

EFMLS Change Mtg & Leadership Council Meeting

Date: 09Dec2020, Time: 17:30 – 19:00

David Nock lead the meeting, EFMLS President

Attendees:

1. Alison Pacut (NY)
2. Andy Celmer (Maryland)
3. Anna Schumate (NYMC)
4. Bill deLorraine (St. Lawrence area NY)
5. Chris Conlon (Boston, MA)
6. Cyndy Hummel (NC)
7. David Nock (CT)
8. David Shapiro (NJ)
9. Linda Green (PA)
10. Lizzy (Danbury, CT)
11. Lynne & Bernie Emery (Baltimore)
12. Michael Pabst (VA)
13. Reggie Bolton (Alabama)
14. Ryan Klockner (NJ)
15. Theresa Peek (Maine)

Introductions (Everyone)

Geology365.com Introduction of new resource (Ryan Klockner)

- Ryan Klockner, developer/owner of Geology365.com
- Built to support and promote our hobby (all free)
- Collector's perspective:
 - o Collection management tool
 - o Design labels and print
 - o QR code creation available
 - o Currently all private, future state allow option of making public
- Club perspective:
 - o Website tools available for clubs
 - Can keep club's unique URL (with some configuring by Ryan)
 - o Fully customizable
 - o Club directory is available including link to the club's website
 - o Has a calendar feature for events – they disappear once date's passed
 - o Membership capability – sign up, no payment options at this time
 - Note, all members would need to have a Geology365 account to access the info.
 - o Field Trip Planning Tool
 - Concern (Bernie) – security of field trip locations and abuse
 - Response (Ryan) - Field Trip planning tool is only available for those designated as board members of clubs so limited access would be maintained.
 - o Newsletter management tool is a future idea
- Goal is to keep this Free
 - o Looking for ways to generate revenue to be self-sustaining. Ideas include:
 - Show management tool (sell tickets, add vendors info)
 - Presenter "marketplace" (Bio of speaker, list of presentations)
 - Rating tool in place for the presentations
 - Presenter would pay an annual fee (as an example)

EFMLS Change Mtg & Leadership Council Meeting

- Marketing
 - o Needs help
 - o Pam asked Ryan if he could write an article about Geology365 that interested clubs could share in their newsletter to help with advertising. Ryan indicated Yes.
- Integrating Geology365 and EFMLS
 - o Initial focus is on a speaker list
 - o EFMLS.org currently has a guest speaker feature/list
- Everyone - Keep looking for partnering opportunities for EFMLS
 - o e.g. Geology365.org

Survey (Theresa and David)

- Still being developed
- Survey will be looked at more closely by this group prior to sending it out to the club presidents for their feedback.
- Action –
 - o what questions do you want to see?
 - o Provide feedback on the current survey questions that Theresa will send via email

Zoom Update (David)

- Eight (8) Zoom accounts are available for use by any EFMLS member club
- If interested, contact – David Nock or Christine Conlon
- Note – if every club had their own Zoom account, it would be very expensive
- Benefits –
 - o sharing the account saves money
 - o fosters collaboration between clubs and meetings

Upcoming Events (Theresa and David)

- 15Dec2020, 7pm (Tue) –
 - o Editor United Meetings – goal of meeting is to discuss plans for 2021.
 - o Clubs may have new editors with the start of the new year. Make sure they are aware of this opportunity to collaborate with other editors
 - o “Cat Herders” – the new name for the group of club editors
- 16Dec2020, 6:30pm Holiday Party (Wed)
 - o Fairly good response but still looking for ways to disseminate invitation.
 - o Action – Still looking for prizes - can be mailed directly from the donator to the recipient, i.e. no middle man. Can use EFMLS account with UPS so won't cost the clubs anything. Can also request reimbursement from EFMLS for shipping
 - How big? Nothing huge, think “door prize”
 - How many? About 4 – 5 prizes still needed
 - o Share any ideas with David for the event (contests, prizes, etc.)
 - o Contest idea– best Santa-like beard
- Change Board Meetings –
 - o Why weekly –
 - goal is to keep momentum, meeting any less frequently may slow things down.
 - OK to miss an occasional meeting, no obligation
 - Request made to keep and share minutes from these meetings
 - o Possibly rescheduling the Change Meeting for next week, David will send out an email request to see if Thu. will work (17Dec2020).

EFMLS Change Mtg & Leadership Council Meeting

- No meeting 23Dec2020
- Will ask group about meeting the week between Christmas and New Years