



JUNE 2022 BOARD MEETING MINUTES
THE WILD CENTER
Monday, June 27, 2022
The Wild Center
9:00 AM - 1:00 PM

June 28, 2022

Meeting Date: June 27, 2022

Location: The Wild Center, Tupper Lake and Zoom

Trustees Present In Person: Karen Thomas, Chair, Lynn Fox, Vice Chair, Jack Ryder, Vice Chair, Joseph Beck, Treasurer, Linda Rosenstock, Secretary, Paul Alioto, Lee Bailey, Michael Bettmann, Terry Birdsong, Larry Clifford, Kathleen Colson, Sally Hart, Peter Kindler, Betsy Lowe, Paul Maroun, Brooks Reynolds, James Schoff, Charlie Svenson, Nancy Simpkins, Emeritus,

Trustees Present Virtual: David Fadden, Nancy Howard, Juan Rodriguez, Meadow Rutenbar, Joel Treisman, Virginia Valkenburgh

Advisory Board Members Present In Person: Robin Gosnell, Ben Ireland, Mary Beth Reiss

Advisory Board Members Present Virtual: Martha Bullock, AB Chair, Ed Forbes

Staff Present: Stephanie Ratcliffe, Hillarie Logan-Dechene, Robert Kronenberger, Jen Kretser, Amy Harvey, Robin Ellis, Kerri Ziemann

- | | | |
|----------|---|-------------------|
| 1 | Administration
- Meeting called to order at 9:05 AM | K. Thomas |
| | Meet the Summer Staff
- Members of The Wild Center Fellows program and Seasonal Staff introduced themselves and their fellow coworkers.
- The Summer Staff showed immense diversity in geographic range. This diversity was accomplished through The Wild Center's improved method of hiring. This new method is thanks to important Diversity Training that staff have participated in to make our practices more equity based. | K. Ziemann |
| | Board Chair Report
Approve January Minutes
No edits or additions made to the April Minutes
Motion to approve April Minutes was duly moved and seconded and unanimously approved | K. Thomas |

- A brief summary was provided on the prior day's (June 26) Camp Breakout Session. The following two topics, derived from the April Visioning exercise, were discussed:

1. **Water** - What might The Wild Center explore more as we develop interpretation and educational experiences at our water front that will feature wetlands, river ecosystems, and our particular water features on campus?
2. **The Adirondacks & The Wild Center** - As we begin strategic visioning that will guide us through the next decade, how should we think about the museum's relationship with the Adirondacks?

- Moving forward these questions and responses will be taken into consideration as the Board continues its work on values and visioning.

Executive Director Report

S. Ratcliffe

- Tupper Lake Downtown Revitalization Initiative funding provided by New York State designed to leverage additional private funding will be focused on projects that will support community projects within downtown Tupper Lake.

- A full list of potential projects was provided. One of the more prominent projects will be the redevelopment of the Oval Wood Dish Factory building.
- These projects, if approved by the State, will be granted funding by Fall with projects starting work within two years.

2 Wild Center Values

H. Logan-Dechene

-Board Members were provided the results of the Values Discussions completed by both The Wild Center staff and the Board late last year. Four draft value statements were presented for further evaluation and discussion. Board Members were divided into groups and tasked with reflecting on one value statement and then providing feedback. Group notes were taken and will be used to continue work on creating a final draft of value statements

3 Financial Report

**J. Beck/
R. Kronenberger**

- 2022 operations are on plan year to date.
- Key months of July and August are coming. Will continue to monitor numbers closely.
- Our long-term investments value has fallen with the market, but feel we are invested conservatively and will stay the course for the time being.
- Strong financial position and liquidity will enable us to continue to manage operations.
- Renewed our \$1mm line of credit with the bank.

Third Space

- The Wild Center is expanding the Wild Supply Co. and Waterside Cafe to develop long-term relationships with visitors and maximize revenue in our earned income centers. With the overall goal to support the mission with expanded on-site earned income strategies that also enhance the visitor experience.
- The ability to sell memberships in these spaces is a large component of the creation of the ‘Third Space’, this is vital because people who join as members are more valuable than one-time visitors because we have an opportunity to develop a relationship with them.
- These spaces will also be integrating elements that reflect Solutions Infusion. Offering ways for new Solutions initiatives, examples, tinkering space in the store, local food offerings, and new sustainable products.

Board members were then given a preview of a new climate film “The Age of Humans” produced by The Wild Center, hosted by Dr. Curt Stager, and then a tour of the new exhibition Climate Solutions.

Executive Session

- The Board entered into the Executive Session which adjourned at 12:58 PM