

## **Friends of the Dunes Board of Directors meeting Minutes, 8/6/2013**

### **Attending:**

Carol (CDVM), Mike D(MD), Jessica(JH), Susan(SP), Michael VanHattem(MV), John SteMarie(JSM), Bill Weaver(BW), Dave Hitchcock(DH), Mike Wilson(MW).

Call to order. Waiting for one more Bd Member for quorum.

### **Burglary.**

July 30. Carol got alert, called John. Broken window. Now have window shatter alarm. None of the other alarms went off. Motion sensors didn't register til after they were leaving, alarm company gave window shatter alarm for free. Insurance claim? Risk of insurance premium going up. Weigh losses vs. risk of increased price. \$500-just for new window. Value for items +/- \$1700, add installation cost. Deductible \$1000. Reasonable to ask around for other insurers.

One more board member arrived during burglary discussion bringing us to quorum.

Public Input -none

**Approval of July Minutes** – comments? Motion to approve by John Second Susan.

Uri and Dennis invited Board to go for a site walk with them. Susan, Michael, Dave, Mike D willing to meet with them.

### **Review of Dashboard**

Some of the bookkeeping not up to date on Dashboard. Quarterly report and Dashboard aren't reconciled yet. Accounts receivable, new members up to date. Short staffed right now. Emily on maternity leave, Carol had been on vacation, Suzie now on vacation. MW may be able to provide temporary staff for a few hours a week. More efficiency with linking of QuickBooks and deposits. State Coastal Conservancy is recommending approval of the Explore the Coast grant, to be formalized by SCC Board. WCB continues to be a potential funding source, especially for trail a wheel chair accessible trail. A few small grants at HAF. JH mentioned a fund established by Baykeeper for wetland restoration that HBK can't access. Durable collaborations project, in partnership with 7 local land trusts, requires organizational assessment. Doing interviews of staff, board members, and outside stakeholders about how we're doing, strengths, weaknesses and opportunities. Assessment will lead to understanding of how we can collaborate with other land trusts.

Day Camp. First Coastal Connections Day Camp. Humboldt Sponsors gave scholarships for 4 kids. 10 kids at the camp. Suzie stretched a little thin. Would be great to hire staff to handle this. MD: next year would be much easier with existing curriculum etc. Lots of hiking in the camp. MW: can tie in with Arcata Recreation Dept? or Center Activities? Carol said they did that years ago as well at Museum.

Employee review with Suzie. Up to manager level, with raise. Scholarship to conference in Baltimore. Carol praised her skills.

Ma'LeI Phase 2, Coastal Conservancy change in policy for reimbursed and 15% max for admin and 15% for project mgmt. This has bearing on who would do project management. Most likely that BLM will take that on and FOD will do interpretive components of the project.

Looking ahead, CVDM working on newsletter. Susan should send CVDM an email if anything about gift shop should be in there. Items about membership drive.... MD-to write 150-200 words on it.

Wine By the Sea- Carol need help with this. Mike Dronkers offered to be in charge of the music, Mike W. will ask Darin Breen if he wants to do the poster. Contact Carol if you can help.

RLFF capacity building possibility for future grant.

### **Directors Report**

Carol Reviewed her directors report

### **ED job description, Development Director (DD) position**

We talked about comparing job descriptions, Carol pulled them out. Former DD job modified to be more focused on community-based support. Fund development person would work on annual fundraising, \$\$ campaigns, capstone program... ED involved in everything to some degree, but with focus on implementing strategic plan, facilities & operations, and communication. BW asked if timecards show key tasks so that we could evaluate how much time goes to each. Outlined key tasks that would like to be doing. Fund development for ED more grants and large donor coordination with DD. Would like to see DD cultivate more participation with all staff in fund development. Other option is to hire and ED with more of a DD focus. MW: that was the Tim McKay model. Proposal here is a FT position that is shared. See this as a shared ED role. MW: create space in budget, or go straight to place where we are soliciting resumes? CVDM: need to raise some money, she gets paid 25-30 hrs/wk. MW: are we in a position to hire? CVDM: doesn't think we can do that now. DH: our books are hard to understand, but are very accurate. Hard to determine direct and indirect costs. Recommends we shift our books to a more standard format. CVDM would like to be able to forecast finances. MW: does the DD job pay for itself? Needs to pay for more than themselves? Reasonable risk? SP- half time probably reasonable, would pay for itself financially and in terms of freeing up CVDM. SP- add website to the job description, would help fundraising. MD: can job phase in towards percentage that it pays for itself? MW: requests proposal for hiring at a given rate with financial estimate. SP: says it's all broken down.

Mike Wilson moves that we approve CDVM to put out a job description for PT Development Director per job description and look at resumes. SP seconds. Discussion- JH asks about if cash flow can cover the costs. DH said no. JH did quick calculation and estimates \$6720 over 3 months, of which \$1500 can be covered by reducing Carol's hours. Motion to collect resumes only.

### **Motion carries.**

#### **Wine by the Sea Fundraiser**

CDVM-Needs someone to take charge with getting meetings rolling. People will come and work but not take leadership role. Wants to be involved in the planning but needs someone else to be involved. It was a hit last year, made about \$5k net. Need to nail down major sponsors. Brett Schuler said he'd be food anchor for the event, he did it at a discounted rate. Wildberries is interested in being a sponsor. MD will meet with CDVM offline to look at sponsorships needed. Some of outreach is relationship building. Benefits list to clarify what goes on poster. Let's devote some time each board meeting to brainstorming who board members know that can be approached for donations/sponsorships. CDVM needs someone to coordinate the planning or we shouldn't do it. Possible to hire someone to help with coordination. MV will help with wine. MW will get Darren to do poster and talk to Robert Goodman.

**FOD membership drive**

Will this begin in September 9<sup>th</sup>. MD will be kicking off with KHUM. KHUM will be at HCNC or Wildberries, get people to come by for 10-15 minutes, line up enthusiastic supporters to give the talks.

Board Officer positions-tabled until next meeting.

**ED review**

Probably get some info over the next month to give CDVM some feedback. BW will coordinate.

**Committee Reports**

Lisa Hoover drafting letter to BLM on trail planning – to be discussed via Stewardship committee. MW wonders if trail walk with Uri to take place before. BW thinks likely.

**Upcoming Events**

Wine pour at Garden Gate

BBQ coming up- August 21

DH-Pints for Non Profits at Redwood Curtain coming up after the first of the year

**Upcoming Agenda Items:**

Trails planning

Wine by the sea

Board officer positions

Adjourned – 8:24pm