

National Speleological Society, Inc.
Board of Governors Meeting
Minutes of the 217th Regular Meeting
Albuquerque, New Mexico
April 2, 2011
FINAL

The 217th regular meeting of the Board of Governors was held on the campus of the University of New Mexico, Albuquerque, New Mexico. These minutes, when accompanied by corrections submitted by the Board, constitute the official record of the meeting.

President Gordon Birkhimer called the meeting to order at 9:00 AM and welcomed everyone in attendance. Jean DeVries was present as Recording Secretary.

Roll Call

Officers

Gordon Birkhimer, President
John LaMar Cole, Executive Vice-President (EVP)
Geary Schindel, Administrative Vice-President (AVP)
Wm Shrewsbury, Operations Vice-President (OVP)
Debra Young, Secretary-Treasurer (S-T)

Directors

Gary Bush
Jay Clark
Linda Devine
Jennifer Foote
Mark Joop
Ted Kayes
Randy Paylor
Bill Putnam
Carol Tiderman
Keith Wheeland
Dean Wiseman

Proxies

Scott Fee for Scott Parvin

1) Approval of the November 7, 2010 Grand Rapids, Michigan Board of Governors Meeting Minutes.

Birkhimer moved: The minutes of the November 7, 2010 meeting are approved as published. Seconded by Wiseman.

VOTE:

Unanimously in favor.

2) Officer Reports:

President (PRES) – Gordon Birkhimer

Additions to the submitted written report are as follows:

- Update from Scott Fee: NSS Credit card will have cave scene on it
- Correction: NCKRI open house is May 14th

Executive Vice President (EVP) – John LaMar Cole

There were no additions to the submitted written report.

Administrative Vice President (AVP) – Geary Schindel

Additions to the submitted written report are as follows:

- Hupp's Hill – draft contract sent to Jay Clark & Joel Stevenson for review. Feedback and recommendations have been received. Insurance requirements are being looked at.
- Review of liability issues for NSS – a caver attorney in Nashville has been found to review our liability policies .

Operations Vice President (OVP) – Wm Shrewsbury

Additions to the submitted written report are as follows:

- Mike Dale back on board with advertising plans.
- Kelli is scheduled to be back at work in the Office mid-end of April.
- Ads have been placed in the NSS News for assistance with the Web site.

Secretary-Treasurer (S-T) – Debra Young

Additions to the submitted written report are as follows:

- Insurance update: new fire and general liability policy. Provides for underground activities at preserves, Convention, and certain regional activities.

3) Committee Reports:

- A. NSS Headquarters Commission Chairman and Commissioners – John Scheltens – Presentation
- B. 2011 NSS Convention – Dave Lester, Chairman – Oral Report
- C. Planning Committee – RD Milhollin, Chairman – Oral Report
- D. WNS Committee – Jennifer Foote for Peter Youngbaer, Liaison – Oral Report
- E. National Cave National Education Program Initiative – Diane Gillespie for Aaron Bird, Safety and Training Committee Chairman - Presentation
- F. 2013 NSS Convention Bid Presentation – Oral presentation

OLD BUSINESS

4) Confirmation of E-mail Vote Conducted Feb. 28, 2011 (Act 41-850)

An e-mail vote was conducted at the request of directors Carol Tideman, Linda Devine, Ted Kayes, and Gary Bush. Email ballots require two-thirds majority to pass.

Birkhimer moved: The Memorandum of Understanding with the United States Forest Service is accepted.
The email vote began February 15, 2011 and continued for twelve days until February 28, 2011.

VOTE:

Unanimously in favor

PASSED

5) Recess

President Birkhimer declared a recess at 1:30 PM for lunch and the closed meeting of the Board and Directorate.

6) Reconvene

President Birkhimer reconvened the meeting at 4:30 PM.

7) Report of the Closed Session of the Directorate

The Chairman of the Directorate, Ted Kayes, reported on the closed session. Wm Shrewsbury was elected NSS President.

8) Report of the Closed Session of the Board

President Birkhimer announced that the annual NSS awards were considered in closed session.

NEW BUSINESS

9) FY 2011-12 Budget Approval

Young moved: The attached [NSS FY 2011-12 Budget V3](#) is approved.
Putnam seconded.

VOTE:

Unanimously in favor

PASSED

10) Fundraising Committee Chairman Appointment

Birkhimer moved: William O. Putnam is confirmed as Chairman of the Fundraising Committee.

Seconded by Fee.

Putnam moved to table the motion to the Convention 2011 meeting.

Seconded by Wiseman.

VOTE to Table:

In Favor: Foote, Clark

Opposed: Majority

FAILED

VOTE on motion:

In Favor: Majority
Opposed: None
Abstain: Putnam

PASSED

11) Change to NSS Advertising Policy

Tiderman moved: The NSS Advertising Policy (Appendix AP of the Acts of the Board) is revised as follows:

ADVERTISING POLICY for NSS PUBLICATIONS

- Advertisements should be related to the Society's research, education, conservation, exploration and recreation missions and supporting those goals. There may be exceptions to this policy with Special Issues, if the advertisement relates to the Special Issue.
- Advertisements in the NSS ~~periodical publications~~ ~~electronic or printed media~~ should not express or suggest thoughts or actions contrary to the goals and mission of the NSS.
- If they don't counter this policy, individual ~~periodical~~ ~~electronic or printed media~~ advertising policies are permitted and encouraged to more clearly achieve the publication focus.
- Each periodical (ie. the News, Journal of Caves and Karst Studies (JCKS), American Caving Accidents (ACA), Members Manual (MM) and Speleo Digests (SD)) can set it's own advertising rates independantly from the other periodicals with the following guidelines. ~~The NSS web can set its own advertising rates independent of other advertising rates.~~: (Sec note: as long as this is being changed, can the grammatical errors/typos be fixed also?)
- A "new advertiser" will be considered an advertiser who has not yet completed an advertising cycle of the periodical (ie. 12 News, 3 JCKS, 1 each of ACA, MM and SD).
- A "regular advertiser" will be considered an advertiser who has completed an entire annual cycle of the periodical (ie. 12 News, 3 JCKS, 1 each of ACA, MM and SD). Any time the advertising rates are changed, the new rates will be reported to the ~~Executive~~ ~~appropriate~~ Vice President.
- A "regular advertiser" reverts to a "new advertiser" if the advertiser misses more than 50 percent of an annual publication schedule.
- Premium advertisement pages (eg. back cover, inside back cover, and facing principle articles) may exceed the advertising minimum as the market determines.
- Any advertiser may be refused further advertising due to late or non-payment of previous bills.
- Issues determined as "Special Issues" may exceed the advertising minimums defined above.
- The Editor ~~, Webmaster, and their overseing Officers~~ ~~and the National Speleological Society~~ reserve ~~s~~ the right to ~~refuse~~ ~~decline or remove~~ any advertising ~~they deem inappropriate for the publication based on either subject or presentation.~~ ~~that is in conflict with the stated goals and mission of the NSS.~~

Seconded by Cole

VOTE:

Unanimously in favor

PASSED

12) Procedures for Posting to NSS Documents

Tiderman moved: Official postings to NSS documents, such as the NSS website, represent the society to the membership and to the world. As such, they are expected to be as appropriate as possible in order to enhance the stature of the society and the reputation of cavers and speleologists.

Those posting:

- 1.) Should be as accurate as possible.
- 2.) Are to act responsibly in the representation of society business.
- 3.) Are to represent facts with a positive attitude - no flaming or disparaging of members in a public venue.
- 4.) Are to refrain from posting any confidential NSS material.
- 5.) Must not post anything that is misleading or inaccurate.
- 6.) Should copy the OVP on all postings.

Any postings deemed unprofessional will be subject to correction and/or removal by an officer.

Seconded by Shrewsbury

Shrewsbury moved to amend item number #3 to: Are to represent facts with a positive attitude.

Seconded by Putnam

VOTE to amend:

Unanimously in favor

PASSED

Kayes moved to postpone to the Convention 2011 meeting.

Seconded by Wiseman.

VOTE to Postpone:

Unanimously in favor

PASSED

MOTION POSTPONED

13) NSS Mammoth Cave Restoration Committee Chair Replacement

Schindel moved: William Copeland (NSS 19471) is confirmed as Chairman of the NSS Mammoth Cave Restoration Committee. The Board recognizes the outstanding service by outgoing Committee Chair Roy Vanhoozer (NSS 47845).

Seconded by Fee

VOTE:

Unanimously in favor

PASSED

14) Wells Cave Nature Preserve

Schindel moved: William Walden (NSS 11573) is confirmed as Chairman of the Wells Cave Nature Preserve Committee. The Board recognizes the outstanding service by outgoing Committee Chair Larry Simpson (NSS 12520).

Seconded by Devine.

VOTE:

Unanimously in favor.

PASSED

15) Amendment to Members Manual Committee Act 84-324

Young moved: Act 84-324 is amended as follows:

84-324 Members Manual Committee 4-4-09:17, 8-5-96, 3-23-85, 10-23-76, 3-21-81

The annual Members Manual shall include the membership list and may include other materials of interest to the membership such as descriptions of services, committee functions or activities, annual reports from the officers or important committees, or other similar material. The Members Manual Committee of the Executive Vice President's Department shall be responsible for providing all editorial material for the Manual other than the membership list. The Manual shall be published annually <approximately two months after the annual NSS Convention> <<on a schedule to be determined by the EVP, with the approval of the Executive Committee>>. Funds for the publication of the Manual shall be budgeted in the fiscal year corresponding to the intended publication date.

Seconded by Bush

VOTE:

Unanimously in favor

PASSED

16) Strategic Plan Approval

Birkhimer moved: The Board adopts the following as the summative Strategic Plan for the National Speleological Society. This document is understood to be a working guide for the organization and for the planning committee, which will continue to assist the Board in developing and updating the various goals contained within.

Seconded by Cole

Joop moved to postpone the motion.

Seconded by Kayes.

VOTE to Postpone:

Unanimously in favor

PASSED

MOTION POSTPONED

Summative Strategic Plan:

Strategic Goal 1: Increase Public Outreach

Strategy: The NSS will work to make its name and mission known among the public outside the caving community and encourage supporting memberships among people interested in conservation and other cave-related topics.

By summer 2011 the NSS will develop marketing techniques and advertising pieces for targeted journals, magazines, and group newsletters that solicit cave conservation supporter memberships and donations.

By summer 2011 the NSS Board will address the most effective way to coordinate the outreach efforts to both the general public and the non-NSS caving public. There are many functions and duties within the organization that will need to work in concert to have the most desirable impact.

By summer 2011 the NSS will offer a discount for first-year members as part of a coordinated outreach/marketing plan to attract initial membership and then demonstrate the advantages of continued membership.

By summer 2011 the NSS will incorporate price/benefit considerations into the dues structure, incorporating the option for members to receive NSS publications in digital rather than printed format.

By summer 2011 The NSS Headquarters Commission will have a general plan for a headquarters facility that will address and incorporate the goal of public outreach.

By summer 2011 the NSS will have in place at least three cooperative marketing or advertising agreements with conservation or exploration oriented organizations that will enable mutual public outreach.

By summer 2011 5% of the membership income for the NSS will be from the Cave conservation supporter membership category.

By summer 2011 The NSS will present a workshop at Convention that teaches members how to give public presentations and facilitate public outreach, and will provide copies of NSS outreach curricula, presentation supports, and posters.

By summer 2012 The NSS will develop a DVD or downloadable media for use as presentations at meetings such as university outdoor clubs, scout troops, hiking/rock climbing clubs, etc., and at conservation group meetings.

By summer 2012 The NSS will produce a separate publication suitable and appropriate for cave conservation supporting members, which will be sent to all addresses in that membership category.

By summer 2012 10% of the membership income for the NSS will be derived from the cave conservation supporter membership category.

By summer 2012 the NSS bookstore will have increased sales by 10% by marketing NSS publications suitable for the general public in bookstores and gift shops of state and national parks featuring caves, and commercial cave operations. NSS public-interest/conservation-themed brochures should be provided for free distribution.

By summer 2015 The NSS will open a national caving museum at the NSS headquarters with educational exhibits for visitors illustrating the history of U.S. Cave exploration, cave archaeology, historical aspects of caves and caving, cave biology, prominent cavers, cave and karst geology, and the progressive development of caving technologies.

By summer 2016 The NSS will have a traveling museum exhibit with trailer to be shown at science museums, universities, NSS regional and affiliate group events, and other venues.

By summer 2016 The NSS will host conferences, seminars, and workshops at the new NSS headquarters on significant cave and caving topics in cooperation with the NPS, NFS, USFWS, BCI, NCA, and like organizations.

Strategic Goal 2: Increase Caver Outreach

Strategy: Recruit individuals that are involved in the various aspects of caving to join the NSS in order to further our common goals.

Strategy: Increase the membership renewal rate of members, especially those with less than three years as members.

Strategic Goal 3: Increase the scope and quality of Member Services

Strategy: Make the benefits of membership in the Society more objectively apparent and desirable to a wider number of cavers.

Strategic Goal 4: Improve Organizational Effectiveness

Strategy: Increase the ability of the NSS to achieve its organizational goals in the most effective and efficient manner possible given available resources.

Strategic Goal 5: Streamline Organizational Governance and Decision Making

Strategy: Decrease the time needed for the NSS organization to reach decisions necessary in order to carry out its organizational goals.

Strategy: Institute procedures that will assure the NSS leadership is as responsive as possible to the membership.

Strategic Goal 6: Choose optimal location and configuration for a national headquarters

Strategy: Select the location that can best serve the members, purposes, and goals of the Society.

Strategy: Develop a plan for the NSS national headquarters that will be practical in the short term, flexible in use over time, and expandable to meet the projected needs of a national membership-based organization over the long term.

Strategy: Select a headquarters plan that will be financially self-supporting over the long term.

Strategic Goal 7: Transform key aspects of the NSS organization to ensure long-term success and viability as a membership-based non-profit

Strategy: Establish a formal process for evaluating the effectiveness and responsiveness of the NSS organization in relation to similar organizations, and be prepared to make bold changes based on the results of such a study.

17) Electronic Balloting (Act 06-851)

Paylor moved: Beginning in 2012, balloting of the membership for the NSS Board of Governors director elections will be conducted electronically, with a provision for alternative voting methods for members without online access, and provided that the projected total cost of electronic voting is less than the projected total cost of paper balloting.

Seconded by Tiderman

VOTE:

Unanimously in favor

PASSED

18) NCKMS Funding (Act 48-852)

Kayes moved: The NSS provides \$500 to the NCKMS for their next symposium.

Seconded by Shrewsbury

VOTE:

In favor: Rest

Against: None

Abstain: Schindel

PASSED

19) Headquarters Commission Direction

Kayes moved: The Headquarters Commission is requested to do the necessary due diligence on the preferred sites and make a recommendation by June 15, 2011, if at all possible.

Seconded by Wiseman

VOTE:

Unanimously in favor

PASSED

20) Congress of Grottos Organization (Postponed motion from November 2010 meeting) (Act 06-851)

Birkhimer moved: The Congress of Grottos resides in the Department of the President to facilitate communication between Congress of Grottos (COG) and Internal Organizations and to maintain an archive through presidents' reports of COG agendas, minutes, motions, and Board responses.

Seconded by Bush

VOTE:
Unanimously in favor

PASSED

21) Open Discussion Period

Birkhimer moved: An open discussion is held for a period of time not to exceed 15 minutes.

Seconded by Devine.

VOTE:
Unanimously in favor

PASSED

22) Appreciation

Birkhimer moved: The Board of Governors expresses its appreciation to the Sandia Grotto and the Southwestern Region for hosting our meeting and providing excellent meeting arrangements.

Seconded by Kayes

VOTE:
Unanimously in favor

PASSED

23) Adjournment

Tiderman moved: The meeting is adjourned.

Seconded by Shrewsbury

President Birkhimer declared the meeting adjourned at 6:33 PM.