

CoNPS Board Meeting May 6, 2018 10:00 - 1:00  
Boulder County Extension Office, 9595 Nelson Rd Longmont, CO 80501

Google Drive Link to Associated Documents (Permissions set to allow you to add documents): <https://drive.google.com/drive/folders/1BvSOZ4gzKU1IbRQJV-3rLdvgiXHz1YTR?usp=sharing>

Present: Erica, Mo, Denise, Jessica, David, Jen, Linda, Tom, Amy, Deryn, Jack Carter, Christina, Ann, Bethanne, Hugh, Kelly  
By phone: Mary, Lenore

Thanks for finding us the meeting space, Deryn!

1. Introductions - (Jessica 10:00 - 10:10.)
2. Pass February Minutes - (Amy, 10:10 - 10:20, Draft Minutes on Drive.)
  - a. Two clarifications from Lenore to include in February minutes (See end of this document)
  - b. **David moved to pass the February 2018 minutes, Tom seconded. All in favor. February 2018 Minutes passed**
3. Strategic Plan - Update and Further Discussion (Ann, 10:20 - 10:40, two SP documents on Drive)
  - a. Ann, Chrissy Erica on Strategic Plan Committee
  - b. Ann: Made a stab at assigning various initiatives – see final slide in Strategic Plan Update.pdf
  - c. To discuss: Goal 1 – Better publicity for grant funding. Can mission grant be endowed? New scientific area to support (we may be able to have membership vote)
  - d. To discuss: Goal 2 – Share scientific info: Promote teaching of natural sciences; develop speakers list; survey members to assess skills (may be handled by Linda through admin office, if she gets input on what needs to be asked); develop courses with(out) credit; handle social/electronic media in more structured way (Jen and Bethanne are running the accounts when they have time/opportunity)
    - Bethanne: Would this effort step on NPM program? David: If focus on elementary/high school education, no. Basic id and understand role of plants in ecosystem. Teachers want lesson plans that they can use. Jack: The vast majority of teachers in CO do not feel confident about teaching plants. The syllabus does not include plants. *Passed around Colorado Reader about native plants.*
  - e. To discuss: Goal 3 – Publicity for grants; discuss feasibility of endowment fund for Mission grant. Mary and Kelly are contacting previous grant recipients to publish results. Ann will speak with Kelly about contacts for past recipients as potential speakers at the

conference. Mo: Audubon hosts a dinner at someone's house to present projects funded by grant – might be an idea.

- f. To discuss: Goal 4 – Chapter President lunch at annual conference; broader membership base needs a lot of attention; we all should think about the feasibility of having an executive director and how we can grow the organization; get input from members at annual conference; new member hikes at each chapter; no membership committee at this time; Jen can share data re: non-renewing members
- g. Next steps – **All of us should spend time reading and thinking about the plan over the summer and we'll revisit in the fall to fill in assignments and activities.** We'll present for feedback via poster at annual conference. Christina: If people feel ready to incorporate tweaked goals, are we comfortable with accepting updated verbiage? It needs to be streamlined a little. Jessica: will there be enough time between annual conference and fall meeting in October to incorporate feedback? Ann: yes

1. 4. Financial Statement as of April 30th (Mo Ewing, 10:40 - 10:50) – **please see assoc docs**

- a. Overall CoNPS is doing well
- b. Donations are down; these go up and down
- c. Garden tour income is down due to later start this year; we are offering in 3 chapters; we have donations to support marketing
- d. Membership dues went up significantly; some of our programs such as plant sales and garden tours may reach new members; if we get over 1200 members, we'll have to pay more. Erica: could this reflect more members or higher level members? Mo: our member #s are now over 1000, so those are going up, not sure if members are giving more
- e. Plant sale went bonkers – we've doubled it! Estimated cost of plants is higher than what is in the document
- f. Book sales are also up; total income over \$5000 from last year
- g. Expenses: liability insurance went way up, due to timing of payments
- h. Chapters are underspending what their budgets are
- i. Finance comm. is over budget because they paid their tax person on time
- j. Media comm has put out 2 issues on time – this is different than previous years
- k. Workshop income is about the same, but expenses have gone down \$1800, using free spaces; hourly pay is coming out about the same as last year
- l. Admin coordinator salary over budget – entering plant sale data, this is work that has to be done, and should be supported by increase in revenue for plant sales, LWCNP, etc.
- m. Paypal fees are up, too

n. Net income up \$8K – so we are doing well  
o. Hugh: membership # - why do we lose members each year? Jen: people moving away or dying, people switch interests, students become members to apply for grants, then don't come back

- Should nonmembers have to pay fee for field trips? Nonmembers do use our website. Jessica: If we have the revenue, perhaps we should continue to offer field trips for free for our ed mission. Hugh: Even if it were minor (a \$5 donation), it would make membership attractive. Bethanne: A small fee also helps members feel rewarded and that memberships are worth it. Erica: We don't want to put the burden on trip leader. Jessica: could we put it on the website? Mo: Website separates fee from donation, so we'd have to make a donation page. **Mo will check on that. Jessica motioned that nonmembers should be encouraged to give a suggested \$5 donation for field trip via the website. Denise seconded. All in favor.**

2. 5. Mission Grant Endowment - proposal to change Mission Grant Fund to an Endowment. Fund (Mo, 10:50 - 11:20 Endowment Proposal on Drive).
  - a. Currently 3 funds: John Marr, Myra Steinkamp, General Endowment Fund (perhaps funding a hired position to do advocacy)
  - b. Mission grant is set up to pay out of 50% surplus each year; Mo would like to propose that Mission grant should be built up to an endowment fund, a certain percentage eligible to be paid out each year, then it would be available in perpetuity. We are going to start promoting these funds so that people can donate to this fund. Right now, no one can make a donation to it, because it's squishy operational funds. It funds anything not having to do with rare plants or research on native plants. The Mission Fund would be run just like the Marr and Steinkamp funds and be promoted in the same way. First donation to that fund would be the accumulated \$6100 in operating, as well as revenues from the new field guide, which could be \$8-10K. We give out 3% of the value of those funds each year. We may be able to set aside a higher percentage of funds for grants – 4%. The board could change the percentage based on income on the endowment.
    - Jessica: How much would we have to give out this year? Mo: We gave \$1000 already this year. Jack: I doubt we'll sell \$10K of books this year. Someone will have to really go out and sell the books – safely \$30K over 5 years. Jen and Jack have a plan. Mo: Or, we could only use book revenues for endowment. What I would like to is allowing

for a “cushion” worth a year of operating funds, then put the rest into an endowment, determined by the board.

Ann: Why are mission grant fund and general endowment funds separate? Mo: general endowment has been there and has no description. Mission fund could not be used to pay salaries, for example. General endowment could be used for anything the board directed.’

- c. **Mo moved to establish the mission fund. Jessica seconded. All in favor.**
  - d. Mo: moved to put current surplus \$6500 funds into mission fund. Jessica: Should we keep \$1K out to give for next year, or do we grow the fund out before giving? David: Perhaps while we are growing, we give a higher percentage of endowment. Mo: We can set it up so board can decide after the fact for mission, Marr and Steinkamp. **David moved that board can decide what amount from mission endowment to grant in a given year. Amy seconded.** Jessica: discussion in December to be ready for coming year. **All in favor.**
  - e. **Mo moved CoNPS book (Common Southwestern Native Plants) sales to fund new endowment. David seconded. All in favor.**
  - f. **Mo moved the treasurer and Finance Comm may determine each year what the operating surplus is for the society, and then designate a one year reserve based on operating budget. Any surplus funds over that, the board designates into whichever endowment funds they select. Denise seconded. All in favor.**
3. 6. Vote/Approve final version of the mission grant/endowment rubric (Chrissy, 11:20 - 11:40, [older version of document on Drive](#))
- a. Revisit – removing restoration projects, since Restoration Committee may be able to support restoration projects
  - b. Christina put a rubric together, so that committee can have a consistent and transparent process
  - c. Do we leave \$\$ amount out for now? Mo: this will change over time, so we shouldn’t specify
  - d. We will require writing an Aquilegia article from grant recipients
  - e. February 1 (spring) and August 1 (fall) deadline – when do recipients have to use the money? When do they have to report? Currently unspecified, which allows flexibility for different projects.
  - f. Ann: is there a requirement that CoNPS should be cited in the research? Grant comm will add this requirement.
  - g. Consider: Is there potential for the applicant to be compensated for his or her work on this project? Is this problematic for a

501c3, funds going to pay members. We could state that members get preference.

- h. Remove: Does this project conflict with the Society's Mission or Ethics Policy? (seems obvious)
  - i. Christina showed rubric – all scores per year will be held in one online location
  - j. **Christina will include updates we discussed/ finalize word doc and then we will start using rubric in the fall**
  - k. Thank you Chrissy, Erica and Jack for your work!
4. 7. Aquilegia Planning: Summer and Annual Conference Issues Discussion (Mary/Kelly, 11:40 - 12:00, planning document on Drive)
1. Board feedback to Mary/Kelly on Annual Conference Issue (length, feature articles versus only conference information) – Hugh: prefers separate issue, could be shorter than a regular issue. Jack: It can vary each year with the conference. Ann: I think it will be a lot shorter. Mary: It will be consideration because about 200 get mailed out still – needs to be 8, 12 or 16 pages long. Ann: Let's just try it this year. If the fall issue is going to be crammed, some of that content could be shifted to the conference issue. Kelly: Since the content will be created by the presenters, the issue should be easier, especially if not trying to fill with other content and if presenters submit info in a timely manner. Hugh: In 2014, 12 pages had speaker bios, abstracts, program, description of field trips with pictures, maps of the area, registration form – devoted to marketing annual conference. Mary: It would be nice to have 3-4 weeks, deadline June 30. Jen will collect all bios, photos abstracts and descriptions from speakers. Jen will have big updates re: speakers by May 30 meeting. Mary: Conference and summer issue will be worked on at the same time and out in August.
  2. Would the board like to see regular articles on chapter events? Jessica: fun for members to see what is going on. Mary: We need help from chapter presidents. Jessica: let's discuss what people can commit to with feasibility. Linda: other native plant societies do that but it can get redundant. Kelly: ask for reporter volunteers at chapter events – this might take pressure off of chapter president.
  3. Contributions to newsletter needed: by June 30 for summer issue
    - **Committee Chairs please ask members to write articles**
    - **All: ask your colleagues**
    - **Chapter Presidents please identify who can write up chapter events and garden tours**
    - Lenore, Steve Olsen, Deryn are board liaisons to Aquilegia to help review content
    - Thank you Kelly and Mary!

2. 8. Annual Conference update (Ann, 12:00 - 12:10) – Ann learned that she was the chair of the annual conference committee, she is willing to take that on. Ann's cell # 970.481.3065. Dates 9/15 and 16 (field trips). Rare plant symposium will be 9/14. Aztlan Northside Community Center in Fort Collins – costs have gone up, so we'll have to be a little more careful about how we rent. We've made \$200 deposit. Visit to the facility on 5/30 when we will finalize arrangements. We'll have to make payment 2 months in advance. We'll have bookstore set up day before and silent auction will be in same room – the room will be locked overnight. We have decided on having catered lunch on conference day. Hugh and Ann have discussed having banquet on Fri night, more chance for interaction with people from the symposium. Lining up speakers – theme is "Knowledge, Advocacy and Change" – Jennifer Ackerfeld on citizen science, Pam Smith and Crystal Strouse on forensic botany, Maddy Marr on floristic inventory on Gunnison valley, Jim Tolstrup on native American uses of plants, climate change scientist, Denise Wilson on botany bill and NPCC
  - Conference call w/ Ann, Jen, Jennifer, Hugh re: climate change speaker?
  - 1.2. Chapter president lunch
  - 1.3. Chapter president panel – challenges and opportunities for advocacy in chapters
  - 1.4. Handicapped accessible field trip
  - 1.5. Budget – we figure out how much it will cost and charge attendees according to cost
  - 1.6. Linda is in charge of registration, will need volunteers
  - 1.7. Jen in summer, most of her hours devoted to annual conference planning
  
3. 9. Succession Plan for Board: Need volunteers to extend term to 2021 and OC members Dec 2018 (Jessica, 12:10 - 12:30, Board Roster Excel Doc on Drive ; Google sheets Board Duties Assigned: [https://docs.google.com/spreadsheets/d/1iCLcgO87YTaHRS8Mn\\_WH5yh dHo5a08wCSCkmRXaPgJc/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1iCLcgO87YTaHRS8Mn_WH5yh dHo5a08wCSCkmRXaPgJc/edit?usp=sharing))
  - a. We would like to have 2 board members willing to extend until 2021 – Denise volunteered to stay on and to stay on OC; Bethanne and Chrissy also volunteered to stay on until 2021; if one more person stepped up to OC we'd be in good shape. We could take on 2 more at-large positions this year.
  - b. We need someone to lead the agenda for the October meeting, since Jessica will be out. Bethanne volunteered. Jessica will share her agenda notes with Bethanne.
  - c. Vacancy – In the beginning of 2019, we will solicit for board members in the spring Aquilegia and try to get 2 at large board members more on, determine whether any at-large members want to join OC. (put on Dec agenda)

4. 10. Dealing with requests for CoNPS volunteers to staff events (Lenore, 12:30 - 12:40)
  - a. Lenore: A lot of outreach requests coming in, but not enough people to fulfill them; it's a wonderful thing to do outreach. Lenore and David evaluate requests for their value, or send resources in place of a person, or have information available on website.
  - b. David: Often last minute requests, which are hard to fill. Over the years, observed that some have much higher benefit. We have to be careful with burning out our leadership. We don't commit to the request until we have a volunteer. We've tried to coordinate with the chapters and committee to find volunteers for outreach. We should evaluate potential when we get a request – turnout, guaranteed audience, experience with organization, event purpose. Two events stand out for benefit – our partnerships with Audubon and the Landscaping with CO Native Plants. Another option is to develop lesson plans, so if we can't send a person, we can provide lesson plan. Bethanne: What if we asked for a speaker fee? David: One idea was \$50, which we will waive if we get 15 people in. Last year we went to between 40-45 outreach events. Lenore: A situation in Highlands Ranch contacted David and Lenore to meet with water department. Lenore met with them in February. Their goal is to try to get Highlands Ranch to replace lawn with natives. Lenore had Marcia Tatroe commit to give talk to residents, and they kept pushing the date until fall. Hugh: Do we have info about which of our members has background in certain areas, or their interest in speaking? David: I generally go through E&O committee, because I know these people are willing and this enables tracking what has been done by whom and what the value is. We can do a reaffirmation of what the committees are and solicit more members as opposed to surveying the general membership. There are some common themes that come up – native plants for pollinators, for example. If someone is willing to share slideshow, it might make it easier to get speakers. Jessica: do we have committee descriptions on member site? Erica: I was thinking of doing this for restoration. Jessica: maybe include in Aquilegia as "volunteer spot" Erica: maybe re-word so committee doesn't sound so intimidating

All chapter presidents/ committee chair will send updates board via email – this was left off of agenda

11. Supervisor updates - (David, Denise, Mo - 12:40 - 12:50)
  - a. Lauren Kurtz working this weekend, plans to send a summary of her activities – it looks like summer will be busier than the spring! She's very time

efficient and produces a lot with the time she puts in. I have been impressed with Lauren.

b. Jen is doing a fantastic job – we just finished the biggest CoNPS plant sale ever, garden tours, support from the Terra Foundation, annual conference and new book. Jen updates David regularly. We've completed one fee for service and another is on the horizon at the end of the summer. Jen hasn't had time to market fee for service – small scale site development, revegetation plans and peer review. We are considering restructuring plant sale to support the enormous growth of interest.

c. Linda is an employee and does a lot of volunteer work for CoNPS as well. The lawyer recommended that we write a very clear job description – included volunteer work on contract specifically. Linda does illustrations as a volunteer, so they remain her property. I worry about her getting overwhelmed – Linda is going to try to spread out her hours so that she has some extra time each month to do other things.

\* Potential conflict of interest to address: Employees volunteering (Mo, 10 minutes, proposed contract clarifications, Revised Employee Contract on Drive

## 12. Project Updates: TABLED – **Ann and Beth will send out email**

- Northern Chapter Garden “Monitoring Native Plants in the Garden” (Ann/Linda 12:50 - 12:55) – 15 people signed up to monitor native plants in garden, when they bloom, did they survive, how much water? Use database of native plant purchasers in northern chapter to sign up via email; pilot if it works, we'll expand to further chapters
- Potential project: CoNPS Certified Native Plant Garden (Beth, 12:55 - 1:00) Amy: Lots of organizations have certification, and gardeners love it. David: Would there be a database to track where these gardens are? Beth: Sign would be free advertising.

## Two clarifications from Lenore to include in February minutes:

1) Regarding Cherokee Ranch: Lenore Mitchell brief mentioned the possibility of holding a bioblitz on this 3400 acre property which is located not far from the town of Castle Rock in the northern portion of the Black Forest and also adjacent to Daniels Park and Highlands Ranch Outback for a total of some 14,000 acres. This was not requested by the Cherokee Ranch Foundation, nor has there been any discussion of a bioblitz with the property managers. Lenore Mitchell will forward information on the property with available plant lists to Steve Olson for consideration, and if a bioblitz seems appropriate, then the property managers will need to be contacted to ascertain interest and permissions.

2) Regarding Highlands Ranch Centennial Water District, a request for

educational classes came from Water District Conservation Coordinator, Thomas Riggle, through David Julie and on to Lenore Mitchell. Lenore met with Mr Riggle and is coordinating potential classes for HR residents on replacing front yard turf areas with native plants. Member Marcia Tatroe is first in line to present a class, likely in March. This may represent an opportunity and also a challenge for CoNPS to educate residents of this large subdivision. Thomas Riggle is also very active in Sierra Club (aside from his HR position) and in the meeting with Lenore, he offered the possibility of the Sierra Club lobbyist bringing forth selected CoNPS issues to Colorado Legislature.

**Meeting adjourned 1:15**