

MINUTES OF THE BOARD OF DIRECTORS' MEETING
OF
THE FRIENDS OF SAUSAL CREEK
A CALIFORNIA NONPROFIT PUBLIC BENEFIT CORPORATION
FEBRUARY 11, 2004

A regular meeting of the Directors was held on February 11, 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 the entire Board:

NAME

Linda Morse, President
Sally Kilburg, Vice President
Diana Surber, Treasurer
Eleanor Dunn
Mark Rauzon
Michael Thilgen

Linda Morse, President, acted as Chairperson. In attendance were also Alisa Shor, Operations Manager and acting Secretary of the meeting, Sue Morgan, FOSC member and Education Committee Chairperson, and Gwyan Rhabyt, artist, teacher at Cal State Hayward, and Sausal Creek Watershed resident.

Approval of the minutes of the regular meeting of the Board held January, 2004, was postponed until the March meeting.

Discussions were carried out on the following subjects:

Gwyan Rhabyt "Overground, Underground, Creek Sound" Project:

Gwyan Rhabyt presented his vision for a project of broadcasting the sound of Sausal Creek from the upper watershed to 8-10 unique stations where the creek runs underground. Solar-powered receivers will broadcast the audio transmission in real-time to each of the stations. Each station will be designed with the help and input of community groups and residents. Gwyan has received positive feedback from funders including the City of Oakland. He presented a detailed written budget of approximately \$19,700 for which approximately \$14,200 is already funded. The budget accounts for removal of the project after 2 years (but may be extended through maintenance grants after the period of 2 years). He is waiting for all funds to come through before beginning the project. This exact timeframe is not certain.

By partnering with FOSC, Gwyan would like to get in touch with community groups in the lower watershed and extent existing collaborations between FOSC and community groups. He requested the occasional signature and administrative support as some funders want to give funds to 501(c)3 organizations. Gwyan would like to work with FOSC to promote public awareness, would like to discuss with FOSC members good locations for the stations and specific ways the organization would like to see the creek have a voice and the project initiated. Gwyan was asked to attend a general meeting to present his idea to the members of FOSC and accept feedback. Gwyan will keep in touch with Sally Kilburg who has been his main contact person at FOSC.

Process of Submitting Grant Applications for the Education Program:

Sue Morgan presented a document detailing upcoming grants that she would like to pursue for the Education Program. Some require only a letter of intent at this time, others a complete grant application. The Board asked that all letters of intent be reviewed by one of the officers for approval so that there is consistency in the process of grant applications and so that accurate records of what goes out can be kept and that those on the Board who are fiscally responsible would have more comfort. Sue expressed her feelings of being hindered by this new process of the Board. She expressed the amount of work and effort that she puts into the program and grant proposals and her reluctance to add an additional step to an onerous process. Board members thanked and lauded Sue for her hard work and excellent direction of the Education Program and expressed support and appreciation of the Ed Program. Board members also stressed the importance and the need for cooperation and a process that will make the organization more effective at fundraising.

It was decided that before being mailed, a copy of all LOI's would be emailed to all three of the Board officers for approval by one person within 24 hours. In addition, all grant proposals would be presented to the Board and the coordinator in advance for inclusion in the Board agenda so that there can be equal input from the Board. Diana Surber will work closely with Sue on the budgets of grant applications and will be able to present to the Board matrix of line items and funding proposals. This will help in tracking deadlines for submittals and in keeping the Board involved in the application process.

Reallocation of Remaining Funds of Alameda County Flood Control District:

It was decided that the remaining funds of the grant acquired by Elliot Smith would be re-allocated to the production of a FOSC brochure. Sue Morgan presented an idea to use part of the funds to print and laminate large photos for posters and tabling. It was suggested that the price of the brochure printing would first be determined. Mark Rauzon added that a slide show duplication could be funded with a portion of the remaining money.

Action to reallocate money to the brochure project was approved. Linda Morse will draft a letter to submit to Alameda County and to Elliot expressing approval.

Board Retreat Follow-up:

Linda distributed copies of the Task List that was written up by Joan Chaplick following the Board Retreat of February 1, 2004. Each of the near term actions, specific tasks, and their progress was discussed. Of note was that Linda will meet with Sharon Farrell to discuss the balance of the AOI technical assistance grant and its possible uses. Specific Board development actions and prospects were discussed. In addition to the task list, Joan submitted a full report, currently in draft form, that will be reviewed and edited by Linda, the executive committee and the Board.

Proposed Partnerships with Local Realtors:

Sally Kilburg and Mark Rauzon reported their ideas for potential partnership schemes with local realtors and resulting sponsorship opportunities. They outlined 4 potential concepts:

- 1) Trail map development--Offer brokerages or realtors the opportunity to sponsor the trail map for \$1500 and have their sponsorship information printed on the back. This would cover the cost of printing and may generate enough money to reward Karen Paulsell for her extensive mapping work. Comments raised included the value of intellectual property, the possibility of having realtors bid for the sponsorship, and the possibility of printing short runs that would allow for a rotation of sponsors, or only a limited number of sponsored maps. The question of whether the map would be sold or handed out for free was raised.

- 2) Realtor Friends--Realtors would be approached to make a \$100-\$200 donation to FOSC each time they sell a house. In return their name would be published on the FOSC website as supporters of FOSC with a link to their own site. They might also be mentioned in the FOSC newsletter.
- 3) Appeal Letter—Send letter of appeal in which the good work of FOSC including neighborhood improvement and encouraging sales is stressed. Realtor donors would be treated as any other donor.
- 4) Realtor Walking Tour—Invite realtors on a guided tour of Sausal Creek. Give information on the creek and FOSC and ask realtors for money at the close of the tour.

It was suggested that an appeal letter be the first approach. Once donations come in, specific realtors could be invited to sponsor the map or become a Realtor Friend. Establishing relationships with realtors first before printing their names or endorsing them on the website was stressed. Eleanor Dunn also suggested that the map might be paid for by the veterinary hospital where she works, or that the City of Oakland might have grant money to help fund such a project as is done in regional parks.

Financial Report:

Diana Surber reported that the FOSC annual operating budget is \$56,000. Year to date operating expenses have been approximately \$26,000 and there is approximately \$14,000 left in the county contract. There is approximately \$11,500 in restricted funds earmarked for the education program and the nursery. There is an urgent need for unrestricted funds and there are currently no reserves. This situation calls for fundraising to be a high priority.

Board Development and Tracking:

The importance of tracking the volunteer hours of Board members was discussed. It was decided that Board members would track their volunteer hours and submit these at the end of each month to Alisa who will compile the information. Board members were asked to estimate their hours volunteered in January and submit this estimate to Alisa.

WPAD Update:

Sally Kilburg has submitted her name for consideration to be on the WPAD citizens advisory committee. If she is selected to serve on the committee she will most likely not be able to serve as an officer on the FOSC board in the next term. It was also announced that Sally was also nominated as a local hero by Jean Quan's office.

Dan Grisselis has asked the FOSC Board to consider writing a letter recommending him to Jane Bruener for the WPAD. It was decided that Dan could send a letter of introduction to the Board for consideration.

Meeting Adjourned