

Draft: Penn's Woods West Trout Unlimited

Board Meeting—October 7, 2021

TU Mission: To conserve, protect and restore North America's Coldwater fisheries and their watersheds.

Attendees: Ian, Chuck, Bryan, Jamie, Ed, Nora, Ron

Topics (Meeting Opened 7:05 PM):

- 1) Welcome and call to order
- 2) Minutes approved; Ed proposed / Bryan seconded **<passed>**
- 3) Treasurer's Report (see below)
- 4) Old Business
 - a) Forbes Trail Funding Request
 - i) Board is broadly in favor of funding the full request but would like to make sure that we are acknowledgement by Forbes Trail as one of the formal funders. Goal is partnership, this sits squarely in our strategic plan, and it is worthy of support. Chuck will include such a note in the letter back to Forbes Trail.
 - ii) Moved Jamie, Seconded Nora. **<passed>**
 - b) COI forms still outstanding from officers not at the retreat.
 - c) Volunteers and Deployment
 - i) We need to get the committee structure underway. Chuck has set up a first cut at the committee structure and would like the other committee chairs to get in touch with the folks on the tentative structure (see President's report below).
 - d) Communications Committee—Website Revisions
 - i) Zoom conference last week, some very good input from the attendees.
 - ii) Estimate is \$1500-2000 for a redesign per the minutes below (Communications Committee)
 - iii) Bryan would like to be able to accept payments through the site and this, along with security issues, should be addressed by the committee.
 - iv) Nora moved that we approve up to \$2000 for the web site improvements, Chuck seconded. **<passed>**
 - e) New TIC Site
 - i) We'd like a complete listing of our current and approved TIC classrooms in conjunction with PA Trout and Fish & Boat (Bryan and Christian are working on this).
 - f) "Pet Project" Initiative
 - i) Any interest in purchasing some framed salmon flies from a tier in MI for auctioning at Cabin Fever? Bryan is open to this; Jamie indicates that the ties are spectacular.
- 5) New Business

- a) Arrowhead Funding request
 - i) Discussed the request broadly.
 - ii) Cost is materials; time & labor is donated.
 - iii) There will be riparian buffer work as well.
 - iv) Work is on private property, but there is public access through the DHALO section.
 - v) Permitting has been properly emplaced.
 - vi) Nora, Ian, and Bob will review.
 - vii) Tabled until November (Chuck proposed, Nora seconded). <tabled>
- b) Editorial Board
 - i) Chuck would like an informal board to vet our communications – Bryan Jamie, Ian
 - ii) Ian would like to see Christian added to the ‘senders’ list along with Jamie so he can update messages about speakers in a timely manner. We’ll contact Christian about this; Jamie is now the point person on communications to members, with Chuck as back-up.
- c) Bryan met with Roy Wetzel/Chatham to set up live streaming of a TIC tank at Chatham with the goal of letting less advantaged classrooms participate in TIC, creating a ‘virtual TIC’ program. Chatham excited about the potential of this and are willing to do so. Bryan is putting together a budget and would like to move ahead if the board is amenable and would like to pursue a grant through Equitrans Midstream for the materials (hardware) required by Chatham. Board approves pursuing.
- d) Allegheny Cleanways – partnership opportunity to remove trash from waterways in Allegheny County. Bryan working to get them involved with us, and us more involved with them. Bryan would like to look at sponsoring (~2000) a boat-based cleanup on the Allegheny River and getting members involved. Also exploring the lower Chartiers Creek canoe cleanup (possibly another sponsorship opportunity). Board approves pursuing.

Adjourned

Meeting closed 8:00 PM

Important Dates:

Committee Reports

Penn's Woods West Chapter of Trout Unlimited

Officers and Committee Chair Reports

For September Year: 2021

Conservation Committee Chair: Bryan Mathie

Women & Diversity Committee Chair: Nora Cline/Jodie Minor

Membership Committee Chair: Jamie Schroder

Education Committee Chair: Ron Milavec

Program Committee Chair: Christian Shane

President: Chuck Buffington

PWW Committees	Sections	Chair/Head	Contact by Chair?	Members	Mission
Advocacy		Buffington		Austin Price; Alex Charlton	We will work to establish links to people in PATU and National TU's advocacy programs. We will encourage members to attempt to influence rule-makers at the State and National level by personal interaction and group action
Communications		pending	yes		The chapter needs a coordinated communications effort involving social media, broadcast emails and the website.
	Website			Nick Cobler, Austin Price	
	Social Media			Jeremy Jones	
	Broadcast Emails			Jamie Schroder?	
Conservation and stewardship of aquatic resources		Bryan Mathie		Beth Dutton; Alex Charlton; Alani Taylor	We should encourage respect for the waters around us so that we and our children can enjoy the magic of wild native fish. Chapter currently needs one or two well-defined local conservation projects to focus on that can be well-organized, managed, and successful to spotlight our chapter and TU as a whole. We should consider working with other TU chapters for cold-water conservation opportunities. Consider starting a stream monitoring program in conjunction with local Universities. Partner with Chatham University's environmental science programs. Develop stronger ties to the community of people and organizations focused on our local watersheds.
Education				Patric Hepplinger; Frank Fazio	
	Chapter Meetings	Christian Shane			Provide outside speakers to address angling and/or conservation issues at Chapter Meetings
	Fly Tying Instruction				Support Fly Tying programs for adults and youth
	Trout in the Classroom	Christian Shane			Support and expand our Trout in the Classroom program
	Introduction to Fly Fishing	Rob Reeder			Support "Introduction to Fly Fishing" each year, a free, day-long session that is open to the public
	Bar Flies	Ron Mlavec			
	Outreach	Bob Bukk		Matt Kostek	Provide or support programs to help Veterans and disabled anglers get on the water
Events				Glen Andrews	
Fund Raising					
	Cabin Fever	Bryan Mathie			
Membership		Jamie Schroder		Jason McClelland; Charles Cantella	Engage currently inactive members and seek out a diverse population of new members. Expand outreach: teach all interested people about the magic of wild native fish. Work to expand our Chapter's visibility in the community. Adopt the Trout Unlimited approach: big tent for all interested; offer of membership comes later.
Nominating		Dale Fogg			Identify talented, motivated and willing people to serve on the Board
Women, Diversity, Youth		Nora Cline; Jody Minor		Patrick Hepplinger	Support our Women's Group which is notable for the number of women involved and the range of activities. Grow the chapter and reach a more diverse demographic that more clearly reflects our urban setting. Support Youth: Stream Girls; fly tying; River's Camp
Reserves					
Brian Pitell				Have they been contacted by the committee chair?	
Glen Andrews					
Stephen Plut					

Vice President: Bob Bukk

Officer: Treasurer: Ed Barger

Only one (uncleared) since last report - Speaker honorarium of \$150 to Sara Muller for her presentation on her amazing thesis work for our September 2021 meeting.

Current balance is a healthy \$74,345.51

I have 2 checks from Target employee periodic donations (total of \$20) to deposit. I may miss the meeting Thursday night.

Date	Postin...	Check #	Payee	Memo	Category	Payment	Clr	Deposit	Balance
5/12/2021	5/25/2021	1586	Gregory Hoover	May 2021 speaker	PWWTU-Expenses:25 -Conference,	300.00	R		49,494.45
5/29/2021	6/2/2021	1587	In-House Graphics	Web Site Maintenance	PWWTU-Expenses:31 - Contractors,	42.50	R		49,451.95
6/13/2021	6/30/2021	1588	Charles Buffington	Reimbursement for Email hosting Service	PWWTU-Expenses:31 - Contractors,	305.49	R		49,146.46
6/16/2021	6/16/2021	DEP	Deposit	Aaron Komlos - Target	PWWTU-Income:02 - Workplace Giv		R	20.00	49,166.46
6/21/2021	6/21/2021	EFT	Trout Unlimited Trade	TROUT UNLIMITED TRADE PAY PENNS000	PWWTU-Income:01 - Contributions		R	250.00	49,416.46
7/6/2021	7/6/2021	DEP	Equitrans Midstream Corp	Earth Day Donation	PWWTU-Income:01 - Contributions		R	25,000.00	74,416.46
7/13/2021	7/13/2021	DEP	Target Workplace Giving	Aaron Komlos- Target	PWWTU-Income:02 - Workplace Giv		R	25.00	74,441.46
7/16/2021	7/23/2021	1589	Charles Buffington	Reimbursement - Officers Retreat expens	PWWTU-Expenses:25 -Conference,	45.95	R		74,395.51
9/15/2021		1590	Sara Jane Muller	Sept. ZOOM meeting speaker	PWWTU-Expenses:25 -Conference,	150.00	R		74,245.51

Summary: 186 Transactions, Online Balance: 74,395.51, Ending Balance: 74,245.51

Ex-officio: Dale Fogg

Communications Committee

29 September, 2021

PWWTU Communication Committee

Inaugural Meeting – 7 pm

Present: Nick Cobler, Austin Price, Jeremy Jones, Joe Birch, Chuck Buffington; Absent – none

Chuck welcomed the group and set the agenda: discuss website tonight and discuss social media at the next meeting. The group then focused on defining the problems with the current website and suggesting solutions for these problems.

Good things about the current website:

- Plenty of content
- Responsive template (works on multiple screen devices)
- Links work
- Easy to contact people
- New member page and ease of contact with the organization are warm and welcoming
- Site looks good on a cell phone (due to employing a responsive template)

Problems with the current website:

- Poor organization of website:
 - Content not organized in a way that makes sense to user.
 - Complicated and confusing navigation
 - No focus on the personal journeys of users: potential members; new members; old members

- Little story-telling that makes users say: “I want to be part of this”
- Antiquated theme with colors and fonts that impair accessibility
- Wasted real-estate (duplicated masthead logos for instance)
- Search buttons are hard to find
- No links to social media sites
- No features that allow members to directly submit photos/stories
- No videos

Suggested Solutions:

- Simplify navigation and reorganize content to meet user’s needs
 - Need intuitive pathways within the site for potential members as well as new and old ones.
 - Use stories to involve these different groups
- Get the important messages (for example: TU mission / Chapter mission) front and center
- Have active and static buckets of information:
 - Active for the latest news
 - Static for reference (eg Bylaws, Board bios)
- Provide a bulletin board on which members can post photos and short blogs about their conservation/fishing adventures.
- Check out other TU chapter sites for ideas: Montana TU, for example
 - Use Avada to update site’s theme.
 - Pick a theme that is responsive and visually appealing, yet flexible
 - Pick a theme that has nice fonts and great colors
- Look at Google analytics for current site to see what content current users gravitate towards (and apply to updated menu/navigation system)
- Build in two-way links with social media platforms
- Add link to or embed content from a YouTube channel (but must first create a YouTube channel)

Miscellaneous:

- Calendar should be full of events and updated in a timely fashion
- Tough to find and process meaningful articles and content
- Need to have one or two people willing to manage/post/archive content (Nick and Jeremy volunteered).

Meeting adjourned at 8:05 pm