

## CiNCA Winter Quarterly Meeting

Feb. 20, 2014

3 – 5 PM

Sustainable Food Center

### Welcome/New CiNCA Manager

- Co-chair Todd Hanna welcomed Ryan Spencer, the new CiNCA Manager at Westcave. Please feel free reach out to Ryan in the near future, he is officially on board March 2<sup>nd</sup>, e mail: [ryan@westcave.org](mailto:ryan@westcave.org)

### Work Plan update

- Todd drew attention to the updated workplan that details the priorities of the CiNCA Leadership Team and suggested that everyone to read through it. He also encouraged folks to see if there is an area of work that interests them and to volunteer their time to help with Communications and Outreach, Resources and Research, Partnership for Childhood Wellness, Green Schools, Natural Leaders, and Family and Community

### Nominations Open (Molly)

- Nomination forms made available at the meeting. Can also be found via web at: <http://westcave.org/cinca/children-in-nature-awards-dinner>
- Coming soon, electronic web form!
- Nominate yourself! Or if you know of an organization that is 'underrated' or not well known, this is a great opportunity to put the spotlight on an organization. The Awards can be a 'springboard' for organizations, Heather Kuhlken testified as so how much it help spread the word/ start up many new family nature clubs!

### Membership Campaign (Ryan)

- Ryan introduced the new membership brochure.
- You can become a member online and learn more at: <http://westcave.org/cinca/cinca-membership> , Teachers: FREE, Individuals: \$25, Organizations: \$100, Sponsorships: start at \$1,000.
- Anyone (members & non members) can always attend meetings
- Suggestion on explaining how the membership money will be used. Molly stated that the Leadership Team will be deciding where exactly that money goes. Ideas about that discussed at the last Leadership Team Meeting and included buying promotional materials for CiNCA, paying for meeting space, workshop and speakers for CiNCA meetings.

### Exhibit & Exhibit Opportunities (Amy)

- Decided there was no need for a survey monkey to obtain an understanding of the 'right' tabling materials. There was general concensus that having the CiNCA materials along with an organization's tabling materials would be confusing. There was more interest in developing something around "We are Members of CiNCA"

- Draft of an 8' tall pull up banner was presented, discussion followed with these ideas:
  1. Website is too small
  2. Add Nature Rocks Logo
  3. Make a banner that was a call to action (When was the last time you...)
  4. Make stickers that organizations can add to their existing signage/tabling materials that says, "We're a Member" with the CiNCA logo
  5. "Tiny cards" we presented again for possible call to action
- Upcoming opportunities to table at, CiNCA/Nature Rocks presence
  1. Kite Fest, Mar. 2
  2. Earth Day, April 26

#### Website Demonstration (Addie)

- Ran thru [www.westcave.org/cinca](http://www.westcave.org/cinca) , <http://westcave.org/resources/weblinks>, <http://westcave.org/research/cinca>
- The goal of the research portion of the website is to help navigate folks to regional and local research being done on why it's important for kids to get outside. This information of course can be very useful when writing grants and advocating changes in policy.
- Some suggestions included:
  1. More Nature Rocks Presence
  2. Additions to Weblinks
  3. Providing more information on how WODC and CiNCA are connected on the CiNCA pages (currently under 'ABOUT' section of website)
  4. Consistency with some wording
  5. Distinguishing official CiNCA members/sponsors on website (Organizations that monetarily back CiNCA as opposed to those who do not)
  6. Making the 'Participating Organizations' (<http://westcave.org/cinca/participating-organizations>) more like an online directory by including information on how that organization, school or business is connected with CiNCA, their mission and a contact person for the entity.
  7. Place for Job Postings from Participating or Member Organizations
  8. Volunteer base – solicit and direct volunteer opportunity via CiNCA webpages to organizations in need of volunteers
- The goal this year was to make more of a web presence for CiNCA, please send any comments, suggestions, or additions to [addie@westcave.org](mailto:addie@westcave.org)
- Nature Rocks, please send your organizations contact information to [addie@westcave.org](mailto:addie@westcave.org) so they may obtain login information on your organization and add events to the site. Events may also be added by submitting them to [addie@westcave.org](mailto:addie@westcave.org)

#### Nature Kids film

- Short segment of this film viewed.
- If anyone would like rent/check out the film to show, it is available at the downtown office, 603 W. 13<sup>TH</sup> ST. Austin, TX 78701 [Heather has it now]

Closing remarks – several folks shared events happening with their organization, some of these included:

- Feb. 22: Outdoor Kids, El Buen Samaritano
- SFC 6 week summer camp – June/July
- April 13: Colorado River Alliance “Water Festival” at Fiesta Gardens (tabling opportunity)
- April 12: KAB’s Clean Sweep (1700 volunteer spots available!)
- May 4<sup>th</sup>: Wildflower Center, Family Garden Grand Opening
- March 26, 6:30 – 8 PM: AISD Resource Fair