Call to Order 8:04am
Welcome,
Handouts and House Keeping

Roll Call and Proxys:
    Phone: Rixie Jenkins, NV
    Clare Hydock, CO
    Allison Martin, IM
    April Hulet, ID
    Tim Halberg, NC
    Wendy Gardner, PNW
    Clay Wood, WY
    Kim Gibbs, NGP
    James Jackson, TX
    Dandy Kothmann, TX
    Dan Nosal, CO
    Josh Tashiro (?) CO
    Matthew Shapiro, CalPac
    David Voth, NV
    Andrew Brischke, AZ
    Tony Perlinski Nebraska

Sections Present:
    North Central
    Idaho
    Texas
    Great Plains
    Pacific NW
    Wyoming
    Nebraska
    Arizona
    Colorado

Read, Review and Approve Minutes

Section Reports and Discussion
ID – Getting ready to host AM in 2021 (Boise)
NC- 30 members getting volunteers
    +northern great plains. Good organization for meeting
    Reach out to youth
PNW - Reaching out to help for meeting
    Struggling w/membership (recruitment & retention)
    Correspondence/renewal letters and USA lobbying focus.
    Recognize/Inclusive Internationally (Canada & Mexico).
    International rate v section rate
WY- Membership holding steady. Partnership w/ CO meeting. Coming together nicely
CalPac- Cal specific certification process (CRM) and litigation, insurance
    Looks like CRM program will continue
Funding insurance an issue
Planning field tours
NV- Summer tour not great turnout
Winter meeting decent turnout
NGP- Co-planning annual meeting everything going well
TX- Membership issues ~141 expired members
  Pursue partnership w/ other organizations
  Planning going well for youth workshop. Almost full
  Explore different options for registration. PayPal, Eventbrite, etc.
CO- Annual meeting >100 ~50% producers including past 3 years
  2 Summer tours
  New Website
  Membership down (renewal numbers)
  3 HSYF delegates
  ~20 college students at national meeting
  2020 meeting w/WY
  Addressing needs of producers to recruit more producers
  Producers show up to meeting but perhaps not members
  Social Media discussion (team approach to administrators)
  BQA Model for producers? Some type of certification
AZ- Summer meeting & Winter meeting w/ NM Section
  Producer reduction
  Membership holding steady?
  Jessica Orozco & fund/endowment
NB- Holding steady w/membership
  Struggling w/ youth camp
Why membership dropping?
  National trend across board?
  Less producers / maybe larger producers less smaller producers
IM- Membership holding steady
  ~40 people at fall meeting
  Lacking producer membership
  Updating bylaws
  Summer meeting focused on feral horses
  Working on website

9:00 AM Vicky Trujillo – Web hosting
  Several Sections on old domain.
  Move officially done
  Finite deadline to make decision about hosting website
  .rangelands.org
  Rosters from all sections and meeting dates
  Link to mini directory form on sections tab on website

10:30 Annual meeting sub-committee
  Plan or list 8-10 venues in future. Plan 4-5 years in the future
  Albuquerque in 2022, only 3 years away
  Parent society can provide support w/ professional planners
  Boise first roll-out
11:00 President Irving and EVP Peterson, Mary Jo and Kelly: Section questions from past year, annual meetings and new structure using for 2021 and 2022, membership numbers, and outreach.

Kelly Fogarty: Need help recruiting sections to host annual meetings
Professional planning meeting. Boise first try, Albuquerque second try at model
As of today SRM is behind in planning need 2023 and 2024
Revenue generating with professional planning
May not be as big of return but takes the load off section volunteers
Work with SRM Staff to find available areas
Hosting section does not have to be located where meeting is (e.g. IM hosting in Orlando)
Too many constraints to go back to Canada (financial)
Why Feb?
Cheapest time to get facility
Student Attendance
Down time professionally?
Partnering with other societies
Continue supporting joint meetings
Changing traditional meeting model
Task force document, also should be sent out sections
Drivable core pretty important (~10 hour drive)

Membership Update:
Increasing membership past 3 years
2019: 1905 vs. 2018: 1780 members
Membership committee strategic plan
December 1st is reporting date for membership
First renewal sent out October 1
Keep sections engaged and what sections need from parent society

11:45 Chuck Butterfield: 2020 update
2/15 – 2/20/20 at the Sheraton 16th St. Mall
Reduced committee meeting format
Traditional tours/ski tours General Public Workshop at FWS Rocky Mountain Arsenal
Changing speaking format
ePosters
everyday has a plenary session
mixed university social?
Different format
Looking for input
National Western Complex – Hands on learning
Booth in exhibit hall

12:00 Lunch

1:30 Gary Frasier – Membership team
Need liaison from sections to work with parent society
Lapse member list
Member data login tutorial
Find out from sections what data is important
Over 3 years about 2000 members lapsed
Is section member report just for members lapsed for last calendar year

Sunday February 10, 2019
3-years of past data to find out why members lapse or leave

**Kaelie Pena – YPC Secretary**
YPC liaison program. YPC liaison in each section
Senior undergrad – graduate student – 1st 5 years professional career
Liaison to perform outreach and education
Registration through Eventbrite on FB
Website brochure marketing “canva.com”
Make these available to membership
Promoting APRM and CPRM and mentorship program
No age limit but more based on when school/career begins
Sections should drive membership
Give producers something for their money they can use in management
Initiatives for producers on the horizon
Webinar on how to use membership toolbox
Inclusion of international references

**2:00 Joel Brown: Diversity task force, Diversity Day at SRM, and Rangelands steering committee**
Diversity Task Force
3-year TF ending in summer 2019
Diversity Statement
Develop Annual Meeting Code of Conduct
Develop Strategic Plan

Diversity Day
Increase diversity among youth groups
Representatives from sections involved
Stereotype workshop canceled due to shutdown

Rangelands Steering Committee
Financials doing OK, lacking in content

**2:45 Gather Comments and Discussion of draft documents:**
SRM Guidelines for Improving Diversity of Annual Meetings
SRM Meetings code of Conduct
Ethics.Ver3

**4:00 Draft suggestions to BOD**
AC revisit the increase in dues back to the section. Society collects section dues and returns section dues. Parent Society dues are $95 and Section dues are set by Section. AC could recommend to increase Parent Society dues and present those recommendations to the Executive BOD. Executive BOD votes on recommendation.

Current provider cannot hold credit card information for an automatic membership renewal option.

**5:00 Present suggestions to the Board of Directors:**
*Code of Conduct / Ethics / Guidelines for Improving Diversity (see attached documents)*

**Recommendations:**
- Consider the international status of the society when sending out formal documents.
- Tailor marketing materials depending on group/location
- Consider increasing member return to state sections without increasing membership dues
- Consider a option for automatic membership renewal (e.g. check a box if you would like membership dues paid automatically)
• Use cell phone app to send group message to a cell number as a reminder to members when email addresses are no longer actively used or accessed

Election of 2020 Chair Elect: Dandy Kothmann, unanimous ballot.