

# **Friends of the GTM NERR**

## **Minutes of Board Meeting: Tuesday, October 14, 2008**

### **Members Present:**

**Peter Difatta, Irene Kaufman, Triss Padgett, Bill Coleman, Jonathan Katzen, Nancy Schachnovsky, Chris Rich, Mike Timpane**

### **Staff Present:**

Teri Webley, Mike Shirley, Angel Gonzales, Janet Zimmerman, Angie, Diana, Forrest, Nicole, Randy, Matt, Annette, Harry, Linda

### **Excused Absence:**

Pierre Pierce, Anita Pierce, Carl Hampp

### **Guests**

Chris Kelly, Tom Barry

### **Meeting called to order at 5:00 pm by Peter Difatta**

### **September Meeting Minutes Approval by Peter Difatta**

Jonathan motioned to approve the September meeting minutes  
Chris seconded, all approved none objected, September meeting minutes approved.

### **Presentation of NED check by Chris Kelly**

Chris K presented a check to Pierre as a donation to the Friends of the GTM Reserve. The \$500 Check was the proceeds from the kayak tours Chris (Ripple Effect) did on September 29 during the National Estuaries Day event.

### **Nominating Committee Recommendation by Peter Difatta**

Peter explained that the Nominating Committee met with Kay Henderson. Kay's resume was sent to all Board members with the agenda for this meeting. Bill described Kay's involvement with the GTM Research Reserve and her qualifications to serve on the Board of Directors. The Nominating Committee recommends that the Board invite Kay Henderson to serve on the board of Directors for the Friends of the GTM Reserve. Motion to invite Kay Henderson to serve on the Friends of the GTM Reserve Board of Directors by Mike T  
Seconded by Triss Padgett, all in favor none opposed. Kay Henderson will be invited to serve on the Friends of the GTM Reserve Board of Directors.

### **Schedule Friends of the GTM Reserve Annual Meeting by Peter Difatta**

Irene gave a brief description of past annual meetings for Board members that have not attended one yet.

The annual meeting will be held ½ hour before the next scheduled Board meeting. To advertise the meeting Teri will send an announcement/invitation to all Friends of the GTM Reserve members and Diana will put an announcement in the newspapers she works with, and Janet will put an announcement in the newsletter. Teri will ask for RSVPs from members intending to attend.

Because the second Tuesday in November is a state holiday and the EEC will be closed the meeting will be held on Tuesday November 18, 2008 at the EEC. The annual meeting will begin at 4:30 the Board meeting will follow.

### **Education and Communications Committee by Mike Timpane**

Mike T spoke about the Stewardship Coordinators meeting in 2009.

Forrest described the Stewardship Coordinators meeting and what bidders would provide,

The Education and Communications Committee recommends that the Friends of the GTM Reserve bid to provide travel and lodging for attendees of the meeting.

Mike T will set the bid structure with assistance from Chris and Triss.

The completed bid will be presented to the Board for vote before submission.

### **Development Committee by Jonathan Katzen**

Jonathan passed out examples of the annual fundraiser letter and brochure to all Board members present.

The Development Committee recommends that the Friends of the GTM Reserve do the mass mailing/annual fundraiser this year but that the date is pushed back until after the elections in November.

Referring to the examples passed out Jonathan said that a copywriter was used this year when the brochure was developed.

Jonathan invited the Board members present and some staff members to review the examples and send comments to him by the end of the week.

Mike T asked if the Board and GTM staff would be doing walk in visits to selected commercial contacts as part of the annual fundraiser.

Jonathan explained that the business-to-business campaign is still in the design stages.

Local Chamber of Commerce memberships and attendance were discussed. Jonathan with 2 GTM employees Nicole and Linda will commit to the Ponte Vedra Chamber.

The Board and GTM staff needs someone to commit to the St Augustine Chamber.

The Brick campaign was discussed and the need to promote the program better.

### Development cont

Tom Barry being a Friends member and volunteer at the GTM Research Reserve made some recommendations for fund raising. His recommendations were primarily about communication and getting the word out that the Friends of the GTM Reserve exist and what they do for the community.

### **GTM / Board update by Teri Webley**

Teri explained changes in how the Friends involvement in the annual SEIT meeting would be different this year.

Saturday October 18 is the Artist's Reception and bartenders are still needed.

Teri passed out the Friends numbers from National Estuaries Day.

On November 8 and 9 Teri will attend the Family Arts Festival in Jacksonville at the Friends table. Any Board members interested are invited to attend also. Teri will pass out GTM and Friends information and sell selected items from the Nature Store.

Teri explained that the Friends of the GTM Reserve would need to place a bid to provide food for the Birding and Foto Fest in 2009. The scope of project was passed out to all Board members present.

The matter will be placed on the agenda for the November Board meeting for vote.

The Holiday Artist Showcase Reception will be held on December 5, 2008. The reception is a Friends member event. Teri asked for a \$450 budget for the event.

Mike T said that the Education and Communications Committee recommends that the Board approve the funds.

Bill motioned to approve funds for the Holiday Artist Showcase not to exceed \$450.

Jonathan seconded, all approved none opposed passed.

### **Research Staff Presentation by Angie Golubovich**

Angie gave a power point presentation about the evolution of the Education Department at the GTM Research Reserve. Past – Present - Future

Angie introduced Education Dept staff present.

Members of the Board were invited to volunteer and to participate in education opportunities at the GTM Research Reserve. Angel would be the person to contact about getting on the email list for classes and projects.

## **Research Reserve Update by Mike Shirley**

Mike S announced that as a result of his meeting with the Friends of the GTM Reserve Executive Committee he is now the staff liaison for the Friends. Mike expressed his desire to build a team using the Friends of the GTM Reserve Board of Directors, the volunteers and the GTM staff.

Mike passed out some handouts to the Board members present. He explained each one.

The purpose of the handouts is to keep the Board up to date as to what is happening at the Research Reserve.

One subject of interest to the Board is the National Heritage Area. It is still in the feasibility study stage.

The Matanzas River special basin and OFW designation is another issue of interest. The water management district is taking over this project and the designation is seen as positive for the Research Reserve.

No votes were needed from the Board at this time.

## **Other Business**

Nancy read the rules as stated in the by-laws for the annual meeting.

Irene updated the Board on the progress of the web store. The 30-day trial is expiring within 2 weeks. The Nature Store Committee recommends that the Board approve the \$999 cost of the software. The funds would come from Nature Store accounts.

Mike T motioned to approve \$999 from Nature Store accounts be approved to purchase the PDG software for the web store  
Bill seconded, all approve none opposed, passed.

Peter adjourned the meeting at 6:25pm

Triss motioned to adjourn

Chris seconded all approved none opposed, meeting adjourned

The next Friends of the GTM Reserve Board meeting will be November 18, 2008  
Immediately following the Annual Meeting