Minutes from ESA Plant-Insect Ecosystems Governing Board Meeting
Conference Call
May 26, 2017

Present:
Melissa Willrich Siebert, President
Mark Wright, VP
Diane Alston, VP-Elect
Fred Musser, Past President
Rebecca Schmidt-Jeffris, Secretary
Patrick Moran, Treasurer
Sujaya Rao, Governing Board Representative
Carlos Esquivel, Student Representative
Chris Stelzig, ESA
Judy Wu-Smart, Pollinator Initiative Committee

1. Pollinator Initiative Committee Update (Judy)

- Video Contest flyer has been made, will be distributed via several venues and available for sharing
  GC will provide feedback on flyer within one week
  ESA logo/P-IE logo needs to be included on flyer
- Video Contest needs more visibility on ESA website – where else can it be shared?
  Suggested locations:
  More prominent on P-IE page – shift up higher, above field tour now that applicants have been confirmed
  Awards and honors page
  Melissa and Judy will meet with Becky for additional suggestions to promote
- Resource library sorting
  currently creating categories of topics, sorted by state
  populating libraries – suggested graduate student volunteers serving as a representative for their state to curate content
- Student state representatives
  requested that GC provide these volunteers with ESA membership dues for 1 year and possibly a raffle for meeting registration
  A draft budget for this has been created
  GC suggested that raffle for meeting registration be kept, but not membership dues – there is a lot of intrinsic value in this experience
  Melissa suggested more than one student per state (if more than one asks) and suggests PIC consider whether students will have to apply, or if one student may need to cover multiple states or states outside their current location
PIC members could serve as student mentors

- Need to consult with ESA after organization/design is drafted to determine how website will be built
  Judy and PIC will create more detailed template of website content to present to ESA central

2. Section Leaders Meeting at Summer Strategy Meeting (Melissa)

- Melissa has a draft of “next steps”/brainstorming for the meeting which was circulated to the GC via email
- Melissa mentioned needing to inquire with general section members about new priorities
- Chris mentioned that other sections will/are surveying their section members
- Marketing team at ESA could probably get 100-200 responses from membership if GC indicated what they would want to get out of a survey (Chris)
- Could advertise survey through newsletter, Twitter
- Melissa will construct two questions to be reviewed/edited by GC, Chris will construct survey to distribute
- $25 Starbucks gift card raffle for people that complete survey
- Survey responses will be used as basis for discussion at Strategy Meeting

3. Social Media (Chris)

- Chris confirmed link to Twitter account is on P-IE page

4. Field Tour (Melissa)

- Confident that 3 “hill” committee members will register, but have not yet
- Melissa updated on on-site logistics – everything looks great

5. Budget Update (Patrick)

- Current balance: $39,405.98
- Two expenses since last meeting: grad student awards ($1,500) and conference call line

6. Summer elections (Mark)

- Sufficient candidates for each position
- Requesting some more information in the bios provided for some candidates
- Mark will finalize submissions

7. Awards (Melissa)

- 2 undergrad winners were selected by committee
- Patrick has informed them, request 100 word bios and headshots
- Will be featured in July newsletter

8. Newsletter (Melissa)
- July 1 award deadlines
- Announce need for judges and moderators
- Advertise video contest
- Announce field tour ESA attendees? – this will be done closer to August
- Will include survey link requesting membership feedback