

AGENDA

Association for Conservation Information Business Meeting

Hyatt Centric Arlington, Arlington, VA. ● July 25, 2024 ● 9:00am - 10:00am EDT

ITEM NO. 1: Meeting Called to Order

- Blake Podhajsky called the meeting to order at 9:01 Eastern.

ITEM NO. 2: Roll Call

- See roll call list attached

ITEM NO. 3: Opening Remarks. Presented by Blake Podhajsky, President

- Blake Podhajsky welcomed everyone
- The business meeting is held every year for the membership
- Board members, committee chairs and conference coordinators meet every other month

ITEM NO. 4: Treasurer's Report Presented by Judy Stokes Weber, Treasurer

- Treasurer's Report attached
- FY25 Budget attached
- Judy Stokes Weber said ACI is in a good financial position due the result of hard work from officers and board members. Blake Podhajsky worked to bring several new members on board.
- She collects the funds for membership and award entries and will be following up with those still due.
- She files the ACI tax returns in WY, where ACI is incorporated, and VT where she works.
- The FY25 budget, which had been approved by the Board, was presented for membership approval
- Membership dues and award fees go back into this conference, awards platform, awards plaques, scholarships, etc. every year
- **MOTION:** Jason Harmon moved to approve the FY25 budget as presented. Jane Gustafson seconded. Motion passed unanimously.

ITEM NO. 5: Auditing Committee Report. Presented by the President Appointed Auditing Committee

- Blake Podhajsky told the membership that each year, the president appoints an audit committee to look at the books.
- Brent Drinkut, Fairley Mahlum, and Bobby Jones were appointed to be on the committee.
- Bobby Jones reported that the committee looked through everything. They spot checked items, looked at deposits and where the money was going. Everything looked good.

ITEM NO. 6: Memberships and Communications Report. Presented by Blake Podhajsky, President

- Memberships and Communications Report attached

Membership:

- Blake Podhajsky said ACI is in the best shape it's been with memberships in a while. Members include:
 - 60 agency level members- up from 9 last year which includes:
 - 48 state agency (up 3 from last year)
 - 1 federal agency
 - 1 Tribal Nation (up 1 from last year)
 - District of Columbia (up 1 from last year)

- 9 NGOs (up 4 from last year)
 - One sponsor level member (down 1 from last year)
 - Two supporting level members (down 1 from last year)
 - One individual level member (down 1 from last year)
- Talk to other orgs who may not be familiar with ACI and contact a board member if you have suggestions for new members.

Communications:

- Balance wheel e-newsletter goes out every month with a letter from the president. Scholarship awardees write articles for it.
 - 528 subscribers
 - 45% are high engaged
- Facebook page- 887 followers. There is also a private Facebook group from ACI members only
- ACI has a Linked In account and plan to use it more
- Go to ACI's website, aci-net.org, for any information.
- Patty Allen said they are looking to revamp the website with a new platform, make it responsive and 508 compliant.
- Also looking at redesigning the logo, newsletter and create a social media plan for more engagement
- Orientation packets for new board members will be created
- Anyone interested in helping should let Patty Allen know.
- A different committee will be formed to help with future conference planning

ITEM NO. 7: Awards Committee Report. Presented by Beth Quillian and Chris Martin, Awards Committee Co-chairs

- Beth Quillian and Chris Martin have co-chaired past two years
- There were 507 entries from 40 member agencies.
- Beth Quillian invited anyone interested in helping with the awards to talk to her or Blake Podhajsky

ITEM NO. 8: Invitation to New Jersey for 2025 ACI Conference. Presented by Linda DiPiano, New Jersey DEP Fish and Wildlife

- Save the date for next year's conference- 7/22/2025-7/24/2025
- Linda DiPiano wants to bring in more partnership discussions and get attendees into the field more
- The 2025 Conference invitation video from NJ was played

ITEM NO. 9: Future Conference Report. Presented by Blake Podhajsky, President

- The 2026 conference will be in OK
- The 2027 conference will in NC

ITEM NO. 10: Scholarship Committee Report. Presented by Joanne Martonik, Scholarship Committee Chair

- Scholarships cover the registration and hotel fees at the conference
- There were 10 scholarships awarded and only 11 applicants
- In return for the scholarship, awardees are asked to write an article for the Balance Wheel

ITEM NO. 11: ACI Multi-State Grants Committee Update. Presented by Jenifer Wisniewski, Grants Committee Chair

- Jenifer Wisniewski works for the National Deer Association and has been the grants chair since 2019 which have secured over \$500,000 in program funding
- Grants underway include:
 - 5 states doing R3 marketing campaigns
 - 4 states testing YouTube ads
 - Social listening- DJ Case scans social media platforms to see when your state agency or info about your agency is mentioned online and will send a report on it
 - Collecting imagery to add to the R3 Clearinghouse
- Proposals have been submitted for 5 grants for 2025
- Contact Jenifer Wisniewski if interested in helping or have grant ideas

ITEM NO. 12: Ways and Means Report. Presented by Blake Podhajsky, President, on behalf of Micah Holmes

- Blake Podhajsky said the committee is based around policies and procedures, by-laws, etc.
- All are on the ACI website under the “ACI Board” tab

ITEM NO. 13: Nominating Committee Report. Presented by the President Appointed Nomination Committee

- Every two years, officers are nominated for two-year terms. The current officers terms end next year so there is no vote needed this year.
- Blake Podhajsky selected Aaron Meier, Dan Dennison, and Linda DiPiano to be on this committee
- There are four board members to vote on today. Three of them will be for a three-year term and the fourth person will fill in for a board member that left for a one-year term
- The nominating committee recommend the following:
 - Three-year term- Jonathan Carlucci, NJ
 - Three-year term- Jane Gustafson, NE
 - Three-year term- Cory Chandler, TX
 - One-year term- Faith Jolley, UT (Faith had been serving a partial term already and agreed to be on the board for this final year.)

ITEM NO. 14: Election of ACI Board Members

- **MOTION:** Stephanie Hussey moved to approve the new board members as presented. James Pitman seconded. Motion passed unanimously.

ITEM NO. 15: New Business. Presented by Blake Podhajsky, President

- Blake Podhajsky stated this time can be used as a forum to discuss anything you want to bring forth
- ACI has various communications but thinks people may not be receiving them. Blake Podhajsky asked how people want to receive communications and if there were any suggestions for improvement.
- Jenifer Wisniewski asked if people prefer all of the info in a newsletter or links in a newsletter to lead you to more information. Members were split and Jenifer suggested trying both options.
- Jane Gustafson suggested sharing the newsletter with colleagues who might not know about it.
 - It was suggested to add an email sign up link on the Balance Wheel
- Patty Allen mentioned the plan to overhaul the ACI website. Shawna Richter-Ryerson (NE) offered assistance
- Jason Harmon asked attendees to start gathering items now for the auction next year.
- Also for next year, Jason Harmon suggested attendees bring in visuals to share their work with others

- He also discussed the need for a conference host 'kit' to help with the planning. Blake Podhajsky said this is something that will be worked on and he is going to connect with the conference hosts from the past few years to gather insights. Jason Harmon offered to help with this.
- Tim Akimoff suggested a breakout for next year about running a magazine. It would be helpful to talk to other people with the same magazine challenges.

ITEM NO. 16: Adjournment

There was no motion to adjourn, and the meeting concluded.

Joanne Martonik

Submitted by Joanne Martonik, Secretary

ROLL CALL

Association for Conservation Information Business Meeting

Hyatt Centric Arlington, Arlington, VA. – July 25, 2024 – 9:00 a.m. (EDT)

Board Members

- Blake Podhajsky, President (Oklahoma Department of Wildlife Conservation)
- Aaron Meier, Vice President (Nevada Department of Wildlife)
- Joanne Martonik, Secretary (Recreational Boating and Fishing Foundation)
- Lance Cherry, Immediate Past President (Council to Advance Hunting & the Shooting Sports)
- Judy Stokes Weber, Treasurer (Vermont)
- Linda DiPiano, Board (New Jersey Division of Fish & Wildlife)
- Fairley Mahlum, Board (North Carolina Wildlife Resources Comm.)
- Faith Jolley, Board (Utah DNR Division of Wildlife Resources)
- Dan Dennison, Board (Hawaii Department of Land and Natural Resources)
- James Pitman, Board (New Mexico Department of Game and Fish)
- Brent Drinkut, Board (Indiana Department of Natural Resources)
- Dan Dennison, Board (Hawaii Department of Land and Natural Resources)
- Bobby Jones, Board (Nevada Department of Wildlife)
- Beth Quillian, Board and Awards Co-Chair (Oregon Department of Fish and Wildlife)
- Patricia Allen, Communications Chair (Association of Fish & Wildlife Agencies)
- Caitlyn Jacobus, Conference Chair (Virginia Department of Wildlife Resources)
- Jenifer Wisniewsky, Multi-state Grants Chair (National Deer Association)
- Chris Martin, Awards Co-Chair (Wyoming Game & Fish Department)
- Micah Holmes, Ways & Means Chair (Oklahoma Department of Wildlife Conservation)

Agency-level Members

- Alabama Department of Conservation & Natural Resources
- Alaska Department of Fish and Game
- Arizona Game & Fish Department
- Arkansas Game & Fish Department
- Association of Fish & Wildlife Agencies
- Choctaw Nation Wildlife Conservation
- Colorado Parks & Wildlife
- Connecticut DEEP Division of Wildlife
- Council to Advance Hunting & the Shooting Sports
- Florida Fish & Wildlife Conservation Commission
- Georgia Department of Natural Resources
- Gulf of Mexico Alliance

- Hawaii Department of Land & Natural Resources
- Idaho Fish & Game
- Indiana Department of Natural Resources
- Iowa Department of Natural Resources
- Kansas Department of Wildlife & Parks
- Kentucky Department of Fish & Wildlife Resources
- Louisiana Department of Wildlife & Fisheries
- Maine Department of Inland Fisheries & Wildlife
- Maryland Department of Natural Resources
- Massachusetts Division of Fisheries and Wildlife
- Michigan Department of Natural Resources
- Minnesota Department of Natural Resources
- Mississippi Department of Wildlife, Fisheries and Parks
- Missouri Department of Conservation
- Montana Fish, Wildlife & Parks
- Nebraska Game & Parks Commission
- Nevada Department of Wildlife
- New Hampshire Fish & Game Department
- New Jersey Division of Fish & Wildlife
- New Mexico Department of Game & Fish
- New York State Department of Environmental Conservation
- National Deer Association
- North Carolina Wildlife Resources Commission
- North Dakota Game & Fish Department
- Ohio Department of Natural Resources, Division of Wildlife
- Oklahoma Department of Wildlife Conservation
- Oregon Department of Fish & Wildlife
- Outdoor Stewards of Conservation Foundation
- Pennsylvania Game Commission
- Recreational Boating & Fishing Foundation
- Rhode Island Department Environmental Management, Div. of Fish & Wildlife
- South Carolina Department of Natural Resources
- South Carolina Waterfowl Association
- South Dakota Department of Game, Fish & Parks
- Tennessee State Parks & Tennessee Conservationist Magazine
- Tennessee Wildlife Resources Agency
- Tennessee Wildlife Federation
- Texas Parks & Wildlife Department
- US Fish & Wildlife Service
- Utah Division of Wildlife Resources

- Vermont Fish & Wildlife Department
- Virginia Department of Wildlife Resources
- Washington Department of Fish & Wildlife
- Washington DC Department of Energy & Environment
- Westervelt Ecological Services
- West Virginia Department of Natural Resources
- Wisconsin Department of Natural Resources
- Wyoming Game & Fish Department

Supporting-level Members

- American Sportfishing Association
- DJ Case and Associates

Sponsor-level Members

- National Bowhunter Education Foundation

Individual Members

- Gina Jackson (Management Assistance Team)

Honorary Lifetime Members

- Scott Ball
- Marianne Burke
- Kay Ellerhoff
- Nancy Herron
- Judy Stokes Weber
- Steve "Wild Man" Wilson



Treasurer's Report
2024 Annual Meeting
Arlington, Virginia

Dear Colleagues,

I am delighted to report that ACI is in good financial condition thanks to the leadership of President (and Membership chair) Blake Podhajsky and the collective work of Vice President Aaron Meier, Secretary Joanne Martonik, and excellent board members. Awareness of ACI continues to increase through these collaborative efforts and the work of the Grants Committee led by Jenifer Wisniewski.

We have filed our regular and necessary annual reports with Wyoming where we were incorporated in 1984 and in Vermont where we are registered to do business. We have also filed our Federal Tax return pertinent to our 501c3 nonprofit status.

The Treasurer has prepared a draft budget for FY 2025 for the President who will present the final version to the board and membership for review and approval at the Virginia conference.

Please feel free to ask questions about the entries in the attached "check register."

It continues to be a pleasure to serve as ACI's treasurer.

Sincerely,

Judy

Judy Stokes Weber, M.S., APR
Treasurer

FY 2024 ACI Check Register

Transaction ID	Date	Description	Amount	Balance	*
	7.1.23	Beginning Balance		\$74,973.32	
JUL					
10311	7.4.23	Scott Ball Memb & Comms Stipend	\$1,250.00	\$73,723.32	ok
10312	7.4.23	JS Weber Treasurer Stipend	\$1,250.00	\$72,473.32	ok
Check	7.5.23	SC Waterfowl Association 2024 dues	\$200.00	\$72,673.32	ok
Wire Transfer	7.6.23	Remainder to Awards Force	\$242.00	\$72,431.32	ok
Debit	7.6.23	Awards Force wire transfer fee	\$25.00	\$72,406.32	ok
10313	7.18.23	Blake Podhajsky Prez gift reimb	\$113.82	\$72,292.50	ok
10314	7.18.23	JS Weber Reimb cc Payment to K2 Awards	\$3,782.65	\$68,509.85	B ok
10315	7.22.23	Lance Cherry Reimb for Ellerhoff Spirit Plaque	\$107.19	\$68,402.66	ok
10316	7.31.23	JS Weber Reimb Conference Travel	\$1,861.11	\$66,541.55	ok
10317	7.31.23	Scott Ball Registration reimb.	\$350.00	\$66,191.55	ok
AUG					
Check	8.1.23	FL 2024 Dues	\$200.00	\$66,391.55	ok
10318	8.8.23	Scott Ball Conf Travel reimbursement	\$2,000.00	\$64,391.55	B ok
10319		VOID- error made			
SEPT					
10320	9.8.23	ACI (conf acct w/Delaney, Scholar. Regs) Caesars Entertainment (Harvey's rooms for scholarship recipients.)	\$3,750.00	\$60,641.55	ok
10321	9.8.23		\$7,294.48	\$53,347.07	ok
PP Transfer	9.8.23	NJ 2024 Dues and Awards	\$626.77	\$53,973.84	ok
PP Transfer	9.8.23	CO 2024 Dues and Awards	\$1,254.04	\$55,227.88	ok
PP Transfer	9.8.23	KS 2024 Dues and Awards	\$901.20	\$56,129.08	ok
PP Transfer	9.11.23	LA and PA Game Dues and Awards	\$665.49	\$56,794.57	ok
PP Transfer	9.12.23	OH 2024 Dues and awards	\$744.39	\$57,538.96	ok
PP Transfer	9.13.23	AFWA 2024 Dues	\$195.53	\$57,734.49	ok
Direct Deposit	9.13.23	AZ 2024 Dues and Awards	\$880.00	\$58,614.49	ok
PP Transfer	9.14.23	NV 2024 Dues and Awards	\$901.20	\$59,515.69	ok
PP Transfer	9.15.23	FL Awards	\$234.73	\$59,750.42	ok
10322	9.15.23	Reimburse JSW personal cc use - K2 awards	\$44.98	\$59,705.44	ok
10323	9.15.23	Reimburse JSW personal cc use - K2 awards	\$46.98	\$59,658.46	ok
PP Transfer	9.19.23	WI 2024 and 2025 dues, and Awards payment	\$1,077.62	\$60,736.08	ok
PP Transfer	9.21.23	NC 2024 Dues and Awards	\$822.79	\$61,558.87	ok
PP Transfer	9.21.23	National Deer Assoc 2024 Dues	\$195.53	\$61,754.40	ok
PP Transfer	9.21.23	Maine IFW 2024 Dues	\$195.53	\$61,949.93	ok
PP Transfer	9.21.23	Hawaii 2024 Dues and Awards	\$469.96	\$62,419.89	ok
10324	9.25.23	Hosting 4 Less - security certificate	\$25.00	\$62,394.89	ok
Check	9.26.23	RBFF 2024 Dues	\$200.00	\$62,594.89	ok
PP Transfer	9.26.23	Maryland DNR 2024 Dues	\$195.53	\$62,790.42	ok

Check	9.27.23	Oklahoma 2024 Dues and Awards	\$1,880.00	\$64,670.42	ok
PP Transfer	9.27.23	Virginia DWR 2024 Dues and Awards	\$509.16	\$65,179.58	ok
Check	9.27.23	NH Fish and Game 2024 Dues and Awards	\$360.00	\$65,539.58	ok
PP Transfer	9.30.23	NY DEC 2024 Dues and Awards	\$626.77	\$66,166.35	ok
Check	9.30.23	KY 2024 Dues and Awards	\$520.00	\$66,686.35	ok
Check	9.30.23	IA DNR 1014 Dues ans Awards	\$280.00	\$66,966.35	ok
Check	9.30.23	MT F,W &P 2024 Dues and Awards	\$760.00	\$67,726.35	ok
Check	9.30.23	UT 2024 Dues and Awards	\$480.00	\$68,206.35	ok
OCT					
10325	10.2.23	Scott Ball Stipend (final)	\$1,250.00	\$66,956.35	ok
10326	10.2.23	JS Weber Treasurer Stipend	\$1,250.00	\$65,706.35	ok
Check	10.3.23	SD 2024 Dues	\$200.00	\$65,906.35	ok
Debit	10.4.23	K2Awards	\$48.86	\$65,857.49	ok
Check	10.4.23	NE 2024 Dues and Awards	\$2,440.00	\$68,297.49	ok
PP Transfer	10.5.23	USFWS Awards payment	\$1,293.24	\$69,590.73	B ok
PP Transfer	10.11.23	WA 2024 Dues	\$195.53	\$69,786.26	ok
Check	10.11.23	NM 2024 Dues and Awards	\$680.00	\$70,466.26	ok
Check	10.11.23	SC 2024 Dues and Awards	\$1,280.00	\$71,746.26	ok
Check	10.11.23	TN 2024 Dues and Awards	\$1,240.00	\$72,986.26	ok
Check	10.11.23	RI 2024 Dues	\$200.00	\$73,186.26	ok
Debit	10.11.23	CNA Surety Bond Treasurer	\$320.00	\$72,866.26	ok
PP Transfer	10.12.23	GA 2024 Dues nd Awards	\$626.77	\$73,493.03	ok
PP Transfer	10.12.23	WY 2024 Dues and Awards	\$744.39	\$74,237.42	ok
Check	10.13.23	VT 2024 Dues	\$200.00	\$74,437.42	ok
Check	10.17.23	CASSH 2024 Dues and Awards	\$240.00	\$74,677.42	ok
PP Transfer	10.17.23	Westervelt 2024 Dues and Awards	\$587.57	\$75,264.99	ok
PP Transfer	10.17.23	Gulf of Mexico 2024 Dues and Awards	\$313.14	\$75,578.13	ok
Check	10.21.23	AL 2024 Dues and Awards	\$240.00	\$75,818.13	ok
Check	10.27.23	MI 2024 Dues and Awards	\$360.00	\$76,178.13	ok
PP Transfer	10.28.23	OR 2024 Dues and Awards	\$313.14	\$76,491.27	ok
PP Transfer	10.28.23	MO 2024 Dues and Awards	\$1,489.26	\$77,980.53	ok
PP Transfer	10.30.23	Outdoor Stewards Conservation 2024 Dues	\$195.53	\$78,176.06	B ok
NOV					
PP Transfer	11.3.23	National Bowhunter Ed Found. Sponsorship	\$489.56	\$78,665.62	ok
10327	11.10.23	Hyatt Centric Arlington Deposit ('24 conf. seed \$)	\$5,000.00	\$73,665.62	ok
Direct Dep	11.13.23	MA 2024 Dues	\$200.00	\$73,865.62	ok
Check	11.20.23	AR 2024 Dues and Awards	\$1,600.00	\$75,465.62	B ok
DEC					
Check	12.5.23	CT 2024 dues	\$200.00	\$75,665.62	ok
Check	12.11.23	DJCase supporting membership	\$250.00	\$75,915.62	ok
PP Transfer	12.11.23	AK 2024 Dues	\$195.53	\$76,111.15	ok
Direct Dep	12.18.23	IN 2024 Dues and awards	\$689.65	\$76,800.80	ok
PP Transfer	12.18.23	ND 2024 Dues	\$195.53	\$76,996.33	ok
Check	12.29.23	ASA Supporting member	\$250.00	\$77,246.33	B ok
Debit Card	12.29.23	efile4biz - 1099 Misc filing	\$9.50	\$77,236.83	ok

JAN						
10328	1.2.24	JS Weber - Treasurer Stipend	\$1,250.00	\$75,986.83		ok
PP Transfer	1.3.24	MS DNR 2024 Dues	\$195.53	\$76,182.36		ok
PP Transfer	1.4.24	DC 2024 Dues	\$195.53	\$76,377.89		ok
Debit Card	1.23.24	Libsyn - podcast partial month	\$4.48	\$76,373.41		ok
PP Transfer	1.26.24	MN 2024 Dues	\$195.53	\$76,568.94	B	ok
Check	1.31.24	ID 2024 Dues	\$200.00	\$76,768.94		ok
FEB						
Debit Card	2.1.24	Libsyn (Podcast monthly fee)	\$15.00	\$76,753.94		ok
Check	2.6.24	Choctaw Nation 2024 Dues	\$200.00	\$76,953.94		ok
PP Transfer	2.6.24	Gina Jackson indiv member	\$24.01	\$76,977.95	B	ok
Debit Card	2.28.24	WYSOS Annual Report filing	\$27.00	\$76,950.95		ok
MAR						
Debit Card	3.1.24	Libsyn (Podcast monthly fee)	\$15.00	\$76,935.95	B	ok
Debit Card	3.30.24	Hosting 4 Less	\$359.40	\$76,576.55	B	ok
APRIL						
Debit Card	4.1.24	Libsyn	\$15.00	\$76,561.55		ok
10329	4.4.24	Delaney Event Management - VA 2024 confer.	\$5,000.00	\$71,561.55		ok
PP Transfer	4.4.24	TN Wildlife Federation 2024 Dues	\$195.53	\$71,757.08		ok
10330	4.15.24	Judy Weber Treasurer Stipend	\$1,250.00	\$70,507.08		ok
MAY						
Debit Card	5.1.24	Libsyn	\$15.00	\$70,492.08		ok
Check	5.14.24	Yamaha (2023 conference sponsorship)	\$2,500.00	\$72,992.08		ok
Check	5.28.24	Delaney Meeting and Event (2023 conf balance)	\$14,926.10	\$87,918.18	B	ok
JUNE						
Debit Card	6.1.24	Libsyn	\$15.00	\$87,903.18	B	ok
FY 2024 Ending Balance				\$87,903.18		
CD on deposit earning interest				\$26,241.14		
Total Assets				\$114,144.32		

*

"ok" means bank recorded income or expense accurately

"B" means checking account was balanced using
standard bank-provided methodology

END REPORT

FY 2025 DRAFT ACI Budget

Beginning Balance Checking Account	\$87,500	estimate - includes the conference proceeds
		\$17,426.10
ESTIMATED REVENUE		
Dues, Awards	\$31,500	includes sponsorship & individual category members
Conf Returns	\$0	
Total Income	\$31,500	
FY 2025 Assets Available	\$119,000	

ESTIMATED EXPENSES

Conference Advance	\$5,000	
Scholarships	\$12,000	
Award Plaques	\$5,000	
Online Awards Platform	\$5,500	
Webhosting/Security certificate	\$385	
Web domain renewal	\$0	
Treasurer Stipend	\$5,000	
Surety Bond	\$325	
Communication Manager Stipend	\$0	
Conference Travel Reimbursements	\$5,000	
Professional Fees CPA Review	\$0	
Office Expenses	\$100	
Podcast	\$180	
Zoom	\$160	

we did advance 10,000
in FY 2024

FY 2025 Total Expense	\$38,650	\$38,650
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Estimated Checking Account Balance June 30, 2025	\$80,350	
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CD	\$26,300	
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Resources available as of June 30, 2025 to support FY 2026 Budget	\$106,650	
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Draft Budget with revisions from meeting information accepted by board on June 12, 2024, noted in red

Prepared 5.2.24 JSW

Revised 5.16.24 with conference proceeds expected

Revised 5.28.24 with deposit of 2023 conference proceeds

Note: We may get invoiced for awards platform and pay for it near the end of June.
This would impact the beginning checking account balance.

MEMBERSHIP AND COMMUNICATIONS REPORT

July 1, 2023 – June 30, 2024

Compiled by: Blake Podhajsky – July 17, 2024

MEMBERSHIP

As of 06/30/24, ACI has its highest number of members in recent history.

- 60 Agency-level members (+9 from last year. +11 past two years), including...
 - 48 state agencies (+3 from last year, +5 past two years), representing 47 states
 - 1 federal agency
 - 1 Tribal Nation (+1)
 - District of Columbia (+1)
 - 9 NGOs (+4 from last year, +3 past two years)
- 1 Sponsor-level members (-1 from last year, -3 past two years)
- 2 Supporting-level members (-1 from last year, +2 past two years)
- 1 Individual-level members (-1 from last year)

COMMUNICATIONS

Newsletter / Email subscribers

- 528 subscribers to *The Balance Wheel* newsletter (-17 since this time last year, -48 past two years)**. 45% of subscribers are highly engaged and often open and click our emails. 8% of subscribers are moderately engaged and sometimes open and click our emails. 40% of subscribers are not very engaged and rarely open and click our emails.

***Not all are unsubscribes; the remainder were cleaned from the list after multiple bounces.*

Facebook

- 825 Facebook likes (+26 from last year, +116 past two years)
- 887 Facebook followers (+64 net follows, 73 follows/9 unfollows from last year, +118 net follows, 133 follows/15 unfollows past two years)
- 2.3K Facebook visits (121% more than FY23)
- 44 Facebook posts (72 posts FY23) Impressions are up 32%, reach is up 220.3%, content interactions are up 21%, and link clicks are down 48.9% (FY24 vs FY23)

LinkedIn

- 157 followers

WEBSITE ACI-NET.ORG

- FY24: 21,311 views, 8,970 visitors
- Top pages: 1) ACI 2) Conferences 3) Awards 4) The Outdoor Communicators Podcast 5) Past and Future Conferences