

Minutes: CoNPS Board Meeting November 16th, 2019
10:00-1:00pm

Boulder County Fairgrounds
Fairgrounds Meeting Room (in the building WITHOUT the atrium)
9595 Nelson Rd.
Longmont, CO 80501

Dial In Information: (605) 468-8895 Access code: 388120# (please let us know if you plan to call in)

Present: Amy, Ann, Anna, David, Denise, Deryn, Hailey, Irene, Kathy, Kelly, Linda, Mo, Pam, Steve, Tom

Action items

Motions

For future agendas

Deryn called the meeting to order at 10:03 am

If you have left your green, soft-sided cooler at the Fairgrounds, please contact Deryn!

1. Introductions
2. **Pass August board meeting minutes?? (5mins 10:00-10:05)**
3. Recap 2019 conference; next year's annual conference location/planning (**15min** 10:05-10:20) – Ann
2019 Annual Conference on 9/19-20 at Plateau Chapter was sold out, the facility was great, the people were helpful. Bookstore and silent auction were well attended. Friday night mixer was well attended with people from Rare Plant Symposium, along with program about the ethnobotany of the bitterroot.
 - One problem was that being sold out caused some confusion during the event – how we were going to handle cancellations. Recommendation to develop some standardized procedure around waiting list.
 - A little confusion for providing snacks and beverages, less availability by the afternoon.
 - Differing opinions about alcohol policies of the venue – we have to know
 - Fewer volunteers to help pack up at end of day, better scheduling throughout the day
 - A new photo category, gardens, only had 2-3 entries

We still have to finish categorizing expenses, and Ann has to finalize conference handbook, so we have continuity in planning next conference.

Denise noted that we offered bookstore and auction to Rare Plant Symposium people – see conference budget v. actual doc. A key factor for the conference's success was the donation of the venue, which

would have run \$2000 or more. We chose not to give free tickets to any of the sponsors because of the limited capacity. Instead, we structured incentives for our sponsors – different amounts of recognition on slides, printed program material, e-News, Aquilegia and website. Don't make assumption that refreshments from Rare Plant Symposium are available for conference – need a separate committee for refreshments.

Please see Recommended Venue for 2020 CoNPS Annual Conference: For next year, the American Mountaineering Club is so far seeming the preferable option for space and availability. We should do this booking this month, because venues are being booked – the committee will make the proposal to the board for approval. **Denise will check out DBG as a venue, which might offer a discount.** We need to plan for 350 tickets sold. Sept 18-19 are probable 2020 conference dates at AMC or Sept 25-26 at Tivoli, hosted by Metro Denver Chapter. AMC offers flexibility in event space and parking. The only restriction might be restrooms, which would be 14 stalls for 300 people. 00 Registration of \$45 covers Fri social, Sat program/refreshments – should we stick with this cost. Mo advised to see how much the event will cost before deciding.

Anna asked if we could have a post-conference informal gathering so that people could connect afterwards. David noted that in Boulder, there was pizza after the talks on Saturday, because there wasn't the Friday social. Denise added that people could help tear down!

The committee is working on the theme of the conference.

According to the cycle, Boulder would host 2021. Steve said that it's been a while since southeast (beyond CO Springs, i.e. La Junta) has hosted. **We will discuss future conference planning at next meeting, to plan 2-3 years out.**

Hearty congratulations to Denise, Ann, Plateau Chapter and the conference planning team for this year's fantastic success!

4. Financial Review for the 2019 Annual Meeting in Grand Junction (**10 minutes** 10:20-10:30) – Denise Please see CoNPS Budget vs Actual for 2019 Meeting: For financial review and planning of 2020, we'll want to look back at meeting finances for past 3 years, to include the last time Denver hosted. We'll want to look at hosting Fri-Sat, could social be moved to Saturday? Friday social seems to work well, includes Rare Plant Symposium as well as CoNPS members. We always want to have Sundays for field trips. Total income of approx. \$7800, net of \$6400.

Denise will share documents on shared drive.

5. Finance update (**10 mins** 10:30-10:40) – Mo

See Finance document: Annual meeting was very successful for Western Slope. Field seminars are not separated out, but included with workshops. Half of workshop revenue is profit – good! We did make a little profit on the garden tours, despite the problems. Plant sales were less profitable, but we didn't lose money, despite the problems – people's hours not included. Paid Aquilegia subscriptions are a new line item. About half of book sales surplus is supposed to go into Mission Grant – about \$6500. Jen obtained a grant for \$10500 to cover printing in 2017 (donation line item), so cost of goods (over \$2800) sold will be added to \$6500, so the total will be transferred to Mission Grant after the December Visa statement.

East slope workshop expense is high because of the record number of workshops we offered. Employee expense was high due to overlapping wages for part of 2019. Net income of approx \$9500 – good!

Mo will share digital copy of the budget which includes the correction regarding published book profit

6. Online mail order book sales (**10 mins** 10:40-10:50) – Linda

- Should we continue, due to the increase of time involved and the cost of the new sales tax licenses we'll be having to purchase each year

Please see Breakdown of book sales doc: Linda was concerned about new sales tax laws that it wouldn't be worth it to do mail order book sales. Online sales ended up being as much as in-person books! Shipping fees will help cover sales tax license costs. Mail order books help us in our mission to educate! Sales tax work takes 2-3 times the amount of time. The board informally decided to continue with online sales Linda will have to have the licenses and reporting done by the end of the year. Thank you so much, Linda!

7. Finalizing the strategic plan (**20 mins** 10:50-11:10) – Ann Grant

Please see CoNPS_StrategicPlan v1 slides: Chrissy has been working on making the strategic plan look terrific! It is now in the drive under Strategic Plan documents. The document outlines the 4 goals of the strategic plan, along with strategies. Feedback still has to be incorporated

Goal 1: Research

Goal 2: Appreciation

Goal 3: Conservation

Goal 4: Org sustainability

- Steve suggested thinking about the order of the goals – appreciation before research. Order of the goals currently follows the mission, no implication of priority
- Susan Carter commented that one strategy should be to partner with educational entities that are doing native plant research – this may fit into Goal 2, since it deals with education. Does it need a separate strategy? Generate and maintain partnerships is currently included as strategy 4b under Goal 3 assigned to Board and Chapters – partnerships could include anything from reaching out for educational speaker opportunities to collaborative conservation efforts. Anna suggested adding and Committees to the action item for this strategy.
- Linda helped with cleaning up document – thank you, Linda. Remove references to Field Trip Committee - this work is done by Chapters. Under Goal 3, Strategy 1, Conservation Committee should be specifically mentioned as responsible party for strategies under all strategies under Goal 3
- Kathy noted that there was nothing in the Strategic Plan that covers what Denise does: tours, plant sales, marketing. Should it be included under Goal 2 or Goal 4? We haven't included staff under responsible parties, or staff functions (excepting workshops). Include field seminars under Goal 2, Strategy 1. **Kathy, Linda, Denise will study the plan and give her comments to Chrissy. Ann will make changes, and then Chrissy will re-send to staff, board, committee chairs and chapter presidents. Feedback is due by December 15, 2019. The updated strategic plan will be presented for approval at next meeting.**

8. Board Member nominations and an election (**10 mins** 11:15-11:25) – Ann

See Board Contact List and Bylaws: Ann recalled that we had requested a couple of members to extend terms. The Board Contact List lists the end of the terms for each member. We have quite a few people ending terms in 2020. Do we need to have an election? According to the bylaws, at-large serve for 3 year terms. Elections have occurred during conferences in the past. **Plan election for 2020 conference.**

Denise moves we re-elect David Julie to serve on the Operating Committee for 1 year term for the calendar year 2020. Pam seconded. All in favor. None opposed. Tom is a great recruiter through E-News and newsletter and personally, spring and summer issues. **Amy will have Tom coordinate with Kelly for board recruitment for 2020.** Bylaws say that officers shall be nominated by Vice President elected by B.O.D., but members-at-large may be nominated by any adult member of org, ballot distributed in summer issue of Aquilegia – returned to secretary at noon of annual meeting day.

9. Nominees to the Operating Committee (**5 mins** 11:25-11:30) – Ann

- It was thought at the last OC meeting that this should be someone currently on the Board, or someone known to a few of the OC members through past service to CoNPS or Native Plants in Colorado.

Since Denise accepted staff position, the OC has a vacancy. The OC will solicit replacement from board, chapters and committees. People can volunteer! The OC collectively fills the roles of board officers.

David will write up description of duties and send it out.

10. New hire and announcement of rearrangement of supervisory responsibilities by the OC of our employees (**5 mins** 11:30-11:35) – Ann

- The new hire is Denise Wilson who is our newly hired Marketing and Events Coordinator

The OC met earlier this month and discussed several options for filling the Marketing and Events Coordinator position. The OC decided with Denise's proven track record to employ her as Marketing and Events Coordinator. Denise is no longer on the Operating Committee or supervising the Workshop Coordinator. Ann will supervise Denise, and David will supervise Kathy.

11. Colorado Gives Day Dec 10th Announcement (**5 mins** 11:35-11:40) – Denise

Community First and First Bank have \$1.5 million match program based on percentage of donations given that day. It has to go through CO Gives Day website on Dec 10. Denise included in E-News and will include it with Aquilegia. (**Denise will send ad to Kelly today.**) It should also be on the website – **Denise will send ad to Linda and Mo and to chapter presidents.** Ann asked if we can send to chapter chairs, Mo suggested that we send a statewide e-blast 2 days before.

12. Formal Agreement with Landscaping with Colorado Native Plants (**15 mins** 11:40-11:55) – Denise

Please see Memorandum of Understanding: CoNPS serves as banker to this conference, and we wanted to formalize the agreement. November 20 is a phone meeting for the planning committee, discussing this document. The balance of funds currently runs almost \$30000. **We will report on the future of the funds at next meeting.** What happens to funds if committee dissolves? **Please submit all MOU comments to Denise by Tuesday.** Thanks to Denise for working on this! **Linda will include Dec. 1 registration opening in Dec. 1st E-News.** (Amy and Deryn will clarify volunteer reg at LWCNP planning meeting)

13. Workshops 2019 in Review (**10 mins** 11:55-12:05) – Kathy Okon

Please see 2019 CoNPS Workshop and Field Seminar Year-End Report: Kathy thanked all the presenters for workshops and field seminars! Number of programs doubled, focus on high-quality workshops. Participants increased to 286 from 198, and locations also increased, to represent all the chapters. Educational offerings included 13 new topics and reached diverse audiences, based on what people reported wanting in post-program surveys. Grasses and wildflowers were very popular! Estimated net income from programs is \$6300.

14. Development Director Concept (**15 mins** 12:05-12:20) – Kathy & Denise

If we want an Executive Director for CoNPs, we will need more funds. The transition from Development Director to Executive Director can be difficult – easier to hire Executive Director part-time and part of job description would be fund-raising. Ann's concept was that Executive Director is someone visible and someone who could cultivate larger donors. They would need technical grant-writing ability as well as people skills. After a year, that position would ideally generate enough funds for organizational growth as well as their own salary. A paid staff would relieve volunteer responsibilities such as staff supervision.

- Kelly asked if Exec Director would be involved in strategy/policy direction – Ann said that board sets the direction and Exec Director/ staff implements.
- The board would hire the Exec Director, and the Exec Director would hire staff. The Exec Director becomes the face of the organization. Irene noted that SR Seed Network just hired a part-time director, so it will be interesting to see how that goes. CA Native Plant Society also has a full-time Exec Director.
- Feasibility analysis for Exec Director is currently in strategic plan – this will take a great deal of research. Irene asked if President/ Vice President could fulfill this role, if it was clearly outlined. Mo noted that with several years of stability, we could be in the position to recruit a President/ Vice President, but it is difficult to find someone who wants that position – thus the move toward committee leadership.
- **The OC will begin the feasibility study, along with Denise and Kathy.** Irene has a tentative interest in joining.

Side note: Denise is interviewing Jim Tolstrup and Mikl Brawner re: future of plant sales. We will discuss results next time.

15. End of Year Survey (the last one was done 5 years ago) (**10mins** 12:20-12:30) – Kathy & Denise

Jen Boussetot had issued a comprehensive member survey 5 years ago. Denise and Kathy will review old survey and prepare for first of 2020, run proposed new survey by the board. Afterwards, Denise and Kathy will share results, especially with Aquilegia team. Irene offered support on using Google forms.

16. Set the Board Meetings for 2020 (**10 mins 12:30-12:40**) – Ann

This month, Amy will send out Doodle for Saturdays to board/chapter presidents/ committee chairs.

Jefferson County also has free venue space.

Amy will send out separate email with Google form for people to decide whether we meet in Longmont or Golden in 2020.

Kathy thanked to Denise for her help and thanked David for being a wonderful supervisor.