BCN Executive Committee Meeting
March 27, 2018
Teleconference

In attendance: Terry Schilling, Nancy Tikalsky, Glenn Gabanski, Stephen Constantelos, Bobbi Asher, Emma England, Vera Leopold, Tom Mulcahy

Not attending: Sonny Cohen

Terry Schilling called the meeting to order at 7:34 pm, starting by announcing that Dave Willard has resigned completely from the organization and will not be participating as past president.

Estimates for survey trends analysis and revamping the BCN website. Eric Secker has provided an estimate for doing BCN Survey trends analysis as well as creating a more mobile-friendly website for the group, making all of the pages responsive.

To make these updates, we either need to raise more money or find another way to do things. Terry discussed some programs we could work with to do the survey more quickly, inexpensively, hands-off, and so more frequently, with added data analysis. With the amount of data we're dealing with, we need to get away from a static website and one built on a content management platform (database-driven), something Terry does for Chicago Audubon and other clients. This would allow many to interact with the website to post articles, send out newsletters, etc. It would cost more each month, but costs less in long term—no coding upgrades needed.

BCN committees. The BCN Survey and advocacy are working well and are being done by just a few people, but otherwise there is a tendency for committees to form and not necessarily get much done. The Finance Committee (which is only Treasurer Glenn Gabanski, so not a committee) was discussed as was Bobbi Asher's and Terry's idea for a development committee. As it stands now ExCom is in charge of development according to the bylaws. What would/should these committees do? Should the development function be rolled into the Finance Committee? Emma England and Tom Mulcahy listed BCN Survey Council members, but otherwise who is on the existing committees apart from the chairs? ExCom will take up questions like these in a subsequent meeting after members think about these questions and come up with other ideas.

BCN outreach and fundraising. Ways to raise money and attract more people to BCN and its mission were discussed. A Go Fund Me page for trends analysis? Sponsorships? We could have supporting and associate Members to raise funds, though they would not be voting members. And they could be thanked on the website for their support. We're not outreaching with the website either, generating interest/engagement or funds.

Terry registered a couple of domain names, pointing out that "BCNbirds" doesn't tell a visitor anything other than the site is about birds. And it starts with "BCN," which doesn't mean much to anyone other than us and would not be something someone seeking birds would type into a browser. Birdconservation.network is one he registered, along with Birdconservation.us, with the idea they can all point to our page. Raising our profile, raising our search results ranking—these are key for BCN's future. Emma suggested the website would be a great portal for engaging and signing up survey volunteers.

Proposed bylaw changes. We aren't always following the bylaws and some bylaws don't reflect how we're actually functioning. These issues need to be resolved. Terry is drawing up proposed bylaw changes that will address the committee issues described above, plus others. Stephen Constantelos will introduce them at the next BCN meeting, which Nancy Tikalsky will be running since Terry can't make it. Glenn has the bylaws procedure down, so we will be able to shepherd them through properly.

In conclusion. We all, ExCom, need to work on ideas for other changes and all discussed above—committees, bylaws, outreach, and innovative/inexpensive ways to gather data and revamp the website and survey data-crunching. ExCom members were also encouraged to look at the documents on Box.com and encouraged to use it to record and develop ideas.

The meeting adjourned at 9:10 pm.

Respectfully submitted,

Stephen Constantelos, Secretary