

May 11, 2023 Geological Society of Minnesota Board Meeting Minutes

By Stephen Willging – Secretary

Approval Date: 6/9/23 – 5 yes, opposed none

Board members present

Roger Benepe
Dave Kelso
Kate Clover
Peter Hesse
Stephen Willging
Patrick Pfundstein (late arrival)
Dick Bottenberg (late arrival)

Board members absent

Deborah Naffziger
John Westgaard

Non-Board Members present

Alan Smith
Steve Erickson
Dave Wilhelm
Mary Helen Inskeep
Randy Strobel
Theresa Tweet (late arrival)
Joanie Furlong (late arrival)
Roger Carpenter (late arrival)

With 5 board members present on the Zoom call at 7p a quorum was declared. Roger called the board meeting to order.

First order of business focused on the GSM Board Secretary position. Stephen Willging has agreed to take on the Secretary role from Dave Kelso. Dave Kelso made the motion to appoint or elect Stephen Willging to the Secretary position. The motion was seconded by Peter Hesse. The board vote was yes 5, opposed none. The motion was carried.

Agenda items:

1. Treasurer's report – Dave Kelso

GSM finances are in good shape with \$16,000 cash on hand and \$5,000 in investments. For more details see the treasurer documents posted on the GSM board website.

2. GSM Website – Alan Smith

Not much to report. Alan continues to work on the new website. He sent a link to those on the meeting agenda distribution so they could review the new site. Send any comments/suggested changes to Alan.

3. Lectures & Labs – Steve Erickson

Steve E. reported this coming Fall's lectures are set. Next Spring's lectures are still in the works. The last 2 Fall lectures will be via Zoom and Feb 12th and Mar 11th Spring lectures will also be Zoom. It was suggested by Mary Helen Inskeep that the in-person lecturers be prepared to switch to a Zoom lecture in case of a weather cancellation.

A lab is scheduled for February 2024. It was suggested the theme should be paleo related. It was also suggested to include both animal fauna and plant flora (possibly examples from Mazon Creek, Illinois Carboniferous and/or Minnesota Cretaceous).

David Wilhelm reported the lecture attendance summary has been distributed to the board members. Summary for all 2022/2023: 15 lectures, 716 total attendance, 48 average attendance, ~29 (4%) new attendees. Summary for winter/spring 2023 (excluding lab): 8 lectures, 407 total attendance, 51 average attendance, ~16 (4%) new attendees

4. Membership – Joanie Furlong

Joanie did not have an update on membership. She will take a look and email the numbers to the agenda distribution list.

5. Newsletter – Kate Clover, Mark Ryan, Harvey Thorleifson

Kate Clover reported everything has been submitted to Harvey for the May newsletter. Harvey is no longer at the Minnesota Geological Survey but will continue his involvement with the GSM Newsletter. Please submit any ideas for the August newsletter to Kate.

6. State Fair – Patrick Pfundstein

See Appendix A and B for more details.

Patrick reported the State Fair booth fee has been paid and everything currently on track. Need to get people to sign up for booth duty. The sign-up app is being tested for bugs. David W. will send out the sign-up notice after talking with Patrick.

We need a committee to update the Fair booth materials. Anyone interested should talk to Patrick. There will be a Zoom call on the subject.

Roger offered his trailer for set up and take down of the booth but will not be able to help this year. We also need a backup process as Patrick is the only person who currently knows the Fair contacts.

As a sign-up incentive, providing those doing booth duty with Fair admission tickets was discussed. After the discussion, it was proposed that a person is responsible for their Fair admission for their first day with booth duty. GSM would provide Fair admission tickets for the second or higher day(s) with booth duty. If one has multiple shifts on their first day of booth duty GSM would provide Fair admission for that day.

Patrick made a motion to accept the above proposed Fair admission guidelines. Roger seconded the motion. The voted was all in favor, none opposed. The motion passed.

7. Geological Markers – Rebecca Galkiewicz

No report – Rebecca was not present for the meeting.

8. Conferences & Resources – Dave Wilhelm

See Appendix C Item 8 for an update.

ISLG did list GSM as a sponsor. The 2024 ISLG meeting will be in Houghton, MI.

24th Annual Minnesota Minerals Education Workshop (MMEW) will be June 20 – 22, 2023 at Winona State University. This workshop is mainly for teachers but others can attend. Dave W. and Randy have registered in the past at the last-minute giving teachers priority.

9. Field Trips – Dave Wilhelm & Joe Newberg

See Appendix C Item 9 for details.

The June 4th Springs of the Minnesota River Valley will be delayed a week or two due to a scheduling conflict.

Joanie reported that about 26 people attended the field trip to the recycling center.

10. Zoom socials – Dave Wilhelm

See Appendix C Item 10 for details.

Social Zoom calls continue with about 8 – 12 participants per call. Calls typically last about 80 minutes.

11. Video Library – Dave Wilhelm

See Appendix C Item 10 for details.

No new activity to report. The National Park series recently bought by Joe Newburg has not been individually packaged yet.

12. GSM Marker project – Becky Galkiewicz

Duplicate agenda item to #7. Remove this line in future agendas.

13. Minnehaha Marker project – Patrick Pfundstein

See Appendix D for details.

Patrick has not heard anything from the project contact since February. With the ongoing issues getting the marker in place, we should at least put the marker information on the GSM website for public access.

14. Scholarships & Grants – Dave Wilhelm

See Appendix C Item 14. Nothing new to report.

15. Rock Hammer awards – Theresa Tweet

Four Rock Hammers were awarded earlier this week at the 2023 Spring banquet. A few more hammers will be awarded in the future.

16. Ask GSM activity – Theresa Tweet

Theresa reported access to “Ask GSM” has been very little. She will blind copy the few questions that have been received to the “Ask GSM” list.

17. GSM Student Outreach – Inactive

Even though the outreach program is inactive, Theresa mentioned that there were 2 recent requests. She will reply to these requests. Since the program is currently inactive, Alan should remove the Student Outreach program from the GSM website.

18. GSM Operations Guide – Patrick Pfundstein

The only guide chapter that has some changes is for the State Fair. Patrick will send out changes to board members so they can be approved at the August Board Meeting.

19. Geological Materials – Dave Wilhelm

See Appendix C for more details. Ted Chura supplied material for the specimen (#5) we were missing. Dave Kelso, Theresa Tweet and Stephen Willging volunteered to help with filling of the rock boxes for the SMM lending library.

20. Video/Zoom recordings – Dick Bottenberg

The meteorite lecture will be the first recording from this year's lecture series to be placed on YouTube. Three additional lectures are in process. Dick will set up a meeting with Dave Kelso and Joe Wright to discuss formatting. Two additional lecture recorders have been trained. Dick has the action to define a process for lecturers to approve posting their talk on YouTube.

21. You Tube Channel – Patrick Pfundstein

See Appendix E for detailed up date.

GSM's YouTube channel currently can be accessed by going to YouTube.com and searching for GSM. It was suggested we provide a link on the GSM website to the YouTube videos that GSM has posted.

22. New Topics

A. Table skirts

Kate purchased 3 table runners from Vistaprint (online) for a total of \$296.76. They prominently display the GSM logo on a tan background. She has been reimbursed for the purchase. Kate Clover showed the new table runners on the call.

B. Banners

Nothing to report.

C. Tripod

No new tripod yet

D. New members, younger and diversity

See appendix F for more detailed background.

Mary Helen will organize her list of potential opportunities. One thought was possibly 5 lectures in the Fall looking at Macalester for students for teachers reactivating the GSM Student Outreach program.

Patrick P. suggested a preliminary budget be done possibly for use of the Zoom lectures. If the budget is tight then focus on diversity or possibly scholarships.

Steve E. raised the question how to get younger people involved. One possibility would be to move into another building at the State Fair with more younger foot traffic. i.e. Science or Technology (Energy) building. However, it was mentioned these buildings come with a higher cost than the current Education building.

Patrick P. Suggested another possibility would be public presentation on the stage (i.e. Dirt Stage) at the State Fair. Patrick will look into it more.

Email Mary Helen any other potential ideas to increase our diversity.

E. New agenda item added by Dave Wilhelm. GSM name tags.

Anyone who need a GSM name tag please email Dave by Sunday May 14th with the name spelling that you want on the tag.

Finally, Patrick moved the meeting be adjourned. The motion was seconded by Kate Clover. And unanimously agreed to.

Appendix A– Patrick Pfundstein

7. GSM at Minnesota State Fair

7.1. State Fair and Exhibits Committee

This Committee consists of a chairperson and other GSM members who have volunteered to plan and assist.

As of the 2023 State Fair, the chair and main Fair contact is Patrick Pfundstein.

In the wake of the Covid-19 pandemic, the Minnesota State Fair (MSF) redid most of their procedures substituting much of the previous paper communications with digital formats. The procedures are still in general flux, but the resources and timelines are all online in the MSF vendor portal. This revision will have fewer bulk inclusions for that reason, as year to year changes are better recorded on the portal.

7.2. Timeline for the GSM MN State Fair Booth

MSF will reach out to the previous year's contact via postcard and email (usually in October/November to determine interest in the following year, and then again in January to confirm interest, and to send a link to the portal address for the coming year. (A new portal is created each year presumably to keep directions clear, and make way for new vendors.

Once set up on the new portal, we will be contacted via email to renew/pay for our license.

Deadline was May in 2022, April in 2023, but date will be in the email and online in the portal.

The portal (2023's pictured below) has a basic timeline for vendors, and several resources in the sidebar links ("Documents and Forms").

We can now be included under the MSF insurance at no additional cost, so that was done in 2022.

Note: GSM has no employees, and so does not need to provide Workman's Comp coverage

Appendix B – Patrick Pfundstein.

State Fair Report 5/11/23

Dear GSM Members

With May solidly underway, it is time to start thinking Minnesota State Fair! Especially the GSM booth at the Fair!

We have reserved our old booth space, and despite some other hour changes, the Education Building will operate on the same 9am to 9pm hours (except Labor Day when the building closes at 8pm).

As in the past, we are looking for volunteers to work 4 hour shifts, and we are looking

for 2 volunteers per shift. Shifts are 9am-1pm, 1pm-5pm, 5pm-9pm (except Labor Day when last shift ends at 8). You can sign up for a single slot, or reserve two (one for you, one for a friend).

Once again, we are using the online sign-up system, SignUpGenius. This gives each of you far more control over your shift choice(s), because you'll see in real-time what is open, and also be able to see who else is working that shift or the adjoining shifts in case you want to be close to friends! A link to the website, and the required access code is listed below, but first two points...

1. If you do not want to sign up online, you can contact me, and I can do that for you. Best times to reach me are between 9:30-1:00 weekdays, or on the weekend (contact info at the end).
2. Security. Please DO NOT give out the access code, or forward an email with the link and/or access code to folks outside our organization. If you have a friend/spouse who will work the booth with you, you have the ability to sign up for two slots in a time period, and just give the name of the other person in the comment box asking for it.

Also security related, you will be required to give an email address and a phone number upon signup.

- A) This information is internal to us, and not to be used by SignUpGenius.
- B) It was the less obtrusive method rather than requiring SignUpGenius accounts (only I have to do that; the rest of you are good to go).
- C) I'd need that information anyway for communications post-sign-up and pre-Fair.

OK, the link: <https://www.signupgenius.com/go/10C0E4EA9AF2FABFBCF8-gsmmnstate1>
Contact Patrick for the code.

Most of you can bail on this email at this point, and sign up! Grab a shift (or three!) while the options are plentiful!

I'm keeping myself mostly off the board to start so I can act as a wild card and/or fill in on the weekends, so the more weekday slots we can fill the happier I'll be!

For those who haven't done this before or need a refresher...

The State Fair is the single most important event we have to recruit new attendees to our programs, and new members to keep the organization afloat. With a gap in recruiting of almost 3 years, we really need you!!!!

If you have never done this, and you're thinking 'Geology is cool, and I love the talks, but I'm no expert', just know that that means you are EXACTLY the type of person we could use in the booth, because you are exactly the type of person we'd love to add to GSM. I personally spent the first 3 decades of my life thinking rocks were boring until discovering (not for the first time) how wrong I was. We'll provide some possible talking

points, but my main approach is generally to talk about favorite talks from the past, and the ones I'm looking forward to in the coming season!

(If you ARE an expert, the booth visitors will love that too!!)

Traditionally GSM volunteers have covered the cost of parking and admission (usually scheduling a shift on their personal Fair Day). If this is a barrier to sign up, let me know. (Regular admission is \$18, we do have a chance to pre-buy some \$14 tickets as a vendor.)

A post sign-up confirmation will be emailed to you, and I'll reach out to confirmed volunteers with more of the details in the weeks leading up to the Fair.

Enough for now. Feel free to contact me directly (not Dave Wilhelm who does the group emails) with any questions. Email is probably best for that: patrickpfundstein@mac.com (on the CC of this message).

Leave a time that is good for me to call you, or try me at (cell) 651-387-0337 during the times I listed above if you'd rather have me put you on the schedule.

Patrick Pfundstein
GSM VP/State Fair Chair

Appendix C – Dave Wilhelm

3. Lectures & Labs – I reported attendance statistics earlier this week by separate e-mail. (Also attached.)

8. Conferences & Resources

- GSM is listed as a sponsor for the April 2023 conference, as we contributed \$300 to their Student Travel Fund. I believe Pete Hesse was only GSM member to attend ILSG, although Kate Clover did "sneak in" for the Iceland field trip presentation. The 2024 conference will be in Houghton, MI; I don't think the dates have been set yet.

- 24th Annual Minnesota Minerals Education Workshop (MMEW) will be June 20 – 22, 2023 at Winona State University. We don't formally participate, but members have participated in the past.

9. Field trips

- Joanie organized a field trip to Ramsey/Washington County recycling March 22, with TBD participating.

- Randy & Joanie are planning a Sunday afternoon field trip to Savage, MN, with likely date of June 4. This has been communicated to the membership.

- Randy & Joanie are planning a field trip to the Missouri Ozarks. Tentative dates are October 15-22. Sites visited will include Precambrian igneous rocks in the St. Francois Mountains, historic mining sites in the Old Lead belt, karst features (caves, springs, sinkholes, etc.) in the Springfield Plateau, and earthquake hazards in the Missouri Bootheel. Randy and Joanie will be scouting the trip this summer. This has been communicated to the membership. Approximately 18 people have expressed interest.

- I made a stab at organizing a field trip to include the total solar eclipse on April 8, 2024, but became discouraged when I saw lodging is tight/expensive. However, Mary Helen Inskeep is looking into it more.

10. Zoom socials – Every Monday at 7 PM when we don't have a lecture. Typically 8 to 12 participate.

11. Video Library – No new activity to report. I have not yet individually packaged the new National Parks DVDs, but can report they are excellent.

14. Scholarships and grants – no activity.

17. GSM Student Outreach – there have been 2 requests recently.

19. Geological Materials:

- Ted Chura supplied material for the specimen (#5) we were missing. Thanks!

- I have been corresponding with Taylor Pearson on the Science Museum of MN. They will supply us with 12 plastic rock boxes which we will fill from our rock supply. I hope to complete this by end of May (as my leg heals). Theresa Tweet has agreed to assist. Might want one more (and a heavy hand hammer).

Appendix D - Patrick Pfundstein

Minnehaha Falls Panel Report 5/11/23!

I don't have tons of new information to report.!

Kate and I met via Microsoft Meets with MaryLynn Pulscher on February 2nd, and MaryLynn accepted the draft design as it stood with a couple of minor requests. (An intro sentence rewording, and maybe a new waterfall detail graphic.)!

MaryLynn followed up on February 13th by sending me a couple of local vendor options as well as Pannier. Dick Bottenberg sent me a copy of the old (9/7/16!!) Pannier bid.!

I haven't heard from MaryLynn since. She wasn't sure when the designer could get to this, and evidently it wasn't quickly. I haven't put out for bids yet, because they have expiration dates on them, and frankly I'd like to know the final design work was in progress before getting perishable bids.!

Patrick

Appendix E - Patrick Pfundstein

YouTube Report May 11, 2023!

There has been one video posted since the last Board Meeting, and we have one yet to launch (I set up an edit and a premiere, but clearly something went wrong, as the untrimmed "River that Flows Uphill" video didn't trim or premiere.!

I'll get that fixed on Friday (May 12th) and make it public.!

The Willsey Idaho video has had 392 views and 19 active "Likes" since it launched.!

In the last 90 days (or roughly since the last Board meeting):!

7813 views!

2391 hours watched!

90 new subscribers!

74% of viewers in the US (presumably 26% outside the US)!

We've also had over 5600 hours of viewing in the past year. This is definitely a way to extend the reach of our talks.!

Patrick!

Sample graph of past 365 days pasted below.!



Appendix F – Mary Helen Inskeep

Dear GSM Board & frequent Board meeting attendees,

I've spoken with several GSM'ers about the fact that GSM is *woefully* lacking in diversity, both ethnically and by age. If GSM wants to remain viable and relevant as an organization, let alone fulfill our purpose of "promoting public interest in the geological sciences", we need to start making serious efforts to increase our participants and members from among communities of color and different age groups. I think it's time the Board started considering this issue regularly as an ongoing agenda item.

The first way to expand our reach is to broaden our general-public presentation spots from merely the U of M & the State Fair (plus a few online) to other locations where communities of color feel more welcome. (We also might want to further expand our notifications about the lectures, though I'm at a loss to think of where.) Our evening lectures are free, and located near parking and lots of transit lines, so cost and transport are not the issues for those, but the University is not automatically considered a welcoming place by all communities. And our membership fees, though non-zero, are really pretty low for covering a whole year.

A second item we discussed was the difficulties GSM has had, even before the pandemic, in doing presentations in schools, including the heavy requirements involved (background checks and more). Randy S. pointed out that we might want to do presentations for Scout groups & 4-H groups, which might be easier to arrange. I think he's right, especially since the 4-H program is technically a function of the state's Extension service, thus nominally of the University, whose aegis the MN Geological Survey is under. The only glitch here is that 4-H and Scouting may still not reach a nearly-diverse-enough audience.

It later occurred to me that another way to reach more kids on geology topics would be to do presentations at local city-run recreation centers and Community Education classes (though I don't know their requirements), and staffing booths at far more local & cultural festivals. Remember: while the State Fair (and particularly the Education Building we're in each year) has somewhat more diversity in its attendees than our lectures currently do, it's still **not** really reflective of MN's population overall: it's rather self-selected by interest in arts & crafts, cooking, college interest, and farming.

Regarding the in-school presentations themselves, I am strongly in favor of re-starting them, but with NO charge to the schools at all: getting young people of all backgrounds interested in geology really should be /just as much/ a part of GSM's core mission as our evening lectures are, if not /more/ so! We already make the evening lectures free for individuals, despite the honorariums we offer the speakers; we should likewise make the in-school presentations free for the schools, and pay the presenters' stipends from GSM funds. While the price we were charging per presenter for the in-school presentations isn't enormous, school budgets are so tight these days that extras are often **completely** impossible, just as costs cause more than a few schools to **not** book field trips to SMM (something we found out /well/ before the pandemic happened); their budgets are even tighter now. Note: I support charging private groups for prepared presentations, just not accredited Pre-K-to-12th-grade schools. District-run Community Ed classes typically carry a participation fee anyway, so we can justify charging for those.

Overall, I think the issue of our **massive** lack of diversity merits serious discussion by the Board, so I'd love to see it added to the agenda as an ongoing topic. And yes, I plan to attend the meeting, so Roger or Patrick, could one of you please send me the Zoom link and the agenda? Thanks very much!

See you (virtually) tomorrow!

--Mary Helen Inskeep