

Friends of the GTM NERR

Minutes of Board Meeting: Tuesday, July 10, 2007

Members Present:

Bill Coleman, Peter Difatta, Carl Hampp, Barb Stark, Joe Hutnan,
Carol Travis, Pierre Pierce, Anita Pierce, Frank Pixler, Irene Kaufman,
Chris Rich, Jonathan Katzen, Craig O'Neal

Staff Present:

Janet Zimmerman, Mike Shirley, Teri Webley

Guests:

Nancy Schachnovsky and Mary Ann Deus

Meeting called to order at 5:00pm by Bill Coleman at the EEC

June Meeting Minutes Approval by Bill Coleman

June Meeting Minutes could not be approved because Teri did not send them out. June Meeting Minutes approval tabled until August meeting.

Introduction of New Board Members by Bill Coleman

Bill – We have three new Board members and they will introduce themselves to you now.

Chris Rich – I have lived in Turtle Shores for 10 yrs, am a realtor by trade, was a volunteer guide at Monterey Bay Aquarium, involved with the Florida Aquarium in Tampa and the aquarium in Fort Meyers. I have been a scuba diver for many years. I am interested in and concerned about environmental issues.

Craig O'Neal – I have lived in Ponte Vedra since 1985; spend a lot of time at Guana. I am a runner, used to be a long distance marathon coach. I have spent many years running and bicycling back in the reserve. Recently acquired my quarter master naturalist and do a bicycle tour here. Peter approached me about being on the Board and since I am looking for ways to give back to the community I have served on several non profit boards. And I look forward to serving on this one as well. My professional background is in finance.

Introduction cont.

Jonathan Katzen – I moved here from Miami about four years ago. My professional background is as a direct marketer. I do quite a lot of fund raising with non profits, in the Miami area with cultural and educational institutions. I have worked with Frank on other projects and he invited me to join the Board. My family and I enjoy the beaches and hiking here so we look forward to contributing to the center.

Nominating Committee Report by Carl Hampp

Bill – The only item on the agenda is to elect the new board member. If she will leave the room we will begin.

Carl – In case you haven't seen it I have Nancy Schachnovsky's resume here.

Resume is passed out to Board members.

Bill – Nancy's background is in accounting and she is very interested in becoming involved here. I spent about an hour and a half with her and recommend to the Board that she be accepted as a Board member. I need a motion to do so.

Carl – I make a motion to approve Nancy Schachnovsky as a new Board member.

Frank – I second

Vote was unanimous in favor of accepting Nancy as a Board member.

Nancy was invited back into the room.

Nancy was informed that she had been voted in as a member of the Board of Directors of the Friends of the GTMNERR.

Membership Update by Barb Stark

Barb – As discussed at the last Board meeting, I went over the data base and I have a list of the members that have not renewed in the last 1 to 2 years.

It was decided at the last meeting that instead of purging the list of these members, each Board member would select 10 people from the list and call them to determine if they want to renew and if not why. And if some of these members have moved away and need to be removed from the list. We need to decide how to identify ourselves on the phone. I have found that Friends of the GTMNERR is not easily recognized.

After discussion about the phone script and name recognition issues it was decided that letters would be sent to the people on the list announcing the phone call and the reason for it. After the letters have been received by the people on the list the Board members will make calls to determine interest in remaining a member of the Friends of the GTMNERR. Frank will write

Membership cont.

the letter. All Board members will receive the letter by email. Barb will provide a phone script.

Frank – Because we are a not for profit we are exempt from the do not call lists. By law we cannot call after 9pm. As a courtesy don't call during the dinner hour. Identify who you are with within the first 30 seconds of the call. Call between 7 – 8pm or 2 – 4pm or in the morning.

NERR update by Janet Zimmerman

Janet – We will be working with a new Kayak Tour operator. Kayak Outfitters has sold the tour operation to one of his employees. The change will occur for August.

Other Business

Bill – Is there any other pressing business to put before the Board?

Frank – Do Board members still get annual passes to the reserve.

Bill – Yes, Board members get annual passes. Just see Stephanie and she will get you a card for the electronic gate.

Question from Board – How did June's Artist Reception go?

Janet – The Artist Reception was fabulous. The artist Harry Hellas is on display in the Hall. We had the largest crowd yet approx. 125 people attended. Harry's work will be on display through National Estuaries Day in September.

Meeting Adjourned at 5:30pm by Bill

Carl – Motion to adjourn

Barb – Seconded