

**Meeting Minutes**  
**Board of Director's Meeting**  
**Friends of the Arthur R. Marshall Loxahatchee National Wildlife Refuge**  
**November 14, 2015, 9:00 am**

Present: Judy Colvard (Vice-President), Tom Poulson, Harvey Eisen, Elinor Williams (President), Steve Horowitz, Mike Winokur, Linda Steinmuller (Secretary), David Lurie (Treasurer), Steve Henry, Jeff Kramer

Absent: Tony Lang (at Green Cay), Bill Ross, Jay Paredes, Pauline Stacey, John Marshall, Kay Larche

**1. Welcome.** President Elinor Williams opened the meeting at 9:09, with a quorum present.

**2. Minutes of the previous meeting.** Minutes from the October 10, 2015 meeting were approved.

**3. Reports**

**a) Refuge Report – Steve**

- Jake is away on law enforcement detail and Rolf is taking leave this week
- The Refuge will receive a \$9,000 transportation grant for the Every Kid in a Park program. This program targets fourth graders and the grant will be used to cover expenses to bring kids out to the Refuge. The details are still being worked out.
- There's an E-grits article which discussed some of the Urban Initiative work at the Refuge. Elinor will email a copy of this article to the Friends Board.
- The Cypress seedlings are getting overgrown with weeds. Some volunteers are working on weeding, but more work is needed. Steve asked that the Friends assist with weeding, either individually or by organizing a work day.
- The 2016 fiscal year budget request was sent by Rolf last month via email and discussed during today's meeting. Here are the key long term priorities for the Friends fundraising focus:
  - Facilities and infrastructure improvement, to build a new trail from Lee Road, along the eastern edge of the swamp heading north, with a boardwalk west across the swamp connecting to the service road in the upper A impoundments. A second option would be to connect to the Cypress Swamp boardwalk trail. Steve handed out a map with some proposed ideas. The Refuge plans discussion with FPL to plant low growing native plants in the first part along the right of way, possibly with a small plaque and signage. FPL may be interested in this project. The rough cost estimate could be up to \$500,000 for the Refuge trail, depending upon the path taken and other factors. The Strazzulla Marsh would be next in priority for boardwalks, piers or other improvements after its acquisition is completed in 2016.

- Funding for two environmental education interns who would be dedicated supporting the Urban Outreach program. These would be equivalent of GS-5 / interpreter environmental specialists, and be for six to twelve month terms. The estimated cost would be \$27,000 - \$54,000.
- Transportation to the Refuge, also to support the Urban Outreach program. Estimated cost from \$5,000 - \$50,000, which is helped by the new grant.

#### **b) Treasurer's Report – David**

The Operating account has \$18,577, including \$3,535 in the Eisen Education Fund and \$4,271 in the Refuge Employees Fund. The Refuge Exhibit Repair fund is at \$17,061, CD Savings are \$13,636. Income includes \$122 membership, \$44 in donations and store sales of \$2,839.

#### **c) Gift Shop Report – Harvey**

Harvey reports that October gift shop sales were \$2,410 (Grand Total), just below October sales last year. The report has \$400 for items that were not store related. Harvey suggested not using this report for future meetings, and instead use the weekly report printed at the register. That can be used to show the total sales each month. The register report doesn't itemize the categories. Elinor and Steve would like donations itemized, as that is very useful information.

#### **d) End of year financials – Elinor**

Elinor summarized the financials last month, and handed out the detailed report today. On the 2015 annual budget, total expenses were lower than last year, as some expenses such as funding an intern didn't occur. However, this funding will be available for 2016.

#### **e) Art Contest wrap-up - Steve**

The 6<sup>th</sup> annual art contest included over 20 artists and nearly 40 pieces of art. The artwork is on display now and will be up through the holidays. The judge was impressed with the art quality, the reception went well and the updated conference room walls and paint help the art stand out beautifully.

#### **f) Other**

#### **4. Unfinished Business**

##### **a) Other**

- Caren Neile video project. Steve will contact Caren and ask about plans for the video and when it will be ready for the Refuge to view. The initial targets were to have the video in December 2015.

#### **5. New Business**

##### **a) Legends Radio / 100.3 WLML FM – presentation by Susan Kingston**

Susan gave some background about the station. Legends is new in the market, going live in February 2014. Legends targets adults 50+ and plays music from artists in the great American

songbook. Commercial breaks are four per hour are limited to 3 minutes and 3 advertisers, meaning that there are fewer ads than on other stations and the ad is better highlighted. The listening audience is seasonal, with up to 40% out during the summer. They do see streaming from the part timers when they are out of state.

- For the Refuge, the station can bring an audience that has time, education and is affluent.
- There's a 30 minute community program on Sunday mornings, with condition that the organization is non-profit and community oriented.
- PSA also air and there have been PSA for the Refuge. For content, just send Susan information the Refuge wants to promote.
- Advertising can bring branding, call to action campaign, and the key is to target the market. One ad in the paper will cost the same as one month on the radio. TV reaches a broader audience but can be very costly.
- Round table on impressions.
  - Steve said this was a great presentation, however, the cost is high, and he would want conditions including a table at the December event and a Sunday show in February.
  - Mike found it interesting, and might be worth pursuing.
  - Linda, David, Steve, Judy all had general interest, but want to understand our goals – is it to bring in visitors, promote Everglades Day, or for fundraising campaigns (build a boardwalk), Friends memberships, etc.
  - There was a general view that if we pursue, we should do soon and take advantage of the winter months.
  - Jeff suggested we ask a few Board members to look more at this, and Judy concurred, suggesting Tony, Elinor and Linda.
  - Steve mentioned that if there's a new expenditure, there should be approval by the Board, and Elinor suggested that be done by email since the next Board meeting is in January. There was an informal vote on whether we should pursue this, given the expended \$3,100 expense and the vote was 7 yes, 2 no. The next steps are for Elinor to gather more details and then request a vote by email from all Board members.

## **b) New Business**

Judy discussed the new fundraising advisory board, which currently includes Larry Kramer, Mark Bresmen, and Pauline. This is a new group and they will start meeting informally. The intention is to set up a small group of people with community contacts and fundraising experience.

The Board nominating committee (Judy, Bill Ross, Harvey Lee) is looking at new nominations, including Cathy Patterson, Harvey Lee, and John Siegel, all current volunteers. The board openings are not finalized, but there may be up to 3 openings.

Mike recommended that we look again at professional fundraisers for events and professional grant writers, and ask for bids and proposals. His view is that the Board doesn't have the

resources to cover this work on our own. Elinor's view is that paying grant writers is a better option than events, as events have more up-front costs. Elinor would like everyone to look at what they could do. Steve said that he'd like more details on the plan for the boardwalk and trails before going out to solicit contacts. He'd also want to bring prospective donors out to the Refuge to talk with officials and walk the proposed path, etc.

### **c) Fundraising plans**

Here's some possible organizations and businesses that our Board members can approach. Elinor asks that members look and report back on where they can provide support.

- **Grants:**
  - **Impact 100**
  - **NFWF – 5 Star & Urban Waters Restoration – Marshall Foundation, FPL**
    - Jake, Elinor, Tara have been looking into this.
  - **NFWF – Environmental Solutions for Communities**
  - **NFWF – Project-specific grants**
  - **PBC Cultural Expeditions**
    - Linda to look at PBC Cultural grant opportunities for Refuge transportation
  - **Other possibilities – Munson , Bachelor Foundations**
    - Munson – focuses on southeast Florida, the Everglades. The QR system funding was based on an inquiry to the Munson foundation
- **Corporate sponsorships**
  - **Possibilities: Banks, Publix, Whole Foods, Lowe's, Home Depot, IBM Lowe's**
  - **Local business sponsorships**
  - **Online giving – PBC power2give**
    - A social media kickstarter, similar to the gofundme site
  - **Membership appeals**
  - **Other**

### **d) Gator Tales**

Elinor working on a new Gator Tales publication and hopes to have this out in early December.

### **e) Potluck luncheon for board and staff – Jeff**

Jeff will look at a date in mid-January and get to the Board with some options.

### **f) Photo contest – awards reception May 1 (tentative)**

Kathy Patterson will lead the work on the photo contest in 2016. The contest will be similar in form and structure to this year's contest. Tony will look for judges.

### **g) Photo workshop – February 27 & 28 & March 5 (tentative)**

Don Hamilton, Mike Cohen will do the workshop again this year. As done this year, there will be a small charge for workshop participants.

### **h) Other – none discussed**

**6. Announcements**

**a) Everglades Day 2015 final report**

The report was received. The Everglades Day account has \$21,000, higher than the amount reported in October.

**b) Lynn U. PR / marketing class project**

Mike provided an update that a team of five from Lynn University will work on a plan for a public relations campaign.

**c) Other**

**7) Next Meeting Date - Saturday, January 23, 2016, 9:00 a.m.**

The meeting adjourned at 12:09 p.m.

Respectfully submitted by Linda Steinmuller