

**Friends of the Dunes Board Meeting Minutes**  
**Tuesday, May 1, 2018 - Humboldt Coastal Nature Center, 6 – 8 p.m.**

**Attendees:**

- John St. Marie, Amy Eberwein, Barbara Clucas, Tamara Gedik, Richard Engel, Carla Avila-Martinez

**Staff Members in Attendance:**

- Suzie Fortner, Jess Barger, Jessah Breault

**Guests:**

- Carol Vander Meer

**Public Comment:**

- Carol Vander Meer attended this month's board meeting in response to John's letter in the Dunesberry. She would like to help the organization in any way that she can, particularly with board development, land trust partnerships, and strategic planning.

**Business Partner Presentation:**

- Jessah presented a powerpoint about the Business Partner Program including the different levels of participation and what they entail, along with what the program needs to be more complete. Everyone should add to the document on the Google drive. This project should be taken on by the Fundraising committee to provide more clarity on what the board wants to do with it. Other topics of this portion of the meeting included:
  - Need for making the website secure for payments
  - Need for decision on member/donor/sustainer language
  - Giftworks needs
  - Review needed of Eureka Natural Foods and Wildberries MOU's. Potential for pulling volunteers from the business partners.

**Staff Updates:**

- Jess Barger:
  - Gear Sale: Needed a debriefing meeting, but didn't get one. Event needs to start being planned in November. Order less posters and postcards next year. Need more publicizing beforehand. Needs a different planner rather than current staff.
  - Advertising opportunities: Jess will be on TV talking about FOD and the Capstone Club. We will be donating a capstone as an auction item. There will be a short video included. There is also another opportunity to have a video created about the HCNC. The filmmaker wants to do a 1 - 2 minute pro-bono film featuring narrated scenes, trail and community education.
  - Godwit Days: Received minimal attention. Got 8 new emails and \$220 in donations. Jess used 10 hours to get volunteers together.
  - Bioblitz: Great event. 30 people.
- Suzie Fortner:
  - Graduating from Cascadia soon. Would like to work on streamlining meetings.
  - Received money for high school programs

- France NRI Convention: lots of ideas on how to use tourism
- Emily Maloney is leaving soon. Wants a full time replacement.
- Emily Walter will help with the budget
- Jen Ortega cannot do the curriculum for the CNT program this year but will still participate.
- Needs approval for Daisy to purchase displays for the gift shop. Not to exceed \$200 (granted).

### **Approval of Minutes**

- Tamara suggested a change to the public minutes regarding the Stamps family property. Richard Engel motioned to approve the minutes from the April 2018 board meeting pending this change. Barbara Clucas seconded the motion. All were in favor.

### **HR Committee**

- Upcoming Staff retreat: Byrd Lochtie will be facilitating. She wants to meet beforehand to learn the priorities and create an agenda. Expectations include: walk through of staffing chart, staffing needs, board responsibilities, short term solutions, combining staff into full time positions, long term plan for ED. Discussion about need for a follow-up meeting to focus more on staffing concerns. Potentially Roger James, Heather Equinoss, Emily Sinkhorn?
- Benefits procedures: document on the Google drive. Everyone should contribute to make the document more streamlined and clear.
- Daisy's interview: Answers to board questionnaire available on Google drive.
- John will follow up with Jessah regarding her contract. She must be on the fundraising committee, provide quarterly updates to the board, and work 15 to 20 hours per week at \$17/hour.
- Ashley needs a new job description. She will be kept under full time until the new budget is completed. Will continue this conversation at the retreat.

### **Board Development**

- Recruitment:
  - Tamara is working on recruiting Jen Rice. Maggie Herbalin is still on as a potential for the future. Potential recruit: Elliot Lavine?
  - Richard got a no from Robin Baker.
- Annual Report:
  - Need reports finished for 2015, 2016, 2017.
  - Barbara, Suzie, Carol and Amy will work on these.

### **Land Trust Committee**

- Follow up meeting with the County after walk last month : Thursday May 10th at 3 p.m. Annual reports will be needed in the future to show documentation of our efforts.
- John thwarted a burglary!

**Adjourn:** 8:15 p.m.



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Amy Eberwein

Secretary, Board of Directors

Friends of the Dunes