

Friends of the GTM NERR

Minutes of Board Meeting: Tuesday, May 13, 2008

Members Present:

Pierre Pierce, Peter Difatta, Nancy Schachnovsky, Irene Kaufman, Carl Hampp, Jonathan Katzen, Chris Rich, Michael Timpane, Anita Pierce

Staff Present:

Teri Webley, Janet Zimmerman, Angel Gonzales

Guests:

Joy Hampp

Excused Absence:

Bill Coleman, Frank Pixler, Craig O'Neal

Meeting called to order at 5:10 pm by Pierre Pierce at the EEC

April Meeting Minutes Approval by Pierre Pierce

Carl motioned to approve the April meeting minutes
Jonathan seconded, all approved none objected, April meeting minutes approved.

Finance Committee Update by Nancy Schachnovsky

Nancy explained the Friends of the GTM Reserve profit and loss statement that was included in the handout that all board members present received before the meeting.

Also included in the handout was a bank statement for the Friends of the GTM Reserve accounts.

Nancy asked the board what information they wanted her to include in the financial reports moving forward.

Nancy directed the boards attention to the information in the financial report that illustrated that the Friends of the GTM Reserve is going to operate at a loss in the 07-08 fiscal year due to a shortfall in donations.

There was discussion about what would be useful information for future financial reports. Nancy explained that bank balances did not give an accurate picture of their financial standing. And that without budgets from the individual committee's financial projections would not be possible.

There was further discussion about the content of future financial reports.

Finance cont.

Moving forward Nancy will attempt to do quarterly financial reports. Nancy explained that she says attempt because of the lapses in financial information left due to Bonnie Goldsmith's sudden departure. Once a period of solid record keeping has been established accurate reports will not be as difficult.

Education and Communications Committee update by Chris Rich

The first item Chris discussed was the event signs on A1A. The proposal is to purchase riders for the signs that would identify specific events. Chris said that Janet was supposed to look into the riders. Janet explained that the riders would be purchased with state funds.

The second item for discussion was the addition of a rider to the main GTM Research Reserve sign on A1A. The rider would be on the bottom and would identify the Nature Store Art Gallery. Chris then passed around some examples of proposed signs.

The question of whether to use the Friends logo or a Roseate Spoonbill on the Nature Store sign was raised.

Carl Motioned to use the Friends of the GTM Reserve logo.

Peter seconded.

Irene opposed because in her opinion the Friends logo was not impressive enough.

All other members present approved the use of the Friends of the GTM Reserve logo on the Nature Store sign.

Janet will pass the selected design on to Mike S and Joe for approval and will contact the Board with the result via email.

The third item was the pop up banner to identify and inform about the Friends of the GTM Reserve. A permanent display for the EEC was also included in the project. The permanent display part of the project has been abandoned due to lack of available funds.

The pop up display will run approximately \$700 dollars to produce.

One reason the project is stalled is that the Education and Communications Committee is waiting for the new brochures from the GTM Research Reserve and the Friends of the GTM Reserve. The reason for waiting for these is the desire for continuity in branding.

Another reason is the plans to have a local college donate the graphics for the display.

Mike T said that he had worked several events at the Friends table and had little to no traffic on all occasions. He feels that an effective pop up display would increase traffic at the Friends table and the chances of recruiting new members. Waiting an extended length of time for someone to provide free graphics may cost more than it saves.

There was discussion about attracting traffic to the Friends table and the options available.

Education cont.

Carl motioned to approve up to \$500 for developing graphics and \$750 for the mechanical portion of the pop up subject to board approval of content of the project.

Anita seconded, all in favor, approved.

Development Committee Update by Jonathan Katzen

The subject of corporate sponsorship was discussed.

Jonathan and Frank will develop a proposal for attracting corporate sponsorship and present it at the next meeting.

Jonathan announced that the food booth at the Birding and Foto Fest netted about \$500 or \$600. Frank has the report and will present the actual numbers.

Right Whale Presentation by Joy Hampp

Joy passed out a letter that summarizes the 07 08 season and a calendar.

Joy started by thanking the Friends of the GTM Reserve for their support.

She shared that 19 mother and calf pairs were spotted this season, with an average of 13 per season this was a good year.

Joy pointed out the Friends acknowledgement and the Research Reserve on the calendar.

Joy reported that sighting photos have increased to 92% and that they were able to assist with 2 whale strandings. Increased public awareness and having their own plane were sited as contributing factors in the success of the 07 08 season.

They are now exploring uses for areal videoing with the Research Reserve staff for various kinds of monitoring.

Friends Overview by Angel Gonzalez

Angel just returned from a CSO (citizen support organization) conference. He passed out some information about marketing a CSO to the members present. After describing the content of the handout Angel moved on to the power point presentation he has been working on for the Volunteer Appreciation Dinner. This is the presentation that Pierre if he chooses can use for his presentation at the dinner.

Angel asked the board what the difference if any between the Friends and the volunteers is.

After discussion about functions of both groups they were categorized as:

Friends =Guidance

Volunteer =Operations

Angel covered several marketing tools that other CSOs use.

He pointed out that the volunteer base is an ideal place to look for Friends members and corporate sponsorship. That is the reason the presentation at the Volunteer Appreciation is so important. The better the understanding of the function and needs of the Friends the better the chance that volunteers will become members, help provide corporate sponsorship, and recruit friends and family to become Friends members.

Friends cont.

Janet will email the power point presentation to the Friends Board members.

Angel offered space in the volunteer quarterly report to the Friends.

Angel also invited the Friends to speak at the volunteer quarterly meeting.

There was discussion about adding additional levels of Friends memberships.

An associate member for participants in programs and a college research level.

Carl suggested that the Development look into adding the additional levels of membership.

Research Reserve update by Janet Zimmerman

Janet announced that poachers have been caught on Research Reserve property.

A staff member reported that 3 men with guns were seen entering the reserve.

They were illegally hunting and were caught.

Stephanie Balenson the director of CAMA has resigned.

Other Business

Pierre asked if there was any other business.

Michael asked how the state cuts are going to affect operations at the Research Reserve.

Janet responded that current information says that the Research Reserve will be level funded. Meaning that they will not lose any positions. CAMA has fared well in the budget process.

The meeting was adjourned at 6:30pm by Pierre

The next Friends of the GTM Reserve Board meeting will be June 10, 2008