

**Friends of Sausal Creek  
Board of Directors Meeting  
Wednesday, October 10, 2018, 7-9 p.m.  
Park Blvd. Presbyterian Church  
4101 Park Blvd., Room 35 on 3<sup>rd</sup> Floor  
Oakland, CA 94602**

*Friends of Sausal Creek works to restore, maintain, and protect the Sausal Creek Watershed. We educate future generations, involve the community in local environmental stewardship, and collaborate with agencies and other nonprofits to have a positive impact on the local ecosystem.*

**Present** Richelle Jacobs, Eleanor Dunn, Jeff Stephens, Carl Kohnert, Beth Keer, Sean Welch, Paul Frank, Steve Ritchie, Richard Kauffman, Erin Patch, Rob Leidy, Mark Rauzon, Tim Vendlinski, Harry Schrauth (Board Member Emeritus)

**Staff Present** Anna Marie Schmidt, Executive Director

**Board Involvement**

**Rose Foundation 25th Big Birthday Bash** - Thursday, October 11

**Alameda County Watershed Confluence** – Wednesday, October 17 all day

**Native Plant Sale** – Sunday, October 21, 10:00 a.m.-3:00 p.m.

**EOY Appeal Support** – November 7th at Richelle's house

**Member Meeting** - November 14, 7:00 - 9:00 *Birds of Prey in the East Bay*

**Remarks from President Richard Kauffman**

- Richard sought additional support from board members for the plant sale.

**Financial Report**

- Anna Marie went over the Project Timeline and Cash Flow as well as giving an update on FOSC's Operating Reserve.

- The FY18 Statement of Activities and Statement of Position foreshadow what board members will see on the 2017-2018 taxes. (Taxes are currently with the tax preparer, April McMahon. We hope to file prior to November 15, 2018).

- She reported that plant sale sponsorships will add \$2000 to FOSC's coffers.

### **Financial Analysis Discussion: Richard Kauffman**

- Richard invited board members to brainstorm ways to generate more revenue. One of the ideas was to use photographer Andrew Aldrich's gift to FOSC -- artistic photos of the creek -- as a thank you gift to those who donate \$300+. A decision was made to experiment with the photographs as donor incentives in our upcoming End of Year Appeal.

- Other fundraising ideas included sponsoring an art show; having small items for sale when tabling (e.g. hats, notecards, tote bags); providing native plant consultation; creating a multi-part docent-led natural history program (Dimond Canyon history, watershed flora and fauna, etc.); adding seven to ten potential donors to each board member's appeal list; identifying a specific project for donors to fund; and purchasing direct mail lists specific to watershed households.

- Anna Marie reported that FOSC is applying to the Rose Foundation for general operating funds in the areas of restoration and sustainable development. Richard wondered about the possibility of using that money to hire a fundraising consultant.

- Richard has come up with a list of potential grants/foundations. He asked for volunteers to research them to see if some of these might be viable options for FOSC. Beth, Sean and Paul agreed to do some of that research.

- Richard also brought up "Membership" in FOSC for discussion, including defining what it means. Membership would not include voting privileges or a monetary obligation. We would need to review 501©3 and bylaw considerations. He suggested we look at the pros and cons of expanding the meaning of membership and its capacity as a revenue producer. Membership outreach might include asking people at our outreach events to become a member, putting an appeal into the newsletter, inviting those 3300 who currently receive the newsletter to become members, and perhaps offering a discount to members at the plant sale.

- Richard explored the possibility of using the endowment for operating expenses early next year, if necessary. He said we could vote on this at the December meeting. The board discussed other possible ways we might access needed funds, with the endowment as a source of last resort.

### **Fundraising Overview and End of Year Appeal Report and Discussion: Jeff Stephens**

- Jeff reported that the end of year appeal planning was on track

and provided a brief summary about board member roles and responsibilities.

**For the Future Fund Endowment Update: Carl Kohnert**

- Carl gave a brief update on the *For the Future Fund*, went over the criteria for using *FTF* funds, and encouraged the board to find alternative income streams.

**Minutes and Commitments Review**

- Rob reported that we have received a grant from the Fish and Game Commission to create a trout management plan. He, Tim, and Jay met to get that plan going, although the final draft will not be completed until 2019. He passed around the outline of the plan and shared some of their ideas. He will try to get some sampling done before the rains start. Also, he reported that he will lead some trout walks this winter and spring. Tim spoke about the retention of natural wood debris in the stream for trout habitat. He is also working on a draft program plan for PRAC to help guide future Eagle Scout projects.

- With the Plant Sale on the horizon, board members who can partner with Jay were identified. A sign-up sheet was passed around.

- Possible board retreat dates were proposed.

- Grand Opening ideas for the Erosion Control Project were discussed. There was agreement it should happen after the planting. A question arose as to whether we should turn this event into a fundraiser. Mark considers this an opportunity to express our pride in the project: FOSC did something no one else could do!

- Mark, Jeff, and Carl will be presenting, and several board members will be participating, at the Confluence Conference.

- There was a conversation about the Restoration Committee and Kathleen Harris's upcoming retirement.

- Minutes from the August meeting were unanimously approved. Richelle expressed her appreciation for Jeff and Anna Marie, whose edits are invaluable for the minutes' accuracy.

**Executive Director Responds to Questions on Staff Report**

- An update about public sponsorships of the plant sale was given.

- Mark expressed his concerns about Sudden Oak Death in the watershed.

- Richard praised and thanked FOSC's new staff -- Jay, Nicki and Anna Marie -- all of whom are doing a great job.

- The search for a new bookkeeper is on. Richard asked for board

assistance in finding someone.

**Adjournment**

- Since all boardmembers were present at this meeting, a group photograph was taken which will be posted to the website.

- The meeting was then adjourned at 8:53 p.m.

(The next Board Meeting will take place on Wednesday, December 12, from 7:00-9:00 p.m.)