

Agenda
Board of Directors' Meeting
Friends of the Arthur R. Marshall Loxahatchee National Wildlife Refuge
Saturday, July 29, 2017, 9:00 a.m.

Present: Mike Winokur, Linda Steinmuller, Elinor Williams (President), Peter McKelvy, David Lurie (Treasurer), John Siegel, Harvey Lee, Cathy Patterson, Tom Poulson, Steve Schwartz, Ana Maria Castillo Ruiz, Doug Eberhart

Absent: Jay Paredes, Sue Rowe

1) Welcome to all and our United Way guest Doug Eberhart!

President Elinor Williams opened the meeting at 9:05, with a quorum present.

2) Minutes of the Previous Meeting

Minutes from the June 24, 2017 meeting were approved.

3) Reports

a) Refuge Report – Ana Maria reports that the Refuge has been selling nearly 100 senior passes per day over the last few days. The Refuge has run out of passes, and is now issuing rain checks for the \$10 price until August 28. As of Aug. 28, 2017, the senior lifetime pass price increases to \$80. There will also be a second option for a \$20 annual pass. The Refuge is accepting driver's licenses as proof of ID and the minimum age of 62 needed to qualify for the senior pass.

b) Treasurer's Report – David

David reports that store sales were good in June, totaling \$1,933. The operating account balance is \$20,099, including the Eisen Education Fund at \$3,094 and Refuge Employee Fund at \$3,460.

Elinor distributed an update of the budget for FY 2017 Oct 16 – Sept 17.

c) Gift Shop Report – Cathy

Cathy reports that after 4 down months and some up months, June store sales are were up. Also, there will be some new items for the season, including a hiking stick medallion and Refuge logo key chains. Tom asked about bug repellents (Balm It and OFF are currently sold), and suggests looking into bug repellent containing picaridin instead of DEET. Per Cathy, we now have a list of vendors that Ding Darling Refuge uses, so the gift store committee is looking to add other new items.

d) Urban Refuge Evaluation – Tom

Tom attended the Urban Refuge Evaluation meeting, led by the F&WS manager from Atlanta. Two partners were invited, the FAU Pine Jog Education Center and Loxahatchee

Refuge Friends. It was an introductory meeting about the Urban Refuge standards. David Vela will follow up with the Friends for more input and surveys. Tom noted that Pine Jog supports programs including raising native orchids to re-introduce in various places, including the Refuge. Christine discussed adaptive management, an approach for a fast start of programs with ongoing adjustments as needed. There was also discussion about stepping stones to accustom kids to the outdoors both during a Refuge visit and back in their home cities. Visits should be active, for example, making walking sticks out of Melaleuca branches.

e) Grant Proposal Updates - Peter/Mike

Peter reports working with Teri Piney for grant applications. An application was submitted for a \$7,000 grant from Wells Fargo, that would be used for Everglades Day funding. Have identified some other possible funding groups, including Palm Beach Children's Services Council, and the National Fish & Wildlife Foundation and Ballen Isles Foundation which would target funding for school transportation. Other possibilities include the Robert and Toni Bader, JM and Publix foundations. The Fish & Wildlife foundation maximum amount is \$25,000. Mike suggests also Ford Motor and Bank of America as potential funding sources. The Curtis and Edith Munson Foundation funded our OnCell program and is another potential source. Terri is working on Wells Fargo, the Palm Beach Childrens' Services Council and the Munson Foundation, which are in the Friends budget. Elinor said Linda Salzman suggested the Cliff Bar Foundation. Doug advised that the Ford Foundation focuses on young adults (18-22) as the targeted recipients, and that a request of \$10,000 is a reasonable ask with Bank of America.

Doug is the VP for hunger relief for United Way, and recently relocated to Palm Beach County. He has over 20 years' experience working with non-profits. He's also served on state park committees and Friends groups in Kentucky. In grant reviews, Doug said that that the overview paragraph is vital. Initial reviews and sorting are done quickly, so a summary that grabs attention matters. For example, instead of focusing on funding for bus transportation, the summary could talk about the unique experience a visit to the Refuge can offer school kids, and that funding for transportation enables such visits ("here's what \$5 per kid can do...").

Doug also suggested looking for foundations that do environmental funding. There's over 1,000 total foundations in PBC. Get a list of the targets. Also, foundations will work together. NWRA had a list at one time, but it's several years old – Steve will look for newer information. Steve has a contact at the Jim Moran Family Foundation. Peter agreed, as we need to build a network of contacts for more success.

f) Fundraising - direct membership appeal, sponsorships

Elinor said she is looking at a direct mail appeal to Friends members, maybe in late Fall, targeting Everglades Day 2018. Elinor would also like to add some local businesses as sponsors for Everglades Day. Until now, the main sponsors have been Lyle's airboat business, the Audubon Society and our Friends group. Cathy will suggest that the

Everglades Day committee offer sponsors' recognition at locations (food tent, pavilion, etc.). Sunfest uses that approach (e.g. the Bank of America stage). Peter suggests putting together a package of benefits for sponsors. They need recognition, whether it's on T-shirts, posters, buses or at venues.

Elinor also said that the Everglades Day fund of \$19,000 and has been spent down over the past few years and is now around \$2,000.

g) Other – none discussed.

4) Unfinished Business

a) Teri Piney & Assoc. - funding for grant writing up to \$1,400 approved by email 5/31
This expense to hire Teri was approved by email in May, with most in favor, none opposed and 2 no reply.

b) PA system - \$950 request vs. \$500 approved
Previous expense approval was for \$500. Steve Henry suggested a system priced at \$950, however, David Lurie's son suggested an easier to use, less expensive system at \$680. Info was sent to Steve, so the board will wait for his review and comment.

c) Membership dues increase
Mike suggests a membership dues increase, as the last increase was in 2013. Current dues are \$20 for individual, \$30 for family, plus additional, higher levels. Mike would like to increase the individual annual membership to \$25 and family to \$40. Cathy suggests notifications to members of the increase, with early renewals at the lower rate. VOTE: 9 in favor, 2 no opinion, and the motion was passed. The increase will take effect in January 2018, so as not to disrupt current renewals in process and allow time for updated forms, etc. to be created.

Adding some member only events or benefits is also suggested, for example, evening hikes followed by refreshments.

d) Friends CDs - better return
Mike suggests looking at laddering CDs for 1, 2, 3 years for a slightly higher rate. David will ask the bank for options. We may not want to lock in funds for 3 years, as there are penalties for early withdrawal.

e) Other – none discussed.

5) New Business

a) Free U.S. Sugar tours - Audubon suggestion

As a possible member event, Susan Snyder of Everglades Day committee (Audubon) suggested the US Sugar tours. They are free, fun, and include lunch. Tom has been on the tour. It minimizes the negatives of sugar agriculture. Instead, he suggests asking Nancy Marshall what she used to do for her donors, for example, sunset safaris at the Refuge with canoeing, airboat rides, and a band.

- b) Calendar printing - 5,000 for \$4,731 at \$0.95/ea or 3,000 for \$4,095 at \$1.37/ea
Price for 5,000 is the same as last year, but price for 3,000 went up quite a bit. The calendars sell for \$5 at the nature store, and usually generates about \$1,000 from the store (sold 151 this year), plus \$2,000 from ads. That covers much of the cost. The calendars are good giveaways and community outreach.

VOTE: Tom made a motion, Peter seconded, to continue at 5,000 volume level. The motion passed with 8 yes, and 1 no vote.

- c) Funding for benches, rear deck
Mike suggests asking the Refuge management to consider adding benches on the rear decks for visitors. Elinor is not in favor of this, because fee booth money could be used by the Refuge to cover this expense. Rolf doesn't want wood benches due to the high maintenance, and it's a low priority. Since this isn't a priority of the Refuge management, we won't take any action.
- d) Other – none discussed.

6) Announcements

- a) Lee Road cleanup - September 16 – Cathy
Please participate, and don't forget to wear sunscreen, a hat, bug spray, closed toe shoes and long pants!
- b) Art Contest awards & reception - November 12
Sue Rowe is the contact for the Art Contest entries this year.
- c) Sierra Club Everglades Day sponsorship \$1,000 & brick \$100
Thank you to the Sierra Club, which will sponsor \$1,000 for ED this year and buy a brick in memory of Elinor's father.
- d) Donations for field trips - \$2995 YTD + \$875 from FAU/Pine Jog 6/26
Thank you to the FAU Pine Jog Center for an \$875 donation for field trips that will allow Palm Beach County students to visit the Refuge.
- e) Donations for intern, etc. - \$2,465 YTD
- f) Other - Tom mentioned the butterfly garden's corky stem passion vine. It's attracting Zebra Longwing butterflies, which roost together.

7) Next Meeting Date - Saturday, August 26, 9:00 a.m.

The meeting adjourned at 11:22 a.m.

Respectfully submitted by Linda Steinmuller