

Section 8002 Meeting Minutes
Fall NAFIS Conference 2013
Monday, September 23, 2013

- I. Call to Order – President Elaine Janson called the meeting to order at 7:45 a.m.

- II. Planning the Future of our 8002 Organization – Tom Madden
 - A. Sunday’s meeting laid the foundation for planning the future of the 8002 organization.
 - B. Today’s meeting launched a full participation work session whereby the membership was divided into groups of six for a one hour brainstorming exercise. Board members were assigned to each focus group for 6 minutes and the membership had time to comment on the following questions:
 - 1. How do we clarify and promote who we are? (Sandy Doebert)
 - 2. How do we get Congress to understand the true impact of the loss of taxable properties? (Tom Gregory)
 - 3. How do we instill a sense of urgency among 8002 participants and members of Congress? (Karen Huddleston)
 - 4. How do we utilize technology and social media to be more effective as an organization (internal and external)? (Kathy Meredith & Bob Reichert)
 - 5. What do members need from this organization? (Cassie Bergman)
 - 6. How do we make our meetings more valuable and meaningful? (Tom Davenport & Marcia Jackson)
 - C. Board members were asked to recap what they heard and present a brief synopsis at the end of today’s meeting.
 - D. Tom Madden will take the results and generate an electronic survey that will be sent to the 8002 membership in October. The results of the survey will then be used to direct the agenda for the winter 2014 meeting.

- III. Targeted Lobbying – Tom Schneider
 - A. Talking Points – Tom reminded the membership that is important to know what is happening in Congress when they go to the Hill on Tuesday. He provided several handouts with great resources to help bring us up to speed. Tom also stressed the importance of telling our districts’ personal story and to have the facts available, but never make up an answer.
 - B. Thank you notes – Tom provided the membership with sample thank you notes to send to the staffers.
 - C. Share the information with your community.
 - D. Follow up with your representatives when you return back to your district.

- IV. Information Items
 - A. Department of Education Report – Michael Thomas and Dorris Thurmond gave an update on the amended application data for FY2010-FY2013. Mr. Thomas noted several issues with the amendments such as a lack of certification letter, and total acreage not being reported. The Department of Education is processing the data manually since their system is not set up to deal with the technical amendment. They are hoping to complete the review process sometime in November. Mr. Thomas reminded the membership that the application deadline for the FY2014 application is October 11, 2013 and the last date to amend is December 10, 2013. He highlighted several areas to watch on the application:
 - 1. Table 2 is very important so be sure that the data is accurately reported.
 - 2. Table 3 needs to reflect all of the acres in your district, not just the federal property.
 - 3. Table 4 has drop down selectors to choose from.

4. There is an opt-out available if your district does not want to be considered for any additional funds outside of the 90% foundation payment.

V. Conclusion – Each of the Board members presented their synopsis of the six focus groups.

Question 1: Use of technology, consistent message, presence at NAFIS general session, reach out to inactive members.

Question 2: Give it value, keep it simple, consistent message, understanding the bigger picture, better communication with our taxpayers, use of local media, utilize website as a resource.

Question 3: Reach out to non-participating recipients of 8002, newsletters, providing templates, put kids in front of Congress, involve parents in the community, compare 8002 with neighboring districts without 8002, tell your stories and be honest.

Question 4: SharePoint is limited, establish website with links, use of twitter to pull in staffers, update current issues, face book for parents/community, use of u-tube videos, hire someone to set up and manage social media, utilize webinars to pull in those who cannot afford to travel, utilize LinkedIn, establish a social media task force, possible automated calling system for important alerts.

Question 5: More information, training, outreach and better use of technology

Question 6: Too many meetings in a year (limit to D.C. and add extra time for 8002 subgroup meetings), more training (applications, history, current issues, advocacy/lobbying), more information in a timely manner, better use of technology, more input, better use of time

Mr. Madden concluded the meeting with the following points:

There is value in the collective wisdom of the group, and there has been good input given.

We need to be sure that we do something with the input.

The membership needs to be willing to step up and serve.

It is imperative that the membership participate in the survey that will be sent out in mid-October, as the responses will be used to organize the agenda for the winter 2014 meeting.

President Janson adjourned the meeting at 9:45 a.m.