

Friends of Sausal Creek Board of Directors Meeting Minutes

Wednesday, June 12, 2013

Park Blvd. Presbyterian Church, 4101 Park Blvd., 3rd Floor, Oakland

Present: Sean Welch, Rob Leidy, Helen McKinley, Barbara Goldenberg, Richelle Jacobs, Harry Schrauth, Carl Kohnert, Richard Kauffman, Bob Roat, Paul Frank, Kimra McAfee.

Absent: Mark Rauzon, Eleanor Dunn, Steve Ritchie.

Guests: Karen Paulsell, Michelle Krieg, Barry Klezmer.

CALL TO ORDER The meeting was called to order at 7:05 p.m. Introductions of Michelle Krieg, the new Nursery Manager, and Barry Klezmer were made.

APPROVAL OF MINUTES OF 4-10-13

The minutes were unanimously approved with minor edits.

COMMITTEE REPORTS

Fundraising/Endowment: Richard reported that the committee is recommending that FOSC not initiate a paid membership program at this point in time. The committee does suggest that we continue to expand our reach in other ways: e.g., increasing the donor base, for example, by soliciting members at events; pledge drives for specific projects; and the recent initiative for each Board member to bring ten new prospects.

With respect to the Endowment Fund, Carl is looking into various investment options and will present his research at a later meeting.

Richard reported that the committee would like to pursue a FOSC-Effectiveness Survey on *Survey Monkey*, to ask FOSC supporters specific questions, such as how they see FOSC, what works, what doesn't, likes, dislikes, degree of engagement, and so on. Richard requested the board submit proposed questions by the week of June 17th.

The Board took up a discussion of tee-shirts for a certain level of giving; additionally, Paul said that the turnaround in acquiring the tee-shirts is very fast, so we wouldn't have to pre-order.

Kimra said that at tabling events, tee-shirts could be a draw.

Other fundraising thoughts came from Barbara, who advocated for project-specific fundraising.

Nursery:

~The October plant sale date was set for the same weekend as last year: Sunday, October 20, from 10:00 - 3:00.

~ Michelle's work day schedule will be the 2nd and 4th Saturdays, 1:30 - 4:30. On some months, additional nursery work days may be added.

Restoration:

~ Kimra and Michelle have a meeting scheduled at Chabot Space and Science Center to discuss Chabot's planned environmental education center in relation to the pallid manzanita plants.

Community Outreach & Education:

~ Kimra expressed concern that the lack of this committee hinders community outreach, education, and expansion of the donor base. Barbara will follow up with this since she knows someone who has an interest in it.

Committee Needs:

~ Website: Do we go with wix.com? This is the platform that Michelle worked with to provide a model of a better website, and the Board is in favor of the improvements. However, the Board conceded that remaining research needs to be conducted on how the transition from our current website would impact the listserves, as well as some other challenges.

Publications:

~ ACCWP Travelogue;

~ Bay Nature: our contact is happy to receive information for articles and blurbs.

~ July-August Newsletter deadline is June 21. Kimra welcomes ideas. Karen will provide an update on plant discovery.

~ OMCA exhibit is open. They've asked for volunteers to staff a table. (Richelle can do 6/23).

SPECIAL REPORTS

East Bay Hills EIS for Hazardous Fire Risk

Reduction: Carl reported on the FEMA EIS, and a detailed discussion ensued regarding whether to submit a comment letter in support of the work being proposed. Carl will draft a letter of support for email review and edits. The decision to provide supportive comment was unanimous.

WPAD Renewal: Relative to the resolution to renew the WPAD, Richard reported on his conversation with Sue Piper. The Board discussed its desire to encourage a cultural change in the District's approach to fuel removal – one that distinguishes between the native and non-native flora and habitat.

Richard will ask Sue for the resolution and advise the Board via email, as the details of the resolution need to be reviewed before endorsement.

Resolutions for Honorees: The Board unanimously resolved to honor Jim Ryugo with a framed letter of appreciation from FOSC, to be presented at the July Member "Meet & Greet" potluck.

EXECUTIVE DIRECTOR'S REPORT

~ Michelle Krieg is working with Linnaea Weld, paid intern for the summer programming.

~ ***Project Timeline and Cash Flow Chart:*** Kimra went through the chart with the Board. FOSC summer programs are well supported with the funds from Bonita Garden Club and Hillside

Gardeners of Montclair. Other grants and their statuses were discussed.

- ~ New grants: Thomas J. Long Foundation and Joaquin Miller Elementary/Ocean Guardian.

- ~ Oakland Fund for Children Student Conservation Association didn't come through.

- ~ Sequoia Elementary/Prop 84-Sausal Corner did come through. We will provide native plants. (The teachers are in the process of deciding whether to accept.)

- ~ Trail Map reprint is funded by the Bonita Garden Club. (Karen showed her map, which needs a proofreader.)

- ~ Palos Colorados Trail Project: Stan Dodson is fundraising to fix the trail.

- ~ Kathy Kramer – *Bringing Back the Natives 10 Year Anniversary (2014)*. Kimra sought ideas for how we might work with Kathy Kramer.

- ~ Crew leader training: July 13 with Michelle.

- ~ July 17 meet/greet potluck in Dimond Park.

- ~ July 21 tabling event at Dimond.

- ~ Aug 3 work day in Montclair Park by Montclair Village Association. FOSC input on projects requested.

- ~ Conflict of Interest forms were signed by each Board member present, and given to Kimra.

DISTRIBUTION OF MID-YEAR APPEALS: Special thanks to Harry for organizing the packets.

Barry Klezmer inquired about Measure DD funds--whether FOSC received any of it. He said the money was for thirteen creeks in Oakland. Kimra will inquire ask the City of Oakland Watershed Program staff for an update on Measure DD creek restoration projects.

Thank You Notes for the Bonita Garden Club and the Hillside Gardeners of Montclair were passed around for everyone's signature.

ADJOURNMENT

The meeting was adjourned at 9:10 p.m.