

Minutes documenting activity after annual meeting but prior to summer board meeting.

March 17, 2009

Please see the following and attached proposal from Janet Clark. Per our discussion at the board meeting, James Anderson asked Janet to develop a proposal. Since funding has already been approved, I would like to have a discussion about proposal specifics followed by a vote to accept the proposal via email.

David

Attached is a marketing plan for IPSM for the next 12 months. Note in the budget my suggestion to set aside \$1,500 for travel for an eastern/aquatic representative to attend a couple meetings. Do you have someone in mind for this? Or should we identify someone on a meeting-by-meeting basis? I am glad to coordinate with whomever.

Janet Clark, Assistant Director for Policy and Publications

March 17, 2009

TO: WSSA Board of Directors

FR: Janet Clark, Assist. Dir. Policy & Publications, Center for Invasive Plant Mgmt

RE: Proposal – IPSM Marketing and Coordination in 2009

Objectives: 1) Increase subscriptions to the journal *Invasive Plant Science and Management*; and, as a result, 2) increase membership in WSSA.

*IPSM* Editor Joe DiTomaso is targeting the scientific community while Allen Press's expertise and contacts are with institutional libraries. Additional work can be done to target natural resource managers (state, federal, nonprofit), state invasive species councils, ANS groups, restoration groups, watershed groups, and others to meet *IPSM* financial and subscription projections. In addition, journal promotion (and associated new-member outreach) can be more closely integrated into WSSA activities.

Marketing Strategies:

- Ads in *Wildland Weeds*, other natural resource-related publications
- Info sent to EPPCs, IPCs, regional centers, state invasive species councils, watershed groups, conservation groups.
- Special effort to reach eastern natural resource managers and aquatic invasive plant organizations.
- Consideration of sending materials to international meetings.
- Display/attendance/materials at meetings (list attached)
- Special marketing for the joint WSSA/SRM meeting, Feb. 2010

- Materials at training events for natural resource managers: northeastern and western Short Course, Cal-IPC workshops, DoD training in the Southwest, BLM annual training, etc.

Other Services:

- Update IPSM marketing plan in collaboration with Allen Press
- Work with WSSA website editor to ensure IPSM pages are updated and subscriber-friendly
- Coordinate display schedule with Allen Press
- Develop new marketing materials (with Allen Press)
- Report to the WSSA Board of Directors
- Consider journal content and design based on potential audience and make recommendations for incremental changes

Budget (March 2009-Feb 2010):

\$ 5,040	J. Clark salary (12 hrs/mo @ \$35/hr)
\$ 2,500	J. Clark travel (transportation/hotel)
\$1,500	Eastern/aquatic rep travel (transportation/hotel)
\$ 960	Production & printing of marketing materials; display
_____	postage/shipping; print ads
<b>\$10,000</b>	<b>TOTAL</b>

CIPM in-kind contributions:

- Access to contact lists
- Office space, computers, etc.
- J. Clark telephone and email
- J. Clark meals (per diem) and miscellaneous charges on travel
- J. Clark travel to already scheduled meetings (Natural Areas, Western Weed Coordinating Committee, etc.)
- Other university indirect costs/overhead

6 Apr 09

Board,

The time has passed for discussion. I would like to have a motion and second to approve this proposal.

David Shaw

WSSA President

I move that we fund Janet Clark's proposal to market IPSM.  
John Jachetta moved and Jeffrey Derr seconded.

The motion passed with unanimous vote in favor.

John Jachetta also wrote:

Separately, I also suggest that the NEWSS, SWSS and APMS representatives assist Janet in identifying an East Coast and aquatic representative that may already be attending appropriate meetings to assist her on a meeting-by-meeting basis.

John J. Jachetta, Ph.D.

May 12, 2009

Board:

I was able to identify individuals to serve as local arrangements chair for the 2011 and 2012 WSSA meetings. Carol Mallory-Smith and Tim Miller will co-chair local arrangements for the Portland meeting in 2011 while James Leary will chair the Hawaii meeting in 2012.

James is helping WSWS with local arrangements for their 2010 meeting at the same location we will be in 2012. So he will be a big help when it comes to planning tours, etc. for us.

I would like to thank Carol, Tim, and James for agreeing to help with the plans for these 2 meetings.

Jeff Derr

I second those thanks - very much appreciated, Carol, Tim, and James!

David

June 3, 2009

Board,

We have a motion by Jeff Derr and a second by Mike Owens as follows. We will commence with the two week discussion window and then vote on the measure.

Best regards,

David

June 3, 2009

Board:

I move that we fund for one year the Allen Press proposal to identify nonmember authors for our 3 journals and email them an invitation to join WSSA. Estimated cost for this project is \$500 startup plus \$1,950 for the time each week to do the work.

Jeff

The motion passed with unanimous vote in favor.