

MINUTES OF THE BOARD OF DIRECTORS' MEETING
OF
THE FRIENDS OF SAUSAL CREEK
A CALIFORNIA (NONPROFIT PENDING) PUBLIC BENEFIT CORPORATION
OCTOBER 9, 2002

A regular meeting of the Directors was held on September 11, 2002, 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	
Eleanor Dunn, Treasurer (interim)	
Charlotte Bell, Secretary	
Jim Hafner	
Ralph Kanz	
Mark Lane	
Kristin Hathaway	
Mark Rauzon	
Monica Stafford	

And there were absent:
Linda Morse, Vice President
Michael Thilgen

In addition, Kristen Hopper, our Field and Nursery Manager and Sue Morgan our Volunteer Environmental Education Leader were in attendance.

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

The minutes of the meeting of the Board held on September 11, 2002, having been distributed electronically prior to the September meeting was approved.

On motion duly made and carried by the affirmative vote of the majority of Directors present at the meeting, the following resolutions were adopted:

IT IS RESOLVED

Discussions were carried out on the following subjects:

Approval of the September Board Meeting Minutes:

The minutes of the September 11, 2002 board meeting were approved with the minor changes I received from Jim Hafner.

Risk Management Committee:

Sally Kilburg has called for the Risk Management Committee to meet, but not until December. Last year it was composed of Monica Stafford, Linda Morse, Halima O'Neil and Sally Kilburg. Sally Kilburg would like to finish the work that this committee started. She would also like one more person to be on the committee. They will not meet every month, just as necessary. Ralph Kanz suggested we put the committee meeting announcement on the board listserve. The board thought that was a good idea.

Administrative Committee:

The Administrative Committee will meet for the first time on October 17 from 4 to 6 pm. The committee is composed of Sally Kilburg, Linda Morse, Eleanor Dunn and Charlotte Bell. We will be working to formalize how decisions will be made, we will try to prioritize the duties of the coordinator and work on a process for approving checks. Since Sally Kilburg as president and Charlotte Bell as the administrative coordinator do not have enough hours to work on all that needs to be done if others can't help then we may have to find places to cut the work.

This committee will meet more regularly, at least at first. If you have an idea of how you would like something done or if something is bothering you then it would be a good to come to this meeting.

We are overdue for filing our state exemption. We need to file within the first year to be exempt from the \$500 annual fee. This needs to be done before Sally Kilburg gets back from vacation. Charlotte Bell will be working on it, but we would like it if at least on other person reviews it before we file. Also would be good to have at least on other person look over the taxes we need to file.

Jim Hafner, Linda Morse and I will work on this. We will also try to get Nance Moreno, our bookkeeper to work with us.

Restoration Committee:

The restoration committee convened and looked at the work already done at El Centro and Dimond Canyon. Next time they will define the restoration committee's priorities and create a greater plan for the watershed. Mark Rauzon said we were moving towards a more formal system. He wanted to eventually have a personal sponsors as well as goals and objectives for each place. Sally Kilburg thought that this should be the objective for all committees for the next year. We need to know what happens in our name.

They will meet regularly on the 4th Thursday of the month in the evenings. We decided that we should announce the restoration committee meetings through the FOSC listserve.

Conversation about Advertising meetings:

It was decided that one person, the leader or appointed person, from each committee should post a reminder of all committee (and the general membership) meetings with at least a rough agenda to the FOSC listserve a couple days in advance so that anyone interested can attend.

Education and Outreach:

We have been getting a lot of requests for education and outreach as shown in the list Charlotte Bell compiled from August to the present (See attachment A). Sally Kilburg would like to see a speakers bureau formed to handle the requests for speakers and outreach and wants an educational committee formed to prioritize and coordinate the other requests. She also suggested that we encourage people to learn from us during our normal workdays.

There was also the question of whether private schools should be encouraged to donate in order to get environmental education programs to recoup our cost and time spent. Monica Stafford pointed out that the Corpus Christi class was an extreme case. The class got three environmental education classes because of a lack of communication between leaders on our part and that they are a good class to work with in general.

Eleanor Dunn pointed out that at first we worked with older children and we got work done in exchange for our leadership and time. Work with 2nd graders is different because there is no work done. We could have children bring home papers which encourage parents to donate. Sally Kilburg liked that idea and pointed out that we just want to recoup cost and not keep people from being able to use our programs. Mark Rauzon suggested that the fundraising committee could work on letter to school for donations to the group. Sally Kilburg pointed out that it was important to keep a list of names of interested parties in case we wanted to target appeals. Jim Hafner also pointed out that we could try to recoup cost or form partnerships. Both are ways to try to hold school to their side of a partnership. After all kids are the most concrete link to benefiting the community and key to building new volunteers and members.

Kristen Hathaway pointed out that asking private schools to donate could lead us to favor the private schools. She suggested that we set a # of presentations and allocate X number for private and X number for public schools. Make it 1st come, 1st serve with geographic distribution as a caveat if you wish.

Sue Morgan also pointed out that if we had a list of in kind donations we would probably get donations. Sue Morgan considers that the time during the school week (including her program) is for public schools unless there is a last minute cancellation. The private schools have the ability to hold programs on the weekend. We may need money, but she doesn't think that we would get a lot of money through requesting donations except maybe through colleges because most environmental education money is tied up already.

Kristen Hopper pointed out that Sue developed the program and there is a good chance that she will not be available next year so we need to think about filling her shoes. Ideally we would have a full time person to keep us from diffusing our focus and it would be great to have one person doing all of the education and speaking.

Jim Hafner pointed out that the educational committee can create a larger program plan and event text for what we want (and the cost) and then we can create targeted proposals. If it decides on a paid person, the funds we need to get are different from a volunteer we would probably need to get it from a place other than grants and we would need it secure for greater than one year.

Then the conversation moved onto what kinds of things need to be formalized about Sue's program. Sue didn't want the program to become too structured. Jim Hafner pointed out that we don't need to formalize the curriculum, instead formalize what we wanted from the program.

Eleanor Dunn, Kristen Hopper and Sue volunteered to be on the education committee.

Mark Rauzon then pointed out that we need to pick dates for environmental education and outreach with Chabot Space and Science Center during their monthly "Discovery Days". They would probably settle for one day and would be very happy if we gave them three. The day is three to four hours long with a hodgepodge of activities for children and parents. Mark Rauzon will liaison with Sue to arrange.

Fundraising Committee:

The Fundraising Committee met. Jim Hafner will work to complete the Fund Development Strategy which Jim Hafner started and presented to the board. Jim reminded everyone that the upcoming California Native Plant Society Conference was a good chance to network. He also pointed out that the Bay Fund letter of inquiry was due Oct. 18 as well as another grant which required a full proposal. Jim was not going to submit anything. If we had a roster of projects then it would be easy for him to submit a proposal. The Bay Fund is a possibility for funding; it is for a pretty substantial amount of money and will be available for a few years.

For Kodak Greenways, Jim is talking with someone from The Conservation Fund, the group that coordinates the Kodak Greenways program. Sally Kilburg mentioned that we need to find money for staff. Jim said that we have to get that from corporate sponsors or individual donations. Pieces might get funded through larger programmatic grants. Ralph Kanz still wants to see what it would cost to have two or three full time staff.

Discussion of the role of the Administrative Coordinator:

Charlotte Bell handed out a paper titled "What I spend my time on each month." (see attachment B). She then went over how she spends her time and where she needs to spend more time. She mentioned that she will shift her focus from things that have immediate deadlines to operations. She also pointed out that Sally has been helping her with a lot of this work and she is worried that we are asking too much of Sally and need to find ways to spread the work around.

The most time is spent on correspondence, which could be reduced if we had more effective ways to communicate and might happen as committees get running. Another huge time consumer is the newsletter.

The newsletter is costing us about \$1000 a month. Jennifer Stanley can spend as little as 4 hours on the newsletter, but last month she spent 11. I spend 4 hours preparing the newsletter also. Eleanor pointed out that originally we did not allow the coordinator to write articles for the newsletter and as people have been getting busier it has fallen onto paid staff to write articles. Maybe it should be a goal for everyone on the board to write 3 to 4 articles for the newsletter each year. They could be kept and used when needed. It was also pointed out that the small numbers of donations and sales received from the newsletter seems to show that there is not a

large number of people who read the newsletter and do not participate in other FOSC activities. Because of this we decided to change the newsletter to every other month starting in 2003. And, we decided to purge the database. We are going to send cards in the next two newsletters that people can return to confirm that they want the newsletter. If we don't receive the card back we won't necessarily delete the person, but we will know who the active members are. Jim also raised the issue of needing a strategy to build and maintain the mailing list. This is not just for the newsletter, but primarily because the mailing list, and the ability to "segment" it for different outreach purposes (i.e., special events, annual appeals, special volunteer days, etc.) is the basis of all our individual donor strategies.

Charlotte A. Bell, Secretary