

## **Friends of the GTM NERR**

### **Minutes of Board Meeting: Tuesday, June 10, 2008**

#### **Members Present:**

**Pierre Pierce, Anita Pierce, Bill Coleman, Carl Hampp, Jonathan Katzen, Frank Pixler, Chris Rich, Craig O'Neal, Triss Padgett, Peter Difatta**

#### **Staff Present:**

Teri Webley, Janet Zimmerman, Angel Gonzales, Mike Shirley

#### **Excused Absence:**

Nancy Schachnovsky, Irene Kaufman, Michael Timpane

#### **Meeting called to order at 5:00 pm by Pierre Pierce at the EEC**

#### **May Meeting Minutes Approval by Pierre Pierce**

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

#### **Riverkeepers Meeting Report by Pierre Pierce**

Pierre informed the Board that the gist of the Riverkeepers meeting was that several factions in Florida want to take water from the St Johns River and that while officially the powers that be are opposed to it there is little or no regulation to prevent the depletion of the river at this time.

Discussion about whether the Friends of the GTM Reserve can become involved in publicly opposing the depletion of the St Johns River followed Pierre's announcement.

The Marine Industries Association will have a boat show on September 19, 2008 and the Friends of the GTM Reserve have been invited to have a table at the boat show.

Stickers for newspapers will cost \$650 for 23000 stickers that are placed on newspapers. Pierre gave Frank some information so the Development Committee can pursue the matter. The newspaper would be the St Augustine Record.

#### **Development Committee Update by Frank Pixler and Jonathan Katzen**

Reporting on the most recent mailing Frank said that \$150 was spent and the Friends received 24 renewals for a total of \$2300. Several of the renewals were members that did not renew following the last mailing.

### Development cont.

Jonathan reported about the work being done by Frank, Teri, and himself using the database.

One project is to develop a history of donors giving multiple donations in an effort to rank where the biggest donors are and help to target that part of the development plan.

Jonathan expressed that the Development Committee is aware of the need to be careful with resources while donations are down, hence the need to focus on proven areas right now.

That is not to say that new strategies will not be visited and considered.

The Development Committee will have multiple tiers of programs to present for budget consideration in July.

Frank told the Board about a resource for cleaning up the files by updating addresses in mailing lists. The cost of the service is expected to be less than \$100. Teri and Barb are supplying the Development Committee with old address information for memberships in FROG and the first Friends group.

Frank reported on the progress the Development Committee is making designing the new Friends brochures.

### **Finance Committee Report by Bill Coleman**

Bill passed out the financial report that Nancy provided for this meeting.

Bill reminded the Board that the Finance Committee would provide financial reports quarterly. This has been the agreement since 2007.

Bill went on to explain that monthly reports don't give an accurate picture and quarterly reports would be effective.

Bill referred to the report that Nancy provided explaining that the Friends are losing money and need to be very careful. Donations are down considerably everywhere.

### **Education and Communications Committee Update by Chris Rich**

Chris announced that the road sign identifying the Nature Store would be installed this week.

Chris passed out the first draft of the graphics for the portable banner for the Friends of the GTM Reserve.

Carl asked if Mike S' approval had been obtained for the name used on the banner.

Mike S expressed that his preference is to us GTM Research Reserve wherever the Reserve is identified. He went on to explain that the word Guana identifies the Ponte Vedra component it excludes the Marineland component.

There was discussion about using the Friends logo, a call to action, and the general content of the banner. It was agreed that these are details best hammered out in committee.

Anita added her approval of the general look of the banner.

Education cont.

Any suggestions from board members not on the Education and Communications Committee will be emailed to Chris.

**National Estuaries Day Report by Angel Gonzalez**

Angel handed out copies of the winning National Estuaries Day drawing. He pointed out the quantity of shirts that will be ordered and the cost.

The National Estuaries Day event at the GTM Research Reserve will be on September 27, 2008.

Frank asked Angel if the services of Sports Talk Radio would be needed again this year. They have been at the Research Reserve twice already including National Estuaries Day 2007. The cost is \$200 for equipment rental. The Friends of the GTM reserve paid for that last year.

Pierre and Frank discussed another radio personality to consider and Frank directed Pierre to have this person contact him.

Mike S suggested that whoever does the broadcast should receive pertinent information well before the event. Last year there was a problem with the name they used for the GTM Research Reserve early in the broadcast.

Angel suggested that guests at the National Estuaries Day event should pay for the food, which has been provided for free to the public in the past.

Bill suggested that a suggested donation of \$2. sign be posted at the food table. Carl expressed his opposition to charging for food because it has been free in the past.

It was decided that the Friends would not charge for the food. A membership signup station would be placed in a conspicuous location adjacent to the food booth.

Angel passed out a report prepared for the Board by Diana Eissing about the Estuary Science Camp. This is the second year for the camp at the Research Reserve. The cost for campers is \$140 each it is open to 12 campers and is full with a waiting list at this time. Funds from the camp go to the Friends of the GTM Reserve.

Angel handed out information about the upcoming budget for NERRA, and a copy of a letter that the Friends are asked to send to Congressman Mica and Senators Martinez and Nelson supporting the budget NERRA is proposing. Teri already sent copies of the information and letters to all Board members via email.

Teri will draft a letter expressing the Friends of the GTM Reserve support and send it to Pierre.

**Other Business**

Pierre told the Board about a conversation he had with Ben Rich concerning using Research Reserve property for a road that would provide residents of Nocatee another access point into the Research Reserve and be used as part of the hurricane evacuation route. This is a matter that has been brought and denied in

Other cont.

the past as not necessary. Ben Rich is on record as saying “don’t open the door even an inch” to giving up any property.

There was speculation that this may not have been a serious request.

Mike S passed out the Research Reserve work plan for 08-09.

Mike S announced that they were successful at the budget meetings getting projects funded. This will support the Management Plan. A lot of the projects will give more information and outreach support and this will be beneficial to the Friends of the GTM Reserve.

Pierre asked if there had been a designation placed for funds raised by the Brian Tutton memorial.

Teri said that the Brian Tutton memorial had raised less than \$150.

It was suggested that a bench on one of the trails be dedicated to Mr. Tutton.

Perhaps on a trail that was his favorite if that information could be found.

Pierre adjourned the meeting at 6:00pm

Bill motioned to adjourn

Jonathan seconded, none opposed

The next Friends of the GTM Reserve Board meeting will be July 8, 2008