

## **Friends of the GTM NERR**

### **Minutes of Board Meeting: Tuesday December 14, 2010**

#### **Members Present:**

**Breanna Korsman, Rob Matthews, Ellyn Cavin, David Ray, Chris Rich, Jonathan Katzen, Peter Difatta, Tom Barry, Kay Henderson, Irene Kaufman, Melissa Southwell, Mike Timpane via conference call**

#### **Staff Present:**

Teri Webley, Jake Fitzroy, Janet Zimmerman, Harry Odom, Mike Shirley, Angel Gonzalez, Emily Montgomery

#### **Excused Absence:**

Nancy Schachnovsky, Mike Koppenhafer

#### **Meeting called to order at 5pm by Jonathan Katzen**

#### **October Meeting Minutes Approval by Jonathan Katzen**

Before the November minutes were approved one change was made, Tom Barry was added to the excused absence list for that meeting.

Peter motioned to approve the November meeting minutes with the above mention change.

Chris seconded, all approved none objected, November meeting minutes approved.

#### **Presidents Report by Jonathan Katzen**

Jonathan thanked Rob for chairing the November meeting.

The State of the Reserve event at the EEC was a great event. The reserve staff hopes to make it an annual event.

The date for the 2011 Guana Run has been set. Super Bowl Sunday, February 6, 2011.

Jonathan reminded the Board that we will have to work harder this year to get volunteers for the run as we do not have the Disney give a day – get a day to drive interest from local volunteers.

The Connect Us group that spoke to the Board on June 8, 2010 about petitioning to get sidewalks along the 210 corridor some of which would boarder the wildlife management area.

The county has come back to them with a recommendation to build the sidewalk on the Sawmill Lakes side so there would not be any encroachment onto Research Reserve land.

President cont.

The Nature Store now has a cash register stand. Teri's husband Dan built the stand. The register no longer takes up space on the display case.

The annual mailing (membership drive) went out this week.

Jonathan appealed to the Board members to consider the Reserve and the Friends of the GTM Reserve when making their yearend donations.

The Research Committee met, Breanna shared that one of the decisions made at that meeting was concerning the Right Whale Proposal. The Friends of the GTM Reserve will not be giving funds to the program this year. While the Right Whale Program is a worthy cause and the Friends have funded them in the past, it is not possible this year with the state of donations and the increased need at the GTM Research Reserve.

The Research Committee also discussed how it will function.

Staff member Angie was asked to identify some education projects for the Board to go to the corporate community with when approaching them for donations. Jonathan will make the list available to the Board.

One reason for the list is that many corporations are looking for specific projects to fund rather than contributing to general funds. Funding guidelines for these corporations are becoming more specific.

The Board will select a few of the projects on the list and go out to the corporate community with them.

Both of the Friends computers are being fixed so a Treasurers report was not possible for this meeting.

The Finance Committee met on the 23<sup>rd</sup> of November, one of the decisions made is to pursue shifting the Friends accounts from Wachovia to VyStar. Two reasons for this shift are that VyStar is local and VyStar has been a consistent supporter of the Friends of the GTM Reserve.

**Treasurers Report by Jonathan Katzen**

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Jonathan and Nancy will meet with VyStar about the move.

Harry met with the Finance Committee and discussed the nuts and bolts of petty cash funding.

An understanding was reached.

### Treasurer cont.

Restricted funds were discussed at the Finance Committee meeting. The proposal is to establish and define a small number of funds for dedicated donations.

- Adopt a Nest
- Sea Turtle
- Life
- Education

Were identified as the options for contributors not wishing to donate to general funds. The list may be added to later but this is what works best right now with the new 501 3c IRS rules.

A fund built around research / visiting researchers may be added soon.

The Finance Committee still supports contributions to the General Fund.

If a donor wishes to make a significant donation to a fund not on the list they will be invited to work with the Finance Committee to find an appropriate fund.

The Finance Committee will begin developing and describing these funds and will go to the other committees when they have more.

### **Marketing and Communications Committee by Irene Kaufman**

The Adopt a Beach program is being developed as an offering to the business community for contributions. Probably will not be offered to individuals. What would be funded by the program needs to be identified so the price of Beach Adoption can be established.

Website updates continue on GTMNERR.org and OceanWise.

Note: the email address for the Friends of the GTM Reserve has changed.

[GTM\\_Friends@gtmnerr.org](mailto:GTM_Friends@gtmnerr.org) is the new email address. A link can be found on the Friends website at gtmnerr.org.

The Marketing and Communications Committee are exploring marketing packages at companies like Constant Contact for future email campaigns.

### **Events Committee by Chris Rich**

Mike T asked if a walking component can be added to the Guana Run in February 2011.

Mike S was asked if it would be possible to raise the maximum number of participants. Mike S will meet with the stewardship staff and get back to the Board. (note: the maximum was raised to 150 participants from 100 in 2010)

The Events Committee will meet soon about Guana Run 2011.

### **Research Reserve Update by Mike Shirley**

Research Reserve management is working to improve communications with the Friends of the GTM Reserve Board. To that end a report was prepared and handed out to the Board members present. The report included:

- Revenue Generated by NERR staff for the Friends of the GTM Reserve

### RR cont

- Facilities Use
- Events
- Free Passes to partner vendor
- Grant & Foundation funding (Jonathan explained that the Friends are a vessel to funnel grant & foundation funds and these funds do not hit Friends accounts parse)

Mike S explained the information in the report.

Staff members Annette and Harry will continue to report how much funding to Friends accounts is generated by NERR staff.

Staff turnover – Matt and Nicole Love are leaving the NERR, Matt has accepted a job with the Nature Conservancy.

Scott Eastman will move into Matt's position. Turtle patrol will be taken over by Angel Gonzalez with input from Scott.

The staff residence that Matt and Nicole currently live in will be converted to a caretaker / visiting researcher residence.

### Other Business

Tom informed the Board that the Friends Activity report that he did was included in the volunteer newsletter this month.

Jonathan suggested that the Friends Board might want to send a representative to the next volunteer meeting.

Teri will send the current Board contact sheet and committees list to all of the Board members.

Jonathan adjourned the meeting at 6pm

Rob motioned to adjourn

Chris seconded all approved none opposed, meeting adjourned

The next Friends of the GTM Reserve Board meeting will be Tuesday January 11, 2011

**Reminder: Meeting attendance needs to be maintained. See your Friends of the GTM Reserve by-laws for rules concerning attendance. If you know that you will not be able to attend a meeting please contact Jonathan or Teri in order to get an excused absence. Attendance via conference call can be arranged.**