

**MINUTES OF JUNE 19, 2021, BOARD MEETING
THE ANTARCTICAN SOCIETY
Meeting Held via Zoom**

Present (Via Zoom)

Officers/Directors — Liesl Schernthanner (president); Tom Henderson (treasurer); Joan Boothe (secretary)

Ex-Officio Officers — Guy Guthridge (newsletter editor); Lesley Urasky (social media director); Richard Wolak (co-editor, Newsletter)

Directors — Dale Anderson; Steve Dibbern; Matthew Jordan; Valmar Kurol; Michele Raney; Ron Thoreson; Stephen Wilson

Absent — Charles Lagerbom; Mark Leinmiller; Jeff Rubin

Guests — NONE

President Liesl Schernthanner called the meeting to order at 4:36 pm EDT and thanked all participants for being on the call.

Before beginning discussion of agenda items, Tom Henderson advised the meeting participants that he would be recording the meeting. This recording would *not* be posted on the Society website, but would be available to any board members who request access.

Following this, Secretary Joan Boothe announced sufficient directors were present to constitute a quorum as defined in the Society Bylaws.

The minutes of the most recent Board meeting (March 13, 2021) had been sent to all Officers and Directors along with the agenda for this meeting. Ron Thoreson moved, Stephen Wilson seconded, that these minutes be approved. Approved unanimously.

We then turned to the agenda, which had been sent to all participants in advance of the meeting.

1. PRESIDENT'S REPORT — Liesl Schernthanner

Liesl began with the good news that the Society's non-profit status has now been (re) approved, thanks to the great work of Tom Henderson. Following the notification of the approval, Tom let Rob Flint, who had worked on this prior to Tom's effort, know.

There are new things added to the website on an on-going basis. Tom will be sending information about "what's new" on the website to Lesley/Jean/Matt so that we can post information about additions to the Facebook page. [SEE BELOW FOR MORE RE WEBSITE UPDATE]

Re the Ruth Siple fund, Liesl has sent the officers/directors a report updating the situation plus historic background re this fund. The current situation is that the contractor is now including material for the Amundsen-Scott library in the budget, so they no longer need (or want) our donations. We currently have more than \$4,000 in the fund, monies which we can now use for other purposes. Liesel has received several suggestions. We are now ready to make a decision now, but this should be kept in mind.

On May 10, we produced our first Society virtual lecture, in what we plan to have as an ongoing series. It was well received, definitely a good launch for the program. Liesl expressed her thanks to all who were involved, including Joan for giving the lecture and Tom for the technical support.

2. TREASURER'S REPORT AND WEBSITE UPDATE — Tom Henderson

Financial Status

Tom reported that the Society currently has the following financial assets:

\$14,995 — in the checking account
 4,149 — the Ruth Siple Fund, in the savings account
63,890 — in Vanguard Wellesley Income Adm VWIAX fund
 \$83,034

Re this income fund, Tom reminded the board that we had previously approved investment in a Vanguard fund at the previous meeting. When he learned that the fund has an “Adm” fund with 27% less fees, though requiring a \$50,000 minimum investment, he went ahead and invested in that specific fund. He recommended that the Society maintain this core investment to generate a steady income, noting that there is no redemption fee to withdraw. It's the same management, same fund as previously discussed, but at less cost.

Board members discussed this investment briefly, concluding that we fully support Tom's actions.

Membership Status

Tom reported that we currently have 320 paid members — 87 of them receiving (and paying for) a hard copy of the newsletter, 233 receiving only the electronic version.

At present, there are seven members who are almost beyond the 6 month past due date re their dues. They will be notified of this and will be dropped if they do not pay at once. All seven are included in the 320 number above.

Corporate Membership Issue

Now that we have our 501 (c)(3) status, we should be more attractive to potential corporate members. Such might include, for example, commercial polar vendors, contractors, tour operators. Before we reach out to possible corporate members, however, we need to figure out how much we'd charge, how to reach out, what such members would receive for their membership.

Tom noted that the APS charges \$1,500/year for corporate memberships. Given our size, he suggested that the appropriate amount for us would be around \$500/year.

Tom suggested that developing this idea should be the job of the Outreach Committee.

Discussion followed.

Matt noted that for the New Zealand Antarctic Society, individual membership is \$75 and corporate is more on the order of \$150, not all that different. Perhaps we should be more like this, so that we can be inclusive of smaller organizations like schools or small businesses.

Joan raised the question of what corporate members would get as members — what are we offering them other than simply to be able to say they are members?

Michele suggested that the APS is not necessarily the best comparison for us, especially with regard to finances.

Dick asked if it would be possible to have different levels of corporate/organization membership. Several people liked this idea. Lesley noted that this could be especially good in appealing to schools/educational organizations.

Discussion re schools took off from here, with Michele pointing out that there are a lot of ways we can help schools. For example, we could gift a teacher with a Society membership, or a school with an organization membership.

Lesley noted that she was going to be presenting a talk to teacher awardees about her experiences with the Antarctic Polar Trek program. (Michele asked we could have access to the talk, possible be able to post a link to it. Lesley said she would check.)

Discussion concluded with Matt saying he would put the Corporate/Organization membership question on the news Outreach Committee meeting agenda.

Website Update

Tom reported on several website updates/additions.

He has added a webinars and podcasts page. This could be organized by subject, but if any of us have an idea re how to organize this, please let Tom know.

Added virtual lectures under members, to be in members historical archive

Added the Society Brochure (not in restricted area)

There have been 2,800 visits to the website so far this year, up 22% from the same time in 2020.

Joan suggested that Tom contribute a “What’s new with the website” item for the newsletter. Tom said he would do that.

3. F&A COMMITTEE / FINANCE GROUP REPORT — Tom Henderson (in absence of Mark Leinmiller)

Tom reported that this committee has been working on several matters, including the question of Directors and Officers (“D & O”) insurance, which had been discussed the pre March board meeting.

Re D&O insurance, Tom has been reviewing options with possible providers, including asking questions that have been suggested by board members. It was agreed that we should get only D&O coverage, without sexual harassment coverage, and look to specific event policies to cover liability for events.

Tom posted the results of his questions re options:

Comparison of D&O Insurance Policies

Policy Elements	Heffernan	T.S. Peck	Paige & Campbell	Cheeseman
Insured Amt	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
D&O Premium	\$450	\$744	\$1,013	\$728
Total Prem+tax+fees	\$620	\$816	\$1,013	\$728
Retention (Deductable)	\$1,000	\$0	\$5,000	\$5,000
Insurance Backer	thru Scottsdale Insurance Co. (Nationwide)	thru Quaker Special Risk (Philadelphia Insurance)	thru Hanover Insurance Group	thru Philadelphia Insurance Co.
References from nonprofits provided?	no	no	yes	yes
Employees/Volunteers covered?	yes	yes	yes	yes
Unilateral settlement by company?	no	no	unclear	no
Policy in compliance with VT law?	yes	yes	yes	yes
D&Os covered after leaving office?	yes	yes, for life	yes	yes
Foreign D&O's covered?	yes	no	yes	no response
Severability to exclude innocent officers?	yes	yes	yes	yes
Automatic renewal at end of term?	no	automatic renewal offer	possibly	yes
Is there a link to Event Insurance	no	no	no	no

COMPARISON OF DIRECTORS AND OFFICERS INSURANCE QUOTES

Company	Total Insured Amount	Annual Premium	Sexual Harassment, etc. covered?	Additional Premium	Total Premium	Comment
Heffernan	\$1,000,000	\$365	No	\$495	\$860	No limit on each instance
Hartford	\$1,000,000	\$491	No	\$50	\$541	Limit of \$25,000 for each instance

The F&A committee has recommended that we take the Heffernan policy. Ron T. commented that one important criterion is that it offers *foreign* coverage, critical to us since we have non-US board members. He also suggested that we should move quickly on this, not only because having coverage is crucial, but also because of possible price rises.

Joan Boothe moved, Ron Thoreson seconded, that we accept the recommendation of the F&A Committee and take out a policy with Heffernan.

Approved unanimously

Privacy Policy

Michele reported on the F&A Committee review of a privacy policy. She has been collecting information from multiple sources, has passed this on to Tom. She will pass this on the Board. In the meantime, if anyone has information on Privacy policy from other organizations, please pass it on to Michele.

Liesl noted that Tom has sent ideas on social media privacy and other policy to Lesley. She needs to develop a policy for our Society. Michele comments that once we have a draft policy, it is important that we have an attorney review it.

Mark asked the board (and guests, if interested) for volunteers for the Administration committee to develop a privacy policy. Michele said she was happy to take the lead on this. Potential volunteers or those with any ideas should be in touch with Michele.

Lesley asked, as she noted she has in the past, should we do a “shout-out” to new members on Facebook? Michele responded that we *need* permission to do something like this, an issue that comes up in the privacy policy question. Michele noted that for many websites, people must opt *in* explicitly for any information on them to be publicly available. On our website, people opt *out* re some, for everything else, they opt *in*.

4. NEWSLETTER WORKING GROUP — DICK WOLAK

Dick, who along with Jeff Rubin, will be taking over the Newsletter from Guy, reported that the plan is to have the July newsletter be a cooperative effort among the three of them. Guy has a lot of material planned for the July newsletter, which should be a packed issue. Dick then summarized the planned content.

Liesl commented that we should have something in the newsletter re our next lecture, upcoming in August.

5. OUTREACH COMMITTEE — Matt Jordan

Matt reported that the committee’s most recent meeting was on May 22, following one on April 18.

He has arranged for an article in the July newsletter by Peter Barrett.

Is looking into getting copies of our brochure into a bookstore in Christchurch.

Kathy Covert is looking into connections with other organizations, putting together a matrix of possible organizations and what connections / similarities / differences we have with them.

Joan commented we’re receiving information from many people for the Facebook page. When appropriate, we are posting it, including links to upcoming events, both our own and those of other organizations. If you’re aware of something, let Lesley (or Joan or Matt) know.

Tom asked how many people are following our Facebook page. Lesley replied that the number is up significantly, but she doesn’t have the precise number. She’ll get it/

Liesl said that the committee has recommended printing a supply of brochures. Lesley said that she’ll share info about the brochure with a webinar she’s doing at the end of the month. As for the printing of brochures, we could provide a small supply to each of the board members.

Joan reported briefly on ideas for a Speakers’ Bureau. She will provide the board members a copy of a member that Ron T. has written on this subject. [Attached to these Minutes as “Attachment 1.”]

6. VIRTUAL EVENTS — Liesl Scherthanner

We had our first virtual event — a History Lecture by Joan Boothe about Lester and Bagshawe on May 10. It was well received, with about 50 people “attending” via Zoom.

Liesl is now reaching out to possible speakers for future lectures, for a program that will be roughly quarterly. She is now in discussion with Dale Anderson for a lecture in August — and once the date is set, she’ll provide the information for the July newsletter.

7. GATHERING PLANS FOR 2022 — Tom Henderson

We are now definite that we will hold a gathering in 2022 — in Burlington VT over the weekend of August 12-14.

Since the last board meeting, the working group has met twice and much progress have been made. Several venues in downtown Burlington are involved, including the Main Street Landing on the Waterfront. Tom described the spaces there, noting that it is roomy, well adapted to our needs, very flexible. There is room for socializing and presentation, with excellent AV capability. It is also ADA compliant, with an elevator. The Film House had a 200 person capacity, all AV staff included and training is possible if needed.

For the reception he recommends we use the Echo Center, a local museum with a focus on local history/ecology/environment. For Saturday night, the plan is for a boat tour of Lake Champlain on the *Spirit of Ethan Allen*. (There’s a \$300 discount for our being a non-profit, except for taxes). For this, we can reserve the bottom deck, large enough for 160 people. Can also use the top, open-air, deck, but that’s not reservable.

The proposed schedule is as follows:

Proposed Gathering Schedule				
Date	Event Day	Time	Event	Notes
August 11th	Day 0		travel day for many	
Thursday		1:00 PM	Shelburne Museum	Considering travel on our own
		6:00 PM	Informal Dinner or Mixer	Possible meeting at local restaurant

Date	Event Day	Time	Event	Notes
August 12th	Day 1	8:00 AM	Start of registration, coffee and rolls	running loop of archive photographs in lobby or Black Box Theater
Friday		10:00 AM	Opening Remarks and Memorial for Paul/Gracie and others	
		11:00 AM	Presentation	
		12:00 PM	Lunch NOT catered	
		1:30 PM	Presentation	
		2:30 PM	Presentation	
		3:15 PM	Break	
		3:45 PM	Open forum for members	
		6:00 PM	Reception at ECHO Center	Open to family and friends for a fee

Date	Event Day	Time	Event	Notes
August 13th	Day 2	8:00 AM	Coffee and rolls	Running loop of photographs in lobby or Black Box Theater
Saturday		9:30 AM	Presentation	
		10:15 AM	Presentation	
		11:00 AM	Keynote presentation	Potential keynote: NSF Representative
		12:00 PM	Lunch (catered)	
		1:00 PM	Auction	
		1:45 PM	Presentation	
		2:30 PM	Presentation	
		3:30 PM	Break	
		4:00 PM	Member Stories (Open Forum)	
		5:45 PM	Group photo at tour boat	
		6:00 PM	<i>Spirit of Ethan Allen</i> cruise and dinner	Open to family and friends for a fee

Date	Event Day	Time	Event	Notes
August 14th	Day 3	8:00 AM	Coffee and rolls	
Sunday			Socializing/Projects/Artifacts	
		10:00 AM	Board meeting	Open to Members to Attend

If we do all as proposed, the cost will be on the order of \$18,000:

Proposed Gathering Budget

		Day 1	Day 2	Day 3	Notes
Venue	Main Street Landing Film House, Black Box Theater, Lakeside Lobby, Atrium	\$850	\$850	\$350	Film House capacity 240 Black Box Theater capacity 200
Reception	ECHO Center Reception	\$3,400			\$1400 space rental (50% nonrefundable deposit on booking) \$2000 Sugarsnap catering (light appetizers, cash bar)
Catering	Morning coffee, tea & pastries plus drinks	\$1,540	\$1,540	\$880	Morning coffee and pastries, all-day drinks (Sugarsnap caterers)
	Lunch		\$2,400		Catered by Sugarsnap catering
Welcome Bags		\$500			
Supplies	Lanyards, name tags	\$170			
Insurance		\$200			
Tour Boat <i>Spirit of Ethan Allen</i>	Private Deck Banquet		\$5,327		6:30 - 9:00 pm. \$700/deck/hour includes catering for buffet or plated Only Admiral deck is handicapped accessible
	Total:	\$6,660	\$10,117	\$1,230	
	Grand Total			\$18,007	
				\$180.07	per person at 100 persons

If we have 100 attendees, this will come to about \$180/person.

Following Tom's presentation of the schedule, costs, we discussed the program and costs.

One question that arose, what should we do the last day. In the past at Paul's place, we have the lobster bake as a way to wind things up. Joan suggested we do some version of this for 2022, perhaps a picnic in the nearby park on Sunday. Tom will look into this, something that would be in the spirit of Port Clyde. Discussion re this followed, including the possibility of moving the entire Sunday program to the park.

Ron raised the question of whether, if we have corporate memberships/members at the gathering, could we have an option for these members to have displays about who they are. Michele suggested that perhaps we could ask corporate members for grants in return for participating in the meeting. We could respond by giving them registration for an attendee or two or . . .

Michele, Sunday should be "members' business."

Tom suggested that we should offer an early registration price when we announce the meeting, which will be in the July newsletter. The "early" could mean before the end of 2021 — available only for Antarctic Society members. After January 1, registration price would go up.

Michele — would we have refund available until . . . date?

More discussion followed, including re the level of fees for the meeting. One possibility would be to offer an option for making a donation on the registration form.

Liesl Scherthanner moved, Michele Raney seconded, that registration for the gathering be at the rate of \$175 for registrations received before January 1, \$225 for after that.

Approved unanimously

8. NEXT MEETING — Liesl Scherthanner

The next board meeting will be via Zoom on Saturday, September 25, 2021, at 4:30 pm EDT.

[Tentatively, the following meeting, also via Zoom, will be Saturday, December 4, at 4:30 pm EDT.]

ADJOURNMENT

The meeting was adjourned at 6:50 pm EDT

Respectfully submitted,

Joan Boothe, Secretary
September 11, 2021

ATTACHMENT 1 — Thoreson Memo re Speakers' Bureau**Ten Points on Establishing an Antarctican Society Speakers Bureau****1) Ensure capacity for development of the Speakers Bureau**

We may all agree that a cadre of speakers able to offer a variety of presentations pertaining to Antarctica is a good thing. It can rightfully be viewed as a logical and useful addendum to the operating framework of our Society that can truly enhance the promotion of the very admirable goals we have set forth in our Mission Statement. A talented group of speakers can represent and convey much of what we believe the function and value of the Antarctican Society should be. However, the development of a full-blown Speakers Bureau may be a bit beyond what we can accomplish at this point in the re-organization and re-vitalization efforts now being undertaken. This just reflects the reality of the all-volunteer organizational structure we have. On the other hand, we may very well have the necessary personnel power to develop the Bureau now. It will be necessary to ascertain the experience available in this area with even a very possible move to query the membership. It may be ultimately concluded that we seek outside expertise with the need to formulate a specific paid grant. Whatever the outcome, an understanding of the size and scope of the development of a Speakers Bureau should be understood and accepted in light of present experience and time constraints of the Outreach Committee members or possible contributors from other quarters of our Society.

After due consideration, and having settled on a commitment, then:

2) Identify appropriate subject matter

A Bureau should have a delineation of what subjects are desirable and appropriate for speakers to present. This listing should reflect the summary and goals of the Mission Statement.

Recognition of the 501(c)(3) status of the Society will always be a component of listing criteria.

3) Identify audiences and categorize subject matter as applicable to which audience

There should be very little in the way of strictures as to audience types. We want to encourage all persons interested in Antarctica to attend, as well as request lectures. Our Membership -At-Large is an immediate first consideration, and educational groups lend themselves to a Speakers Bureau. However, there also are other scientifically oriented groups as potential audiences, as well as those perhaps centered on history or even geography. We should be able to develop a good core listing. Then, as a second part, we should do some relegating of available subjects to appropriate audiences. Younger school grades, for example, will need a different delivery of subject matter compared to more adult participants. This would be an exercise easy to designate to one or two people to apply some screening criteria when needed, however we should develop some written examples and references. This is in keeping with developing a structure for the Speakers Bureau.

4) Establish a list of speakers

Brainstorm all possible speakers. Initially, already available speakers will come to mind as well as good potential candidates. Familiarity with previous talks and/or references will help generate the list. Hopefully, given time, interested parties (teachers, educators, those with experience on the Ice) will express their commitment as the opportunity is made known.

5) Assessment of speakers

The speakers list needs to have some manner of determining acceptable inclusion in the Speakers Bureau. Speakers should provide some type of resume. Personal experience of Society members can be used in conjunction with evaluation of resumes and selection of subject matter. A panel of Committee members can utilize some appropriate developed screening criteria.

6) Delivery of the talks

Will they always be on Zoom? A Speakers Bureau has the connotation of in-person presentations for a variety of groups, large and small, and different venues. Formulate some guidelines on what the Bureau can provide. Scheduling will be a major function. Spreadsheet(s) on person, subject, audience, availability, date and time will be necessary.

7) Consideration of remuneration for time and travel

Unless the Antarctic Society Speakers Bureau is established on a strictly pro bono basis, without some monetary recompense for time, and particularly travel, then some manner of payment should be established. Again, a Speakers Bureau entity would lend itself to an understanding of off-site presentations in addition to strictly electronic means of providing talks.

8) Feedback from the audience

There should **always** be a means of collecting data on the effectiveness of a speaker's presentation. The comments from the audience would contribute to a developed file on each speaker for reference in future scheduling, as well as a source of program ideas for the Society. Responses could be with collected on-site handouts or an internet form adjoined to the talk. A suggested format:

Antarctican Society Speaker Review						
Please take a few minutes for this brief survey and let us know how the Antarctic Society is helping to assist in learning more about the fascinating subject of Antarctica.						
1.	Did you learn something new about Antarctica through the presentation today?	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
2.	Was the speaker effective in covering the subject area?	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
3.	What were strong points about the talk that contributed to the value of the overall presentation?					
4.	Do you have any suggestions for improvement?					
5.	What can the Antarctic Society do to help you learn more about the Great White Continent? Provide any thoughts or suggestions for future programs.					

9) Library function of the Speakers Bureau

In practical terms the Speakers Bureau would be a vehicle to establish a library of pre-recorded talks that could be accessed by schools and other interested groups. The talks available would naturally grow and expand over time.

10) A goal of speaker recruitment

There should be a continuing and active effort to identify potential speakers and invite them to offer their contributions to the Bureau. Certainly, to the pre-recorded library, but also as possible in-person presenters. Resumes of experience and subject specialty would be solicited. A separate and designated **Speakers Bureau brochure** would be useful for this purpose.