

MINUTES OF THE PACIFIC SEABIRD GROUP EXECUTIVE COUNCIL

14 May 2020 Conference Call

4:00pm- 5:17pm (Pacific Daylight Time – UTC-7)

Amended and approved on June 11, 2020

Present: David Craig (Past Chair), Rob Suryan (Chair), Roberta Swift (Chair-Elect), Olivia Bailey (Secretary), Kirsten Bixler (Treasurer), Peter Hodum (Vice Chair for Conservation), Kerry Woo (Canada Regional Representative), Marc Romano (Alaska/Russia Regional Representative), Rachael Orben (Washington/Oregon Regional Representative), Katie Stoner (Northern California Regional Representative), Kristin Brunk (Student Representative) [11].

Absent: Mary Cody (Non-Pacific U.S. States Regional Representative), Nina O’Hanlon (Europe and Africa Regional Representative), Chung-hang Hung (Asia and Oceania Regional Representative), Cristián Suazo (S. California, Latin America, Hawaii Regional Representative) [4].

Others Present: Nacho Vilchis (PSG 2022 Local Committee Chair), Justine Miller (Luana Events), Emma Kelsey (Membership Committee Coordinator), Jane Dolliver (Communications Committee Coordinator), Kyle Elliott (Corresponding Members Committee Co-Coordinator), Wieteke Holthuijzen (Corresponding Members Committee Co-Coordinator, Communications Committee Member [6].

1. APPROVE 14 MAY AGENDA

Motion to discuss the 14 May 2020 agenda moved by Olivia, Marc seconds

Add awards discussion to end of meeting

Motion to approve the 14 May 2020 agenda moved by Olivia, Marc seconds

Abstentions: 0, Nays: 0, Yays: 11, motion passed unanimously

2. APPROVE 27 MARCH 2020 MEETING MINUTES

Motion to discuss the 27 March 2020 meeting minutes moved by Olivia, Kirsten seconds

Motion to approve the 27 March 2020 moved by Olivia, Peter seconds

Abstentions: 0, Nays: 0, Yays: 11, motion passed unanimously

3. PSG COVID-19 ANNUAL MEETING SURVEY RESULTS, NEXT STEPS

Motion to discuss results of 2021 Annual Meeting/ COVID-19 Survey and steps forward moved by Olivia, Kerry seconds.

People responded within 48 hours. Overwhelming support to postpone PSG 2020 meeting. 85% - yes, 15% - no. Overwhelming support for having in-person meeting in SD in 2022 – 95%. Lots of support for virtual meeting in 2021 – 88%. 87% said that they would participate in the virtual meeting.

Roberta and I talked with Nacho and Annette about virtual meeting. Same local committee in 2022 as would have been in 2021. Need to consider to what extent we include Justine and Luana Events in a virtual meeting in 2021. What the “local committee” for a virtual meeting might look like. Don’t want to burn them out. Possibility of PSG 2021 LOCO participating in scientific program.

Comment: We are willing to help, lots to learn. Don't want to lead.

Comment: Lots to consider – separate lead for virtual conference besides Roberta for scientific program.

Comment: Jim Howard is willing to help with scientific program. Rob had a few people to help last year, might put out a call on the listserv? Need to figure out how duties work with local committee and scientific program. Possibility of regional hubs. Regional reps could lead those? Went to meeting that had an online organizer that ran the meeting. IT person that was helping people with issues. That was interactive, but we want interactive portions. Might want to spend money on someone who knows what they're doing! Will follow up with people who ran workshop – cost.

Comment: Need a virtual local committee to lead.

Jane will send Roberta the list of members who indicated on PSG 2020 feedback survey that they want to help with Scientific Program in 2021.

Question: Has anyone's workplace supported the attendance at a virtual meeting?

Ans: I will ask my bosses.

Comment: We supported colleagues to attend the Portland meeting virtually.

Comment: Usually the hang up for us is in the travel, not actually attending conference.

All EXCO will send Secretary recommendations of people to help with virtual local committee for PSG 2021.

All EXCO will check with their employers about the potential for funding attendance to a virtual conference.

Comment:

Motion to approve postponing the PSG Annual Meeting in 2021 to 2022, to be held in San Diego with same local committee moved by Peter, David seconds.

Abstentions: 0, Nays: 0, Yays: 11, motion passed unanimously

Motion to approve holding the PSG Annual Meeting virtually in 2021 moved by Roberta, Kirsten seconds.

Abstentions: 0, Nays: 0, Yays: 11, motion passed unanimously

Question: Is there a reason to not keep the dates?

Ans: Depends if you want to extend the time – shorter day of talks for a week.

Comment: If local nodes, might need a range. Could stick to general time for now.

Comment: Stay with same window for now.

Comment: We were talking about not having entire day of talks – conference lasting for more days?

Comment: Details will come when we start planning. Salish Sea had a virtual conference, over 2-3 days, went well. Free to attend. Other organizations moving forward with online.

Comment: Expect a lot driven by the number of presenters. Wait until we have a committee in place to plan.

Comment: Could send out another follow up survey.

Comment: I went to the Salish Sea conference – was at my desk, work got in the way of attending many talks. Unlikely that people will spend all day watching talks on computer. Can get feedback from membership.

Comment: We are holding workshops – 2 hrs. of workshop, 2 hr. break. Morning/afternoon.

Comment: Could rethink the format. Doesn't have to be sessions of just talks – could create workshops, more actively engaged, focused on topic. Fun to explore different things.

Comment: Interesting – ideas to incorporate culture and art.

Comment: Good point – interactive polling, etc. Boring to transition in-person format to online. Lots of comments in report about virtual meeting – lots of support for alternating online/in person meeting.

Comment: One thing that came up was plenary speakers – get invited speakers that we could normally not afford with travel – not as limited by funds.

Comment: Bring in experts to thematic workshops/sessions – gives us a lot of flexibility that we would not usually have. Donate an hour or two to facilitate workshop.

Comment: Could have well-known and ECS plenaries – response/side by side talks. Give ECR platforms.

Roberta will check in about virtual workshop/conference administrators.

4. UPDATES

Motion to discuss Updates moved by Olivia, Kirsten seconds.

Abstentions: 0, Nays: 0, Yays: 11, motion passed unanimously

4b. TREASURER'S UPDATE

Included account balances – doing fine! Issue getting paid by CVENT. Holding funds so that organizations could refund in case of canceled events. Took a few reminders. Getting last chunk - \$3,000, then will be paid up. All accounting up to date. Quite close to closing First Hawaiian accounts! If the last few checks

don't get cashed in next week or so, will close accounts, and will reissue checks via Axos. Adding Roberta as signer for Axos almost complete. Easier through online bank.

Posting video from 2020 meeting – YouTube is best option. Free, can allow access to designated people or people with link. Designate someone - have access through email. Better if we are worried about people sharing link. Are we only going to give access to people who paid for remote meeting? All meeting registrants? Might be nice to have access to all plenaries and atrium talks.

Comment: All attendees would be nice. Everyone paid.

Comment: Last thing is getting permission from all recorded speakers. Will start emailing.

Kirsten will contact all plenaries and speakers in Atrium Ballroom from PSG 2020 to confirm posting videos of talks on YouTube.

Comment: There was only one person who didn't want to be recorded or streamed. All others said okay to both. We didn't acknowledge posting anywhere.

Comment: I would prefer to have designated emails only get access. I don't know all the pros and cons.

Comment: We have the emails that people used to register. Could post to listserv, if you registered for meeting, use email you used to register.

Question: Does anyone prefer having videos unlisted and accessed through a link?

Ans: Link is simple.

Comment: Depends what speakers want. Only PSG members? Maybe family.

Comment: In that case they could share link.

Question: What does Google do with emails that are included? Do we know their policy?

Ans: Maybe pose that question to speakers. Or make decision ourselves.

Comment: I could see people getting upset, but maybe not.

Comment: If people paid for this meeting, should make sure it is secure.

Comment: No option to pay to see these videos now, right? Just referring to if they have paid to see these already that it should be secured.

Comment: If people don't want emails shared, could decline access.

Comment: Are we leaning toward using emails?

Comment: I think emails more secure. Last thing - met with PSG accountant this morning. Some changes in how we're entering Canadian bank transactions. Can complete a quarterly report, will share next month.

Question: Is \$110,000 3 years of operating funds?

Ans: \$14,000 operating budget for 2020. So well over. Good to have more in General Fund. For example, having to cancel conference. Wouldn't be able to cover bills.

Comment: Might have to pay closer attention to budget with virtual meeting.

Question: Are we in a spot similar to other years?

Ans: We've had about \$100K in budget since I've started. We have more now because last couple meetings have gone well.

Comment: I would default to you. Sounds like we are in good shape.

4a. MEMBERSHIP COMMITTEE UPDATE

Welcoming Wieteke to helping with Membership Committee! Lots of insight on how to execute a membership drive. We have started to set goals for the drive. Focus effort on lapsed members, motivate renewal. New member goals. Increase by 40% - new or renewed members. Keep updating throughout campaign on how close we are getting to goals - motivate people. Month-long drive, outreach throughout, themed weeks. Theme messaging on social media. What your membership means for PSG, importance of diversity, importance of student members, general recruitment. Reached out to 5 PSG members who are also artists, happy to share artwork for campaign - can use images to put campaign messages on for social media/emails. Next step is writing/outlining why membership matters. Perks of membership. Stats on importance of membership to PSG - financial stats.

Kirsten will compile stats on benefits of membership to PSG and send to Emma and Wieteke.

Propose that the drive start in November - people are thinking about donations. Ends in mid-December, before holidays.

Question: Has anyone done anything like this for PSG before?

Ans: I don't know, I do give Wieteke the credit for pitching it this way. Think it could be effective, create a framework to be used in the future. Trial run to see if this is a good way to recruit members.

Comment: What do you think about splitting out multiple approaches - personalized emails, social media, listserv - spreading those out so that we can track which routes are most effective? Hitting lower fruit first. Personalized emails to lapsed members - may not know that they are not members right now.

Comment: That's a good way to figure out what's the best way to recruit. Maybe start the personalized emails earlier in the year, end with a more public effort.

Emma and Wieteke will send personalized emails to lapsed members, starting this spring/summer.

Question: Have you thought about using a stick in addition to a carrot? Do lapsed members stay on listserv?

Ans: Listserv is open for all, good way for students/ ECS to be introduced to PSG without being a member. We've had this conversation a lot in the past as to whether tying this to membership would incentivize people.

Comment: Keeping open has been general feeling. But could use guilt.

Comment: Staying on listserv, more accessible to us.

Comment: Interesting way to frame it, too. Percent of people on listserv not members.

Question: Do we know how many members we have currently?

Ans: About 400, don't have numbers at hand. 430.

Comment: 40 is 10% increase, not 40. Typo.

Question: Do we have any data on retention?

Ans: We don't, right now not clear. Need to get into CVENT. Right now, don't have that option. I can create that framework.

Emma will generate numbers on member retention.

4c. CORRESPONDING MEMBERS COMMITTEE UPDATES

Quick report – haven't reported in about a year. CMC has 16 memberships to give out from under represented countries, typically Latin America and Pacific Rim. Provide report every 3 years in exchange. Wieteke joining as co-chair.

Comment: Attended PSG for first time, 2nd year MS student at Northern Illinois University. Excited to get involved in PSG. Passionate about making it more of an inclusive and diverse organization. Excited to help on CMC!

Comment: Working on getting more Corresponding Members from Central America – no members, and more of the Pacific Islands. Currently have 6 members, surprisingly difficult.

Comment: Have lots of contacts with South American seabird biologist. Used to have members in South America, maybe not maintained.

Peter will email Kyle and Wieteke contacts of potential Corresponding Members from South America.

Comment: That'd be great, although the majority of current members are from South America.

Comment: Just read through *Pacific Seabirds*, didn't recognize names of some researchers from Russia and Asia. Maybe a good place to glean contacts.

4e. COMMUNICATIONS COMMITTEE UPDATE

Been busy, all hands meeting in April. *Pacific Seabirds* almost ready to go out – final changes. Social media is progressing. Wieteke is helping with website updates. Proposing changes – fresh eyes! Proposing changes, listed in blue, to top of PSG websites. Moving forward – who has authority to make those changes. Don't need approval for small changes. Overhauled website in 2015, lots of effort and contribution by Jo. Took a long time to move the old website into this nice, user friendly format! Need to agree how to move forward.

Look through changes, check out website. Does EXCO feel comfortable with Jane and Wieteke making changes that they agree on without coming to EXCO each time?

Question: These changes are across multiple pages – higher level above every page.

Ans: Yes, navigation on site.

Comment: Making sure things are logical and easy to find.

Comment: We can move this into an email conversation.

Jane and Wieteke will send proposed website changes to EXCO via email for approval.

Comment: If you have ideas for the website, PR campaigns, etc. We would love input! We don't get many comments. If you have content, let us know!

Comment: Great to have fresh eyes. 2015 is a long time ago in internet time!

4f. AWARDS DISCUSSION

Not up to speed on where we should be at this time of year. SRG – we were going to move forward? WSTC – haven't heard yet, will forward along so we can start voting.

Comment: Will confirm with Former Chairs that we have their approval, if not, will get their approval. Get how much we will award.

Dave will confirm moving forward with SRG grants with Former Chairs

Comment: We do have more money than usual, maybe PSG General Fund could be used for SRG. Maybe not the best time to do this.

Comment: Good opportunity to support students, need to provide them with as many resources as possible. They are in a developmental time, need support.

Comment: Talked to Pat O'Hara, he agreed to be PSG PICES rep.

Comment: Usually PSG donates out of General Fund to ECR and Foreign Scientist travel – if not hosting meeting that requires travel funds, good use of money to put into SRG. Also propose that virtual LOCO for 2021 is composed of regional reps.

Comment: Yes, thinking of local committee organizing regional hubs. Not hosting, but organizing. Finding people to host. Unless a regional rep wants to step up to be lead, I think there still needs to be a lead. If we hire someone to take care of virtual side, maybe simple enough for regional rep to run it. If we are just replicating in-person meeting through Zoom, we could do that. It's only if we try to do more – will take more time.

Comment: Support SRGs for more than field work – any way to keep research going.

Comment: If there's no travel, maybe we can offer free registration for students. Cautious because this is new, need a buffer in case we have a loss or try to do something new.

Comment: Since SD is so expensive, smart to keep \$100,000 in budget. We have \$113,000, could spend that down. We could decide by looking at the meeting budget more carefully. We know that if we don't fundraise enough for SD - \$50,000, or if our attendance is down. Think about it more, figure out how much we can safely spend.

Comment: We think this meeting could cost less, could be wrong. Could be less ways to make money this meeting.

Rob will send Roberta the PSG 2020 annual meeting budget.

Comment: Maybe we want to go with a model like Baja – folks outside core area attend meeting at membership cost. Way to pull them in as members – have their contact info.

5. ADJOURN

Motion to adjourn moved by Olivia, Kirsten seconds

Abstentions: 0, Nays: 0, Yays: 11, motion passes

14 MAY AGENDA

(* Indicates need for a vote)

1. Roll call & approve agenda*
2. Approve minutes 27 March 2020*
3. Annual Meeting/COVID-19 Member's Survey Results, Steps Forward*
4. Updates
 - 4a. Membership Committee Update
 - 4b. Treasurer's Update
 - 4c. Corresponding Member's Committee Update
 - 4d. Communications Committee Update
5. Action items and adjourn