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MINUTES OF THE BOARD OF DIRECTORS' MEETING
OF
THE FRIENDS OF SAUSAL CREEK
A CALIFORNIA (NONPROFIT PENDING) PUBLIC BENEFIT CORPORATION
MARCH 26, 2003

A special meeting of the Directors was held on March 26, 2003, at 7 p.m. at the Chabot Space and Science Center, Oakland, California for the purpose of transacting all proper business of the corporation.

There were present, representing a quorum of the Board:

NAME	ADDRESS
Sally Kilburg, President	
Linda Morse, Vice President	
Diana Surber, Treasurer	
Charlotte Bell, Secretary	
Eleanor Dunn	
Jim Hafner	
Ralph Kanz	
Mark Lane	
Michael Thilgen	
Mark Rauzon	

And there were absent:

Kristin Hathaway
Monica Stafford

In addition, Sue Morgan attended.

Sally Kilburg, President, acted as Chairperson and Charlotte Bell, Secretary, acted as Secretary of the meeting.

IT IS RESOLVED that A Fund Development Strategy for the Friends of Sausal Creek , Working Draft January 2003 was unanimously approved by the Board.

Discussions were carried out on the following subjects:

Specific Monetary Goals:

Sally Kilburg passed out an amended "Methods of Fundraising" spreadsheet- See Attachment A.

To maintain our current level of staffing we need \$60,000-65,000 in unreserved funds. The Alameda County Flood Control and Conservation District gives us \$25,000. Therefore, we need to fundraise for at least \$40,000.

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Therefore, we set a fundraising goal of \$40,000-60,000. We further divided this down into:

Business/Corporations	\$25,000
Special Events	\$10,000
Individual Donors	\$15,000

Business/Corporations

Sally wants to start work in this area. She wants to send out a letter to realtors as Mark has suggested previously. **It was requested that every board member submit 3 business contacts within the next 10 days- name of the business and contact if possible.** Personal contacts are by far the most valuable. We will keep track of who each person knows so that they can personalize the fundraising appeal.

It was noted that small businesses have been effected more by the economy so they will have less money to give. Also if we need to raise \$25,000 we should try to target larger businesses. Also the subject of board development was brought up since the best way to raise money with businesses is through personal contacts and we need to get those kinds of people on the board. However, before we do we need to have a more defined vision, action plan and possibly a business plan. It was also brought up that Kathy Kramer might be able to help us find a third party facilitator for these planning sessions.

We then talked about what recognition we will give a business in exchange for their donation. Linda Morse distributed her draft letter to CH2M Hill (see Attachment B) and a draft of the donation levels (see Attachment C). In addition to the recognition listed on the sheet it was also suggested that we could provide recognition through: adopt-a-trout, have a tree planted in your name, have your name on our display boards and have a small sign at a regular workday. We also amended the donation level document. We decided to have website recognition for all levels of donations. Also, for all donors they will be listed in the end-of-the-year newsletter. For \$1,000 donations, organizations will get an additional mention in the newsletter immediately following their donation. For a \$2,500 donation, the company will be mentioned 2 more times in the newsletter. For a \$5,000 donation, they will be mentioned 4 additional times in the newsletter. For a \$10,000 donation, they will be in all of the newsletters for the year in the box which states our sponsors.

Another strategy for fundraising that was mentioned was that we could use Elliott's slide presentation when presenting to companies. His grant will pay for converting his slide presentation into a CD. This led to the suggestion that we use those slides to present to employees of a company during a lunch hour, therefore getting individual donations from a company's employees.

It was also decided that we will devote at least a _ hour at a meeting to discuss how comfortable we are with getting donations from businesses and attributes we look for in a company as well as things that would eliminate a company from eligibility to donate to us.

NOTES:

- Letters to Corporations and Businesses
- Determine levels of contribution and benefits
- Presentations to corporations

Special Event:

Special events are nice because you can solicit donations for a specific reason, but it is still unrestricted. They also take a tremendous amount of work. There needs to be more members helping out on the

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event if we repeat it, especially with selling of tickets. It was also suggested that we have more time to sell tickets if we do an event this year.

Jean Quan mentioned that she would like to see our Creektoberfest moved to Dimond Park. She could make it into her cultural event for the Dimond/Glenview area. This caused debate about whether the event should be at the Natur Freunds again and whether they would allow us to have it there. It was generally agreed that if we did a special event this year we should do a silent auction. They generally raise a lot of money for not too much work. Also it was suggested that we raise at least \$10,000 from such an event. If we did the event again it was generally agreed that we would re-think the event. It was suggested that we invite the Natur Freunds to our event if we don't have it at their place. **There was a general agreement that a special event was a good idea if we had a dedicated committee to plan the event six months in advance, otherwise it was agreed that we shouldn't do it.**

It was decided that there would be some research done into where we could have the event this year, costs, and general scenarios for the event. This will then be presented at the general meeting and we will send out a call to form a committee to plan such an event.

Individual Contributions:

Many people felt that donations from the FOSC membership was a generally untapped source of income. Some ideas for soliciting money from this area were: sending a letter requesting money to everyone who has ever been on the mailing list, sending a brochure with all the Julia Morgan parents and other organizations that have volunteered with us, sending a mailing to all of the people who live along the creek (Kristin Hathaway has a listing of all creekside properties), enclosing brochures with our outreach, making personal appeals through board member's connections, doing some kind of membership .

We also discussed major donors. **We need to think of specific people we know and approach and appeal to those people.** If someone sends a lot of money one of us should personally thank and approach for more. We should also look at the past donors and see who we might want to solicit for funds.

It was decided that we should give lists of our personal contacts in this area by the next board meeting. Also, we decided to do a fundraising appeal very soon and in January start some kind of membership program.

NOTES:

- Expand mailing list
 - Whole watershed
- Specific project support request
- Phone follow-ups (networks)

Approval of Fund Development Strategy:

The Fund Development Strategy was unanimously approved. It should also be noted this is a working document which can be amended as necessary.

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NOTES:

Action Items

- Letter to mailing list- individual solicitation
- Letter to realtors and mortgage brokers
- Make list of business contacts- 3 per Board Member
- Prepare business plan
- Check with Kathy Kramer for help on Business Plan/Strategic Planning
- Do PowerPoint presentation
- Special Event Committee- next member meeting
- Find other organizations to “multiply” outreach
- General FOOSC brochure preparation
- Mark Rauzon will be approaching his personal contact who has fundraising experience.

Charlotte A. Bell, Secretary