

Friends of the GTM NERR

Minutes of Board Meeting: Tuesday, September 9, 2008

Members Present:

Pierre Pierce, Anita Pierce, Carl Hampp, Jonathan Katzen, Chris Rich, Peter Difatta, Nancy Schachnovsky, Frank Pixler, Irene Kaufman, Bill Coleman

Staff Present:

Teri Wesley, Mike Shirley, Angel Gonzales, Angie Golubovich, Rick Gleeson, Janet Zimmerman

Guests:

Chris Kelly

Excused Absence:

Triss Padgett, Mike Timpane

Meeting called to order at 5:00 pm by Pierre Pierce at the Serenade Beach Club

August Meeting Minutes Approval by Pierre Pierce

Carl motioned to approve the August meeting minutes
Bill seconded, all approved none objected, August meeting minutes approved.

Finance Committee Report by Nancy Schachnovsky

Nancy passed out the Finance Committee Recommendations from the committee meeting on September 3, 08.

The money in money out portion of this policy was approved by Board vote in July.

Items to be voted on are,

1. Petty Cash Policy

Petty cash will be used for funds requests under \$125.

The intent of the petty cash fund is to permit smaller purchases or reimbursements, in cash, for items which cannot be purchased through state purchasing system. The Manager of the GTM NERR shall establish the forms and approval system for each petty cash request and shall designate a custodian for the petty cash account. The petty cash custodian shall submit detailed reports of expenditures by category and receipts to have the fund replenished. The amount of the petty cash fund, the procedures for disbursements and the methods of reporting shall be reviewed annually by the Finance Committee.

2. Funding of Petty Cash Fund

The petty cash fund will be established at \$500.

3. Proposed Budget for annual fund raising appeal.

The committee recommends the Board approve the budget presented for 15,000 pieces at 7,382.11

Jonathan explained the budget request for the annual fund raising appeal and the need to hire a copywriter to rework the brochure and rewrite the appeal letter.

Samples and bids were gathered from 4 copywriters.

The copywriter changes the budget request from \$7382.11 for 15000 pieces to \$8295.00 for 15000 pieces.

Finance cont.

Frank explained that they did look into using state resources for the copywriting but there is not anyone available to the Friends with the marketing expertise needed for this task. Nancy said that she did a conservative budget overview for next year and there is room for the annual fund raising appeal request of \$8295.00.

As for the petty cash policy as stated above

Bill motioned to approve the petty cash policy as stated above.

Anita seconded, all approved none opposed, petty cash policy approved.

As for funding of the petty cash fund

Peter motioned to approve the petty cash fund be established at \$500.

Carl seconded, all approved none opposed, funding of petty cash fund established at \$500 approved.

As for the proposed budget for the annual fund raising appeal amended to include the copywriter for \$8295.00

Carl motioned to approve the proposed budget for the annual fund raising appeal including the copywriter for \$8295.00

Peter seconded, all approved none opposed, proposed budget for annual fund raising appeal approved.

Nancy explained that after reviewing the budget request for the Education and Communications Committee the Finance Committee recommends a budget of \$5000. The online store portion of the Education and Communications Committee's proposed budget was addressed. The online store is an issue for the Nature Store Committee so it was removed from consideration over the Education and Communications Committee's proposed budget.

Peter asked for clarification- Is the \$5000 budget for Education and Communications combined or two separate amounts?

Nancy explained that the \$5000 is for Education and Communications combined.

Nancy added that \$5000 is the recommended budget amount for the Research and Stewardship Committee.

There was discussion about the specifics of the Education and Communications proposed budget.

Irene voiced concerns about the budget amounts. Were they too low?

Nancy explained that using the information available the \$5000 recommendation was the responsible way to go. And that if there is more money available the amounts could be increased as needed.

Carl agreed that the budget recommendations were a start point and approval of the proposed amounts did not eliminate the possibility of more funds if they become available.

As for the Finance Committee recommendation of a \$5000 budget for the Education and Communications Committee and a \$5000 budget for the Research and Stewardship Committee.

Carl motioned to approve both budget amounts.

Irene seconded, all approved none opposed, both budgets approved.

Marketing Update by Jonathan Katzen

Frank explained the need to meet with Teri in the Friends office to create the report needed to forecast trends for the Development Committee.

Education and Communications Committee NED Vote by Chris Rich

Irene explained that the items up for vote are the \$600 funds request for volunteer meals at NED and \$600 LIFE funds request discussed at the Board meeting in August. The \$200 funds request for fish print tees for NED was already approved.

As for the two funds requests \$600 for volunteer meals at NED and \$600 for the fall LIFE program.

Irene motioned to approve both funds requests

Chris seconded, all approved none opposed, both funds requests approved.

Bylaws Vote

The bylaws were already voted on and approved by the sitting Board in 2004. All Board members received copies via email.

Nominating Committee BOD Officers for 08-09 by Carl

Carl said that the Nominating Committee recommends that the Executive Board for 08-09 consist of the same officers as 07-08.

President – Pierre Pierce

Vice President – Peter Difatta

Secretary – Irene Kaufman

Treasurer – Nancy Schachnovsky

Bill motioned to approve the Nominating Committee's recommendation that the Executive Board stay the same.

Jonathan seconded, all approved none opposed, the Executive Board for 08-09 passed.

Research Reserve Staff Presentation by Rick Gleeson

Rick gave an overview of the Research program at the GTM Research Reserve.

Rick listed the ongoing research programs that his department is involved in at the GTM Research Reserve.

Water Quality, Weather, Secretive Marsh Birds, and Mapping Habitats were some of the programs Rick described.

Rick also spoke about some of the research projects that are expected to start soon.

Rick also discussed the Research Coordinators & Stewardship Coordinators sector meeting. The meeting will be at the Research Reserve in January 09. The meeting will include several events for which the friends may be asked to help and to collect fees.

Attendance is expected to be 50+ people.

Rick said that a site profile that summarizes the projects discussed will be available soon.

Research Reserve Update by Angel Gonzalez

Angel described the outreach opportunity at the Family Art Fest in Jacksonville.

Expected attendance is about 8000 people, cost for a tent is \$175.00 and the Friends can sell Nature Store merchandise.

Angel cont.

Teri will attend both days to sell Nature Store merchandise.

Another outreach opportunity is the Creekside Festival in Flagler County. A check for \$25.00 is needed because they do not take cash.

Angel already has volunteers to work the table at Creekside Festival.

No vote is necessary for the Creekside Festival request.

Peter motioned to approve \$175 for the Family Art Festival

Frank seconded, all approved none opposed, \$175 for Family Art Festival approved.

Chris brought up the importance of having an interactive component when the Friends have a table at an event. She noticed the busiest tables at the events she has participated in have animals, games, etc.

Angie told the friends that the Birding and Foto Fest would be held at the Research Reserve again next year. The event planners have created a work description for the food provider for the event. The Friends will be given first chance to bid.

Other Business

Mike Shirley, EEC update: expected opening date is 9/15/08.

The AC issues will take 6-8 months to fix. The building was dried out fast enough that no additional harm was done.

Chris Kelly from Ripple Effect Ecotours announced that he is celebrating his first year at the Research Reserve. He has brought 619 people to the Reserve in that year. He invited the Board to offer suggestions for programs they would like to see at the reserve. Ripple Effect can now sell tours online and Chris invited the Friends to sell his tours through his site for an extra 5 percent above the present donation for tours at the Research Reserve. Ripple Effect will offer tours on NED to families including children 6yrs and up.

Pierre adjourned the meeting at 6:10pm

The next Friends of the GTM Reserve Board meeting will be October 14, 2008