

**MINUTES OF SEPTEMBER 25, 2021, BOARD MEETING
THE ANTARCTICAN SOCIETY
Meeting Held via Zoom**

Present (Via Zoom)

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

Ex-Officio Officers — Charles Lagerbom (archivist); Lesley Urasky (social media director); Richard Wolak (co-editor, Newsletter)

Directors — Dale Anderson; Matthew Jordan; Valmar Kuroi; Michele Raney; Ron Thoreson; Stephen Wilson

Absent — Dale Anderson; Steve Dibbern; Guy Guthridge; Jeff Rubin (co-editor, newsletter); Stephen Wilson

Guests — Kathy Covert

President Liesl Schernthanner called the meeting to order at 4:30 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 (June 19, 2021) had been sent to all Officers and Directors along with the agenda for this meeting. Mark Leinmiller moved, Ron Thoreson 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 opened her report saying that a great deal has been accomplished in the last year. There have been many meetings by Board and other sub-committees and many Board members and others have been involved. More members are getting active in the Society and we are doing really well.

She noted that Guy Guthridge has been an interim director since Jerry Marty resigned. To resolve this status,

Liesl nominated Guy to fill Jerry's seat through July 2022. Michele Raney seconded the nomination. Passed unanimously.

2. TREASURER'S REPORT

Tom presented his treasurer's report to the group:

Antarctican Society Interim Financial Report	
<u>Banking</u> as of 01Sep2021	
\$13,610.97	Antarctican Society Checking Account
<u>Restricted Donations</u> as of 25Sep2021	
2,074.55	2022 Gathering Registrations
4,149.95	Ruth Siple Fund
<u>Investments</u> as of 25Sep2021	
64,727.33	Vanguard Wellesley Income Admiral (VWIAX)
<hr style="width: 10%; margin-left: 0;"/>	
\$84,562.80	Total

Following a brief commentary on the items included, all of which reflected actions approved at prior board meetings, Tom presented his membership report:

Antarctican Society Membership	
As of 25 Sep 2021	
240	Electronic Members
83	Hard Copy Members
<hr style="width: 10%; margin-left: 0;"/>	
323	Total

Michele Raney asked the status of people who were in jeopardy of being dropped because of non-payment of dues. Tom responded that of these, he was unable to reach one person. There are still approximately 13 that are expired, 2 in the six month period. He's reaching out to them.

Michele noted that she's impressed with Tom's hard work on this, suggested that perhaps the board can help with follow-up calls. Joan Boothe suggested that Tom could notify Board members who is moving into the six month period and Board members could then contact people that they know. Tom indicated that he will do this.

Tom reported that he investigated a possible non-profit status benefit with PayPal. He learned there are benefits, including a lower rate for standard transactions — 2% cost rather than the standard 3.3% charge. And even better, for donations to the Society, PayPal takes no cut at all. We get 100% of donations. The one minor negative to this is that such donations go through PayPal's 501(c) 3, which delays monies coming to us by perhaps 45 days. Not a big deal.

3. WEBSITE UPDATE — Tom Henderson

Tom highlighted the fact that we now have a new homepage for the Website. He's done this because he thought we needed an update, but also improvements. The home page is now simplified, with buttons to WHO WE ARE and WHAT WE DO.

In the WHO WE ARE, he's added a "Vision Statement", change the brief history, and added a link to our brochure. Re this section, Ron T. commented that he finds the new Homepage welcoming, easy to use, very good. Liesel noted that we still will have pulldown menus with lots of ways for people to get to places. Michele suggested we might look for ways to expand a bit on the vision statement. Liesl responded to this comment saying that she believes it would be very short. Joan, with Michele concurring, suggested we add "all" to the vision statement. Liesl says that is up to Tom as webmaster. Discussion continued, the Board generally concluding that the section is good, ready to go forward.

With regard to the WHAT WE DO page, Tom noted that it draws on previous documents. We discussed formatting and the content. Conclusion, the Board likes it a great deal.

Ron Thorsen moved, Michele Raney seconded that these sections be approved. Unanimous yes vote.

4. FINANCE & ADMINISTRATION COMMITTEE — Mark Leinmiller

Mark reported that the F&A committee did not meet in the past quarter because most of the members are working on organizing the Gathering.

There are, however, policies that need to be dealt with, significantly, issues of privacy. Michele requested that if anyone has input on this, including policy from other organizations, please send such information to her. She suggested that in interest of privacy, we should not publish member contact information. If people want to make contact with other members, they can contact Tom or Liesl and they can let the other member know about the contract request.

Joan Boothe asked if we now have Directors and Officers Insurance. Tom said yes, it went into effect in July.

5. NEWSLETTER — DICK WOLAK

Dick and Jeff have taken over the Newsletter responsibility, but per Dick, Guy has volunteered to continue to be very involved.

They have more than enough material for the next newsletter from previous items not used as well as new items. If Matt wishes to provide material for Outreach, they could add that.

Valmar noted that for several newsletters recently, we have had too much good material to fit into a 10 page limit, and this is a shame. He suggested this might be a good reason to drop the hardcopy. Liesl responded that as of now, we have committed to continuing to produce a hardcopy version so long as we have members who want it and are willing to pay extra to get it. But we could look into a compromise, have a note in the hardcopy advising that there is additional material available in the electronic copy.

Following up on this question raised by Valmar, Michele suggested that if we have a wealth of material, in fairness to those who prefer paper, we might occasionally produce a special

double issue and just deal with the cost. To this, Ron T noted that unused material isn't lost, it is just shifted to another issue. The only problem might be if there is a timeliness re certain things.

Dick noted that in making selections of what to include, he and Jeff want to emphasize material written by members.

Liesl commented that we want to keep announcements in the newsletter to a minimum, refer people to the website, as well some of the news items.

Tom Henderson said that he want to have the Gathering Registration form as an 11th page as was done in the last newsletter — the form should be in all newsletters up to the Gathering. He suggested that if it's the same postage for 11 vs 12 pages, this would offer an opportunity to add a content page during this period.

Valmar followed up on this, suggested we look into the cost of a slightly longer paper newsletter. Tom will look into this, will let Dick and Jeff know what he finds. Dick suggested that for now, we continue with 10 pages as minimum maybe more at times if we have important content.

6. OUTREACH COMMITTEE — Matt Jordan

Matt summarized the recent activity of the Outreach Committee. He noted in particular that there had been a discussion of production and distribution of Brochures. The Committee has recommended ordering 500, copies of which will be sent to all Board Members for their distribution, which is encouraged. We also want to have enough for the Gathering.

Matt reported on our virtual events, the last a lecture by Dale Anderson. Approximately 30 people watched this live. The next virtual event will be Matt's lecture on the Scott Base redevelopment.

There was a limited discussion of the idea of a Speakers Bureau, also discussion of speakers for the Gathering by the committee. The group has also brainstormed on the question of membership recruitment.

Kathy Covert has developed data on other organizations with which we might want to cooperate. We could send information to these groups about the Gathering.

With regard to Facebook, we have been more active on our page. As of the date of this meeting, we have 2,943 Facebook Likes and 3,092 people following the page. In the future, we'll get updates on these numbers.

With regard to the Speakers Bureau idea, Joan B noted that she has very helpful memos from Ron T and Michele R about this. It's an idea that we need to get going on. If you want to be a part of this, let Joan know.

7. SOCIAL MEDIA — LESLEY URASKY

Lesley, our Social Media director, said that she had nothing to add in addition to the numbers that Matt reported from the Outreach Committee Report. But she and Joan Boothe said that if anyone

becomes aware of something that might be a good item for the Facebook page, please let us know so we can post links.

8. 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.

Tom reported that as of the date of this meeting, he has 11 full registrations plus two guests. He noted that for comparison to the planned Mystic gathering at the corresponding date, he had registrations one month after registration opened.

The committee has decided to make the Gathering open to the public. This is why the information is not in the Members Only section on the Website. Has also been decided that if a non-member registers, he/she will be automatically given a one year membership in the Society.

With regard to insurance, if we have multiple venues, we need multiple certs of insurance. We have paid the ECHO center \$117, have not paid reservation fees to the other venues as yet since they are non-refundable, will wait until spring to pay them.

A planning guide have been developed and posted on the Website. Tom will keep this updated as plans progress.

A good list of confirmed and potential speakers has been developed. There is also a plan for a history panel, currently consisting of Joan Boothe/Steve Dibbern, Dick Wolak/Charles Lagerbom.

Kathy Covert is working on developing an auction as coordinator of the auction sub-committee. She has five committee members at present and has selected an on-line platform for on-line bidding. The auction will be both live and on-line. Live in Burlington on Aug 13, with Andy Cameron as auctioneer (has volunteered). The on-line at a time to be determined. The thinking right now re that is immediately after the Gathering.

Joan Boothe asked what sort of donations are being solicited? Kathy responded that the Auction committee will decide what to accept. Tom said that the goal is to make the auction as “frictionless” as possible for donors and bidders. We discussed possible things that could be solicited, including physical memorabilia, possibly including items from the archives if original donors agree, events, etc.

The possibility of an archive item led to a question about the Archive contents. Do we have an inventory? And if so, could this be made available to the Board? Charles responded that we could highlight this in a newsletter article or even on the Facebook page.

Tom has been in communication with John Akerson, the administrator of Paul Dalrymple’s estate, and asked if he might be interested in donating items for the auction or the archives. The answer was a strong yes. Tom will pursue this. He suggested that Charles should meet with John to identify things that might be appropriate. Charles has already been in contract with him.

Tom has checked with an attorney re the auction, learned that we will have no problems with Vermont laws so long as our action is private.

Tom reported that in the last Outreach Committee meeting, there was a discussion of corporate donors and members. It was decided not to proceed at this point with corporate memberships, but we could contact corporate *donors*. One very logical target would be IAATO, and Tom would like to go ahead with sending solicitation letters under the Society president's signature. Michele commented that this is a great idea, to solicit donations. But the question is, what do the donors get in return? Perhaps their name on whatever they sponsor and the option to bring a guest to the Gathering? Liesel said that before we do any soliciting of donations, we need to get this more firmly sorted out. Right now, there is a need for Board approval to solicit donations.

Joan Boothe moved, Matt Jordan seconded, that we send out solicitations after the details have been determined by the Gathering and Outreach Committees.

Discussion followed, no vote taken.

Tom noted that right now, we have no "goodie bag", though we do have plans for an envelope with information. It's a question of cost, no goodie bag unless we get a corporate or other donation. Kathy and Valmar are looking into this, including possible items for sale. Cost of such things depends on the number. One possibility is a Gathering mug. Val noted that if we have sponsors, these could be given to attendees.

Re a mug, Tom right now, the idea would be to have the logo for the Society, not the logo for the gathering. The gathering logo is



Michele R. moved that we move ahead with this logo, use it on a "Save the Date" postcard to be sent to Society members. Ron T seconded. Unanimous approval

Kathy has done a lot of work investigating potential printers. This is from Vista Print. She suggested we do a test mailing, perhaps to the Board for proofing. Michele suggested that later we could do a mailing to other organization lists. In the meantime, Michele suggested, it

would be good to get this out before Thanksgiving, giving people time to sign up for early registration.

9. ARCHIVES UPDATE — Charles Lagerbom

Charles reported, as mentioned above, that he is working with Paul's estate and already has some things. This includes every hardcopy of the newsletter, many autographed. Other materials including a trail flag [see photo below]



This flag was important to Paul and Charles is attempting to get the story behind it. Liesl suggested reaching out to people who spent time with Paul and perhaps one of them has the story.

10. NEXT MEETING — Liesl Scherthanner

The next board meeting will be via Zoom on Saturday, December 4, 2021, at 4:30 pm EDT. The spring meeting will be in April, tentatively April 30.

11. OPEN TOPIC — Tom Henderson

The October newsletter is the last one before Christmas. Last year, we promoted gift membership quite successfully. It would be good to get something in the October newsletter, an item under Liesl's byline.

ADJOURNMENT

The meeting was adjourned at 6:25 pm EDT

Respectfully submitted,

Joan Boothe, Secretary
December 1, 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.