

Minutes from ESA Plant-Insect Ecosystems Governing Board Meeting  
Conference Call  
October 29, 2020

Present:

Diane Alston, Past President  
Jeff Bradshaw, President  
David Onstad, Vice President  
Rebecca Schmidt-Jeffris, Vice-President Elect  
Anjel Helms, Secretary  
Anh Tran, Student Representative  
Nicholas Larson, Early-Career Professional Representative  
Erin Cadwalader-, ESA Representative  
Melissa Siebert, ESA Governing Board Representative  
Lina Bernaola, Treasurer  
Laura Sparks, ESA marketing and web

1. ESA branding effort – Erin/Laura
  - a. Laura Sparks presented her information about ESA branding
    - i. Goal is for people to have most positive opinion as possible about org.
      1. Phase 1: Conducted an audit of peer analysis with survey of current/perspective members and interviewed stakeholders
      2. Phase 2: Logo refresh, color palette refresh, website refresh
    - ii. Want ESA brand to be approachable, reputable, diverse, accepting, inviting, friendly, reliable, knowledgeable
    - iii. Branding contributes to cash flow for org.
      1. Keeping and attracting members
      2. Keeps org. mission driven
    - iv. ESA branding can also help the sections with their branding and keeping it cohesive with overall org.
      1. P-IE will follow up with them on this
2. Leadership Webinar – Jeff/David/Melissa
  - a. Event was a huge success
  - b. GC received emails from members expressing interest in serving
  - c. Nominations increased after event
  - d. Goal is to host future webinars to continue engaging members
    - i. Challenge to keep members (especially new) informed of processes including the governing council and ways to participate
3. Treasurers Report – Lina
  - a. Report for 2020 will be made available to all members
    - i. Starting funds 12/31/19: \$30,792
    - ii. Sectional allocation for 2020: \$17,320
    - iii. Expenses for 2020: \$4,055

- iv. Current available funds 2020: \$44,057
  - v. Account contains a designated \$2,000 scholarship sponsorship from Corteva and a \$1,500 award donation from Melissa Siebert for next field tour
  - vi. ESA financial reports are required for summer and fall-Lina will keep track of monthly activity
- 4. P-IE Committees – Jeff
  - a. We do not currently have WIG committees so we could remove the list of people from the website and change page info title to something about pollinator information
  - b. Pollinator committee is excited for their future reboot
- 5. Branch support – David
  - a. P-IE offered support for ESA branches for a P-IE symposium in 2020 but event moved online with Covid-19 and funds were not spent
  - b. Council discussion about providing support to branch meetings for 2021-will revisit after national meeting once branch meeting announcements are official
- 6. Annual meeting planning committee report – Jeff/David
  - a. Rebecca has prepared a great informational slide deck for meeting
  - b. Rebecca is on track to upload the welcome videos
  - c. Proposal to give raffle drawing for end of awards ceremony-Anh and Nick will look into specifics for how to make it happen
  - d. Need a slide to indicate our business report will be made available after the meeting with the next newsletter and will include our thanks to all volunteers, moderators, judges, etc.
- 7. Hot Topics – David
  - a. Summary presentations at end of awards celebration
  - b. David is sharing connection information with groups