



Oregon Chapter
of the
American Fisheries Society
 OR Chapter AFS: PO Box 8062 Portland, OR 97207-8062

To: ORAFS Executive Committee
From: Andrea Carpenter, Secretary
Subject: Minutes from the ORAFS Fall Retreat Executive Committee Teleconference - Thursday, September 10, 2020 and Friday, September 25, 2020

DAY 1: Thursday, Sept 10, 2020

In attendance: Elizabeth Osier Moats – Treasurer, Andrea Carpenter – Secretary, Ryan Branstetter - External Director, Scott Heppell – President-elect, Todd Hanna - Vice President, Becky Flitcroft – Past President, and Peggy Kavanagh – Internal Director

Call to order: 5 PM

I. Annual Meeting Timeline - Scott

Bench Marks

Suggested Deadlines for Annual Meeting (Sponsorship and Vendor deadlines are determined by printing deadlines, else sponsors end up in Errata in program; each step of printing process determined with Heather Stanley- the contractor).

Benchmark	DATE
Abstract submission open – in fall Piscatorial Press (PP)	October 15
Registration open – by the fall PP	October 15
1st call for papers – by the fall PP	October 15
Registration Cvent website ready with pages	October 15
2nd call for papers (email)	November 15
3rd call for papers (email)	December 1
Abstract submission deadline	December 15
Officer nominations	December 20
Winter PP	December 20
Awards Deadline	December 31
Fish Out Of Water Waiver	First come, first serve
Abstract acceptance	January 10
Presentation recording deadline	February 12
Room Block Deadline	N/A
Cancellation Date Deadline	N/A

Cover art + first draft text to contractor	Beginning of January
Sponsorships	Check this/ Jan 30
Finalize Virtual Event website presentations	February 15
Errata deadline	March 1

- Having a meeting program in the same style will provide familiarity and continuity for attendees to go along with the virtual content in CVENT. We will not be printing the program but providing a link to the PDF copy). Scott suggested that this (pdf program) could be a question on the post-conference survey as to the value of it. The program could continue to serve as a place to thank sponsors and advertise vendors.
- Todd is looking into outside vendors to help with raffle/auction. There was some discussion about the prints owned by OR AFS being used in the auction. There was also some discussion of having the auction "winners" pay for shipping along with their prize. Donated items would be shipped directly from the person making the donation to the person who "wins" the item in the auction. Some of the ORAFS prints are in tubes and can be shipped that way without a frame. These costs are not included as a line item in the budget due to unknown anticipated revenue.
 - Do people need to be registered for the meeting to participate with the auction? We may generate more money if the link is not only available within CVENT Hub (attendees).
 - We can advertise on Facebook, Piscatorial Press, Twitter, etc.
- It was proposed that we have an advertising/marketing committee for the meeting to highlight cool benefits of the virtual platform, and to highlight the work OR AFS does to encourage donations and participation in raffle/auction. We want members to know what they're getting for their attendance fees, auction, etc.
- Regarding the raffle, members had a discussion on views of the raffle and auction. Does it make money for ORAFS or a way to get inexpensive prizes? Not sure how to handle it this year. Past expenses were looked at to make gift basket items but it was not included as a line item in the budget due to unknown anticipated revenue.
- Peggy suggested that the deadline for speakers to submit their videos is February 12 to ensure that recordings are in place in preparation for the meeting, as people will inevitably be late.
- A deadline was discussed to complete the virtual website with finalized text and to test it, likely February 19th.
- Donation – Group discussion regarding how best to solicit donations. We can put link everywhere (our site, Piscatorial Press, etc.) not just at the time of registration. Be strategic and clear regarding the application of ORAFS funds (e.g., scholarships, workshops). It doesn't seem that that is well known at this time amongst our membership.

II. Annual Meeting Budget Overview – Elizabeth

A. Brief overview of budget to guide us as we discuss meeting planning details

- Since our operating costs for the annual meeting are going to be lower, it was

discussed whether to lower the vendor fees and what would be included with that. Everyone agreed to lower the fee and include 1 registration in the cost, vendors have the opportunity for live virtual discussions with attendees. Vendors will also be able to use tracking metrics at the end of the meeting.

B. Identify decisions and timeline (registration costs, workshop costs, meeting swag)

- Total income last year was \$134,000, costs were \$71,000
 - We wouldn't see that same level of return unless we got to the 500-600 attendee level
 - Rolling average of three years, if we end up making less revenue there would be some buffer from our other finances and we can also adjust next year's operating budget
 - This is funding in addition to our mandatory expenses, there are things that are add-ons to the program but not mandatory. E.g. Watershed council scholarships, K-12 scholarships, president travel
 - Additional revenue is for the other parts of our goals, supporting professional development
 - There should be money left in the budget at the end of this year, we usually have requests for other funds but they haven't come in
 - Need to walk away with what the registration rate should be
 - Includes poster, networking, mentoring event, awards in some form
 - Swag – probably a logistical nightmare, and seems a bit wasteful
 - We really need to sell it at \$125 – can see all of the talks, pricing it as low as we can with the operating costs, with only 300 attendees.
- ExCom discussed registration rates of \$100 or \$125 for members and accompanying scale for other meeting attendees in order to cover meeting expenses. Any extra income will need to come from vendors, sponsors, and raffle/auction.
 - Scott puts forward a motion for rate of \$125 registration with the associated other registration rates second by Todd. No discussion, motion carries.
 - Action item: Elizabeth will finalize the draft budget for the annual meeting, and we will vote on it via email.
 - Action item: Peggy will move forward with signing the contract with CVENT.
- Sponsorships likely need to change the levels since budgets are hurting. Peggy suggested that sponsorship of sessions and/or plenary speakers is a good way to entice sponsorship since there is more recognition of contribution. Elizabeth offered that sponsor could sponsor a session too. Essentially, due to change in 2021 format, the sponsorships will be prorated and we will clearly identify these adjustments are only for the 2021 meeting.
 - Todd moved to approve sponsorship levels for 2020 meeting, seconded by Peggy. Scott asked if we should say that we're adjusting it because of costs of the meeting. Becky said that communication should reflect that. Elizabeth wondered if we could put that in the letter to the sponsors. Becky said that she will look into including that. Motion carries.

2021			
Sponsorship level	Price	Complimentary registrations	Session sponsorship
Platinum	\$5,000	3	Key note session
Gold	\$2,500	2	2 Technical sessions
Silver	\$1,250	2	1 Technical session
Bronze	\$500	1	Acknowledgement on registration site and OR AFS website
Sustaining Contributor	\$250		Acknowledgement on registration site

C. Cvent Registration Platform overview

- We are going to try and get web content built into the Cvent registration web site rather than on the OR AFS website (where we'll have a single page that advertises the meeting and links to registration page). CVENT Flex can house all of the important information for registrants and event info. Elizabeth and Andrea have been working on getting Flex set up.
- Action item: Get respective information about annual meeting ready for Piscatorial Press which will be put out Oct 15.

Next meeting: Fall retreat take 2 – Fri, Sept 25, 4-6pm

Adjourned: 7 PM

Voting conducted through email:

Moved by Elizabeth to approve the 2021 annual meeting budget, seconded by Todd. There was no discussion and the motion passed.

Moved by Peggy to eliminate the one-day registration option for the 2021 meeting, seconded by Andrea. There was no discussion and the motion passed.

Moved by Peggy to approve the contract with CVENT for Attendee Hub and Video Conferencing for the 2021 Annual Meeting, seconded by Elizabeth. There was no discussion and the motion passed.

DAY 2: September 25, 2020

In attendance: Peter Stevens – President, Scott Heppell – President-elect, Becky Flitcroft – Past President, Todd Hanna - Vice President, Elizabeth Osier Moats – Treasurer, Andrea Carpenter – Secretary, Peggy Kavanagh – Internal Director, Rudy Busch – MHCC Student Representative, Kaylea Berry – MHCC Student Representative, Annika Carlson – OSU Student Representative

Call to order: 4 PM

III. Annual Meeting Program – Scott

A. Theme – The future of fisheries for fish (what does success look like in the past, and what it looks like in the future) for FISH, COMMUNITIES, and WORKFORCE (equity and inclusion type talks)

- Proposed schedule is a half day, three days Wed through Fri, with a plenary speaker at the beginning of each day
 - Have pre-recorded talk, grouped into three, and then live Q/A for the group of three talks at the end of the hour.
 - Talks will only be 15 minutes long, and then have the 15 minutes for talks
 - Are all of the invited symposia invited as this point? This is maybe 100 speakers, we normally do bigger than that. Let the session hosts know and they can group people into symposium organizers.
- What else should we add in? Lunch break, annual meeting, awards?
- Someone suggested there are options for a live action cornhole tourney?
- Becky believes people will want to come to the awards, thinks we're going to need to advertise and people will need to come back for that
 - We could fold the awards into the business meeting to encourage people to attend the business meeting. Make it integrated so people can't sign in just to see awards then leave during the business meeting.
 - We could offered a random prize at the end of the meeting for people who stuck around for the entire meeting. Elizabeth says we have art prints that we could mail to the winner for the "door prize."
- Elizabeth brought up unlike the in-person annual meeting, there is no limitation within CVENT that is needs to be certain days
- Socially distanced Spawning Run – ORAFS neck buff as the reward? Form teams, have prizes?
 - If we're doing the virtual spawning run with swag, we would have to add a question to the CVENT site before the site is live to obtain their mailing address
 - Michele would have to work on getting pricing, Elizabeth could set up the item, Andrea could update the amount that we settle on since Elizabeth will be out
 - Mike Gauvin – participated with the Society virtual spawning run
- Coffee breaks?
 - Sponsored by veteran groups?
 - Vendors could chat during those times?
 - Committees talking about those breaks?

- Where do communications come from? Have Scott added to listserv and he sends them out himself
 - Any symposia topics need to be added to the abstract submission site, other topics, they all need to be on the CVENT site
 - Peter knows we want to provide them a standardized drop down so they can pick the session they're in. Send them the list before the deadline to have them remind who hasn't signed up
 - Need to add at least one day of Native Fish
 - In CVENT it's called "Topics" on the Abstract Management site.
 - Action item: Scott will send the session names to Andrea before Oct 15 so she can add these to the Abstract Management Site.
- Scott has started on the program contacts and has someone thought about with the artwork

B. Plenary Session - 3 speakers, working on confirmation

C. Workshops

- Peggy suggested a Diversity Workshop like ODFW had recently – Peter agreed that it was really good.
- Would likely need to pay someone for that? Becky thinks we would need to add it to the budget that we've already voted on.
- It would likely take a bunch of effort to get the workshop together and likely an ExCom member wouldn't have the bandwidth to handle that. Becky suggests doing an independent workshop for our members, we can go around CVENT.
- Putting a pin on workshops for now, it will be held outside of the Annual Meeting.

D. Technical Sessions

1. Invited Symposia

- How many invited versus contributed?
- Review/brainstorm Technical Session Ideas
- External Committees sessions
- External/internal committee meetings – This is important, committees need to have at least one meeting per year so this would serve as a record that the meeting is held.

2. Contributed Papers/ Other Symposia Topics and Organizers

3. Poster Session

- Scott would like to attempt a poster session at the virtual meeting.
- What Scott has seen before for a poster session was a Zoom room, there was a central host, type in request for which poster they wanted to see, poster presenter was waiting to present.
- Do the trade show at the same time? Vendors would know they would need to be available during those times
- We may hold the poster session on multiple nights.

IV. Budget/Sponsorship/Advertising

A. Sponsorship – Peter

1. Goals sponsorship, levels of sponsorship – already voted on

- Goals/ Not sure what we're going to get, Peter wants to hustle hard on Sponsorship
 - Send along ideas for people that we normally don't reach out to
2. Sponsoring registration via Cvent (Elizabeth) – Elizabeth says no, letters will say to send a check or send a link via PayPal, we will go around CVENT
 - 2.a. Sponsoring rooms/events
 3. List of regular sponsors & brainstorm new sponsors
- B. Vendors – Becky
- Sent draft of sponsor/vendor letter (on google drive) will be able to do a mass mailing of it.
 - Suggested editing of the letter to point out coffee break opportunities to talk with attendees.
 - Action item: Becky will finalize and send vendor letter with distribution list to Peter to distribute.
 - We will be able to upload vendor logos to the CVENT site.
 - Technology coordinator for social interactions – someone to facilitate vendors and people who want to talk to them. We will need to identify some super tech savvy attendees to be able to contact/be the point person for this
- C. Advertising/Promoting meeting
1. Brainstorm groups to target
 2. List of schools to target
 - Action item: Andrea and Scott will work on a list of universities to target advertising.
 - Use ODFW STEP biologists to reach out to teachers? Scott has already talked to Oregon Coast STEM hub about this
 - K-12 education grant – we could sponsor teachers from a more diverse community? Elizabeth thinks we have funding to sponsor 10-12 teachers.
 - Action item: Ryan will work on advertising for the educational grant for K-12 teachers to attend the Annual Meeting.
 3. Options for getting the word out- listserv, website, social media

VI. Schedule-at-a-glance

- A. Plenary session timing – beginning of every day
 - B. Business meeting / awards lunch
- Action item: Scott will send the information on all of the activities (student mixers, spawning run, etc.) to Andrea for the schedule-at-a-glance and the CVENT site.

VII. Networking Events

- C. Poster session/ Tradeshow
- D. Spawning Run/ Carcass Crawl
- E. Veterans Coffee Break?
- E. Raffle/Auction – Technological Solution?
 - Todd wants to get going on a vendor – we did a budget for it (\$500)
 - Todd throwing out the amount of \$700, recommended by Katie Pearson (auctria.com)

- Reasonably priced (skinny version which is free to a higher end, there is a basic level but for another event a year is \$700 and adds quite a bit more assistance, setup, design, running it etc.)
- Katie and Natalie are going to help out with this, but no one has experience with it
- Elizabeth points out we budgeted \$400, forecasted \$1000 for our profit
- Scott motioned to increase the budget for the virtual auction to \$700, seconded by Becky. Andrea asked if we had other money set aside for other fees, Elizabeth clarified that they estimated the 2.8% credit card fees on the \$10,000 we normally raise (\$280). Motion passed.

F. Student-Mentor Mixer – adding in early Career event?

1. Format - unsure

G. Awards (15 min)

1. Call for awards

2. Professional awards

3. Student scholarships - timelines

4. Best paper/ poster (judges/ criteria/ scheduling of student talks)

VIII. Review list of Tasks and Annual Meeting Handbook outstanding items

A. Select planning committee

B. Review information needed to update website (goes live before October 15th)

Planning Committee – by end of retreat we should identify:

1. Planning Committee

2. Planning Committee Chair – Scott

3. Business Meeting – Peter

4. Poster Session – Chrissy Murphy has done this in the past – ask her first.

a. Action item: Becky will get in touch with Chrissy Murphy to start discussing the poster session.

5. Program Guide/ Design and Layout Contract/Printing Options – Scott/Dan

a. (PacifiCorp sponsoring program?) – Check with Rich Grost ASAP it would only be for Dan's cost not for printing

6. Raffle and Auction – Todd will fill in until he can think of someone to fill in here

7. Registration – Elizabeth/Andrea

8. Sponsorships – Peter/Becky/Peter

9. Trade Show – Becky

10. Student Coordination & Activities – Sub-Unit (Todd)

11. Student Paper Judging – Ivan Arismendi (Check with Shivonne).

a. Action item: Becky will start the conversation between Ivan and Todd regarding student paper judging.

12. Presentation of awards – Peter, during Business Meeting

13. Spawning Run/Carcass Crawl –Michelle Weaver

14. Website and Online Abstracts – Elizabeth/Andrea

15. Awards – Colleen Fagan, Shannon Richardson agreed to help this year and take over next year

a. Submission timelines

- b. Plaques
- c. Presentation
- 16. Student scholarship – Gwen Bury
- 17. Veterans group? Start with Andrew Derugin then Dylan O’Keefe
- 18. Volunteers
 - a. Technology experts team – Sub-Unit – Scott will reach out to a couple of grad students who have gone through the process of organizing a virtual meeting

Other positions/groups that a virtual meeting will necessitate?

- Raffle and Auction?
 - Elizabeth suggested reaching out to people who have volunteered in the past to help to spread the love of making the meeting successful. We want to keep people involved and engaged.
 - Scott suggested Alex Jensen, he is very well organized and low key.
- Virtual cocktail hour?
 - Scott thinks groups over 15 people are too many
 - If it’s a low cost investment, it sounds good. It may not work but we can try.
 - Need to ask some questions, but we need to make a decision quickly so it makes it into the schedule

Adjourned 6:30 PM