financial stability of SRM. Can we increase revenue? Can we cut costs? Nothing is off limits.
- Review of Communications (Rangeland News, Conference Call Updates, etc.)
  - Are we overwhelming members with communications (Rangeland News)?
  - Need input from Advisory Council on what is needed

- Jeff Goodwin (Texas) - members would rather have too much information than not know what is going on
  - Bob Gillaspy (PNW) – put content in subject line; put in links, rather than full report
- Florida Section motioned that the AC recommend to the BOD that one or more recent annual meeting chairs be added to the Financial Task Force. Nebraska Section seconded the motion. Motion carried.

#### 4. Annual Meeting Review

- Cal-Pac Section proposal – Annual Meeting Committees need a signed memorandum of agreement with SRM to specify the responsibilities of the host section vs. SRM parent society
  - Discussion points: Sheila Barry (Cal-Pac) – began in August to seek an MOA with SRM, but no success thus far
  - Roy Roath (Colorado) – Sponsorship numbers should be kept low for budgeting purposes, but should strive for a high goal as a standard
  - Roy Roath (Colorado) – Annual Meeting chairs are members of the Sponsorship Committee
  - Idaho section motioned that SRM enter an MOA with the Cal-Pac Section for the 2015 Annual Meeting to be signed by both parties no later than March 1, 2013. Florida section seconded the motion. Motion carried.
  - Texas section motioned that SRM enter an MOA with all other future Annual Meeting host sections to be signed by both parties no later than 30 months prior to the scheduled annual meeting. Oklahoma section seconded the motion. Motion carried.
- Appointment of the Annual Meeting Site Selection Committee for 2017 & 2018
  - Doug Tolleson (Arizona)
  - Meribeth Lomkin (Idaho)
  - Michelle Buzalsky (Wyoming)
  - Roy Roath (Colorado)
- Update on 2013, 2014, 2015, 2016, 2017, 2018 Annual Meetings – Kristin House (Conference Direct)
  - 2013 – Oklahoma City: will be scrubbing the room list to make sure all conference attendees are included in the “room block” which contributes to the headcount, reducing the cost of the conference facilities
  - 2014 – Orlando: February 8-12; all rooms at Caribe Royal at government rate; no meeting room rental, no food & beverage minimum

- 2015 – Sacramento: February 1-4; 50% of rooms at Hyatt Regency & Sheraton at government rate; \$5 rebate on each room towards conference facilities, no food & beverage minimum
- 2016 – Corpus Christi: 225 rooms at Omni (two towers, one being sold to Holiday Inn) at government rate; \$6 rebate on each room towards conference facilities, no food & beverage minimum
- 2017
  - bid submitted by the International Mountain section for Calgary; too expensive for a successful meeting
  - bid submitted by the Utah section for St. George; too few meeting rooms to handle annual meeting as currently designed
  - Minneapolis has expressed an interest in the annual meeting, but North Central section doesn't feel they have the manpower to host the meeting; International Mountain section expressed an interest in organizing the technical sessions of an annual meeting in Minneapolis
  - Oklahoma section motioned that if a suitable venue expresses interest in the annual meeting, then the section where venue exists gets the first opportunity to host the meeting. If that section is unwilling/unable to host the meeting, then other sections/individuals have the opportunity to host the technical part of the meeting, with SRM providing responsibility for the logistical part of the meeting. Colorado section seconded the motion. Motion carried.
- 2018 – Nevada section submitted a bid to host the annual meeting

#### 5. Structure of Future Annual Meetings – Roy Roath (Colorado)

- Federal agencies no longer support the historic levels of employee attendance at professional society meetings
- Federal employees (and others) have training needs that are not being met
- Some members are not satisfied with the current content of SRM Annual Meetings
- 60% of SRM income is from the Annual Meeting
- Possibility of recording Annual Meeting sessions and marketing them through AgLearn and DOI Learn
  - Karen Hickman, Oklahoma City Meeting Co-Chair reported that the Oklahoma section looked into live-streaming and recording the ESD workshops. It would have cost them \$25K.

#### 6. Rangelands Update – Joel Brown (Rangelands Steering Committee)

- Rangelands doing good financially due to sponsored issues

- Received the Gold EXCEL award for general journal excellence from Association Media & Publishing
- Steering Committee would like to see most material come from SRM members
- Looking at pursuing an “open-access” publication model
- No new standard for peer-review (in opposition to ASTF suggestion)
- Rangelands will begin a new “management” abstract for each article beginning this month

#### 7. Draft Strategic Plan

- Cal-Pac Section motioned to drop the draft vision & mission statement, in favor of keeping the existing version. PNW Section seconded the motion. Motion carried.
- Changes made to the Strategic Plan goals include:
  - Replace “ecological” and “socioeconomic” with “scientific” throughout the document
  - Add “based on best available science” to “Public Education”
  - Replace “purchase of” with “accessing” in “Public Education”
  - Replace “meetings” with “activities” in “Public Education”
  - Add “ecology” to “Rangeland Science”
  - Remove “all” SRM position statements from “Rangeland Science”
  - Add accredited degree programs to “Maintenance of Standards”
  - Remove “percentage of members adhering to the code of conduct” from “Maintenance of Standards”
  - Add decision makers to “Advocacy “
- Idaho Section motioned to submit the draft Strategic Plan to the BOD for ratification by the sections. Florida Section seconded the motion. Motion carried.

8. 4:30 PM: Idaho Section motioned that AC recess until Monday, February 4, 2013 at 1:00 PM. International Mountain Section seconded the motion. Motion carried.

### **Monday, February 4, 2013**

#### 9. Convene

- Meeting was called to order at 1:00 pm by the Chair, Roger Blew, Idaho Section.
- Roll Call was made and it was determined that the AC had a quorum of Sections present. They included: AZ, Cal-Pac, CO, ID, IM, KS, NE, NGP, OK, PNW, TX, UT, and WY.

#### 10. New Business

- Colorado brought forth a resolution recommending a new Rangeland Ambassador Award in honor of Dr. Dennis Child, to be selected and administered via the Awards Committee (resolution text included in the report to the BOD)
- Colorado Section motioned to recommend the Colorado resolution to the BOD. Arizona Section seconded the motion. Motion carried.

11. Election of Chair-Elect for 2013-14

- Texas Section nominated Jeff Goodwin (Texas Section). Colorado Section seconded the nomination. Paul Loeffler (Texas Section), in proxy for Jeff Goodwin, accepted the nomination.
- Colorado Section nominated Matt Barnes (Colorado Section). Kansas Section seconded the nomination. Matt Barnes accepted the nomination.
- Colorado Section motioned that nominations cease. Texas Section seconded the motion. Motion carried.
- Advisory Council elected Jeff Goodwin as Chair-Elect for 2013-14.

12. Review of Recommendations to the BOD

- See Report to the BOD for recommendation text

13. Report to the BOD

- Introduction of Curtis Talbot as Chair and Jeff Goodwin as Chair-Elect
- Curtis Talbot, AC Chair, gave the report to the BOD

Item #1:

The Advisory Council requests that the Board of Directors or its representatives enter into negotiations with the Cal-Pac Section on the duties, responsibilities, authorities, and liabilities associated with the 2015 Annual Meeting to be assigned to the Cal-Pac Section and SRM Headquarters. These negotiations should result in a Memorandum of Agreement between the two parties by March 1, 2013.

Item #2:

The Advisory Council requests that the Board of Directors or its representatives enter into negotiations with the Host Section on the duties, responsibilities, authorities, and liabilities to be assigned to the Annual Meeting Host Section and SRM Headquarters. These negotiations should result in a Memorandum of Agreement between the two parties no less than 30 months prior to the Annual Meeting.

Item#3:

The Advisory Council recommends to the Board of Directors that SRM Headquarters organize the venue and logistics of annual meetings and a hosting committee develop the technical, educational and training program. Hosting committee can be comprised of a Section or multiple Sections or appointed by the Board if no Host section comes forward within 48 months of the Annual meeting.

**Item #4:**

The Advisory Council recommends to the Board of Directors that the Advisory Council be allowed to nominate up to three persons who were recent chair or co-chairs of annual meetings to assist the Financial Task Force by addressing annual meeting structure, footprint, timing, etc.

**Item #5**

The Advisory Council recommends to the Board of Directors that the Draft Strategic Plan be sent to the Sections for Ratification.

**Item #6**

The Advisory Council recommends to the Board of Directors that they accept the final draft of the 2013 ASTF. Former members of the taskforce have recognized that there is a need to continue a commitment to implementation of the recommendations in the final report. To that end the former members of the taskforce have committed to the following actions:

- Doug Tolleson, and Jeff Goodwin will commit to serve on and assist with editorial board(s) to open access journals or “rangelands west”.
- Matt Barnes will continue to serve on the “Rangelands” editorial board. Upon completion of his term with “Rangelands”, he will offer to serve on and assist with editorial board(s) to open access journals or “rangelands west.”
- Jim Thorpe will continue to serve on the “Rangelands” steering committee.
- Lisa VanAmburg will focus on providing assistance on issues related to public land management and the Society.
- All former members will commit to submit or solicit articles for “Rangelands” and/or continue to assist where applicable to initiate or inform appropriate committees upon request.

**Item #7**

The Advisory Council recommends to the Board of Directors that they accept the resolution from the Colorado Section and establish the Dr. Dennis Child Rangeland Ambassador Award.

**Colorado Section Resolution**

**Dr. Dennis Child**

## **Rangeland Ambassador Award**

**Whereas** Dr. Dennis Child, now deceased, was a valued faculty member at Colorado State University. He was enthusiastic about all things related to Rangeland Management. This enthusiasm was relayed to all those who were around him: His students; graduates students, faculty members, peers and almost everyone who he contacted.

**Whereas** following his untimely death, a memorial service was held on the CSU campus and the outpouring of love for Dr. Child was enormous and people came out of the woodwork to testify about to the contributions that Dr. Child made in their lives and the love of rangeland management that he engendered to everyone he met.

**Whereas** several months after his death, the Colorado Section received an e-mail forwarded from the Colorado State University Administration that had been sent from Africa. This e-mail provided a graphic illustration the contribution that Dr. Child had in Africa with those he touched.

**Whereas** Dr. Child was not singular in this enthusiasm, love, and commitment to rangeland management, he represents many that preceded him in the profession in those traits.

**Therefore** the Colorado Section requests that the International Society for Range Management create the **R. Dennis Child Rangeland Ambassador Award** to be awarded annually, or as justified with no more than one award each year; to an individual in the Society who best personifies the traits above and who through their actions have acted as an ambassador for rangeland management in their community, workplace or region.

The Colorado Section wishes for this award only to be given to those currently active in SRM that have shown exceptional passion for rangeland management and conveyed that passion to others. The proof of this can be provided by no less than 5 testimonials of peers, those influenced or fellow professionals documenting the ambassadorship of rangeland management by the nominee. The Colorado Section will sponsor the cost of this award.

- The BOD formally accepted the AC report.

14. Meeting adjourned at 5:00 PM. 3:30 PM: Idaho Section motioned that AC adjourn until the 2014 Annual Meeting. PNW Section seconded the motion. Motion carried.