

CoNPS Board Meeting
October 21, 2018
10:00 am – 1:00 pm

Action item

Vote

For next agenda

Present: Amy, Ann, Beth, David, Denise, Deryn, Erica, Jack, Jen, Kelly, Lauren, Lenore, Linda, Mo, Preston, Tom

Bethanne called to order at 10:08 am

1. Introductions **(5 minutes - 10:05)**

1. Dialing in: Mary, Maggie Gaddis

2. **Amy (5 minutes - 10:10):** Pass May Minutes (located in Associated Docs Google Drive Folder: <https://drive.google.com/open?id=1Pm1wbs2ju-qXe-h0C3sM1KQrIVvN4xsw>)

Amy moved to pass May's minutes.

Tom seconded

No discussion

Motion to approve May 2018 minutes passed unanimously.

3. **Ann/Hugh (20 minutes - 10:30):** Review of Annual Conference

Hugh was unable to attend today. (*Please see handout in Associated Documents – Annual Conference Committee Report*). We had a wrap-up conference call last week, Hugh summarized in handout. Only two speaker survey respondents; one felt that concurrent speakers sent the message that one session was “second tier”. David suggested closer attention to what speakers present in plenary sessions vs. breakout to ensure that speakers have the appropriate space and audience.

Attendees gave overwhelmingly positive feedback, except for long checkout lines (also identified by organizing committee). Denise noted that to speed up the process, we would need extra equipment, which may not be feasible. Bethanne also suggested that we don't have checkout while talks are going on.

Please see the organizing committee's suggestions for next year's meeting. Ann gave thanks to all who pitched in to make the conference a success. The organizing committee will revise the conference manual for the next team to take this event on.

Tom suggested that we should have an idea of where the conference will be the following year by now. **For next agenda, we will discuss location of 2019 conference.** Lenore suggested having the conference earlier, when there are more plants to see on field trip, or have 2 separate meetings from rare plants and annual conference.

4. **Beth (10 minutes - 10:40):** Volunteer compensation at annual meeting; *Vote

Beth would like to offer a larger discount for conference volunteers. Almost 1/3 of the attendees were volunteers. Registration fees brought in \$7500 total. Auction brought in \$2200. Volunteers contribute dozens of hours supporting the meeting. PROPOSED: Volunteers on day of would receive 50% off. If volunteers put in over 10 hours, attend conference for free.

Mo noted that we don't have a way to evaluate the impact on the revenue – the annual meeting is one of CoNPS biggest revenue sources. This proposal would make a difference for students, young professionals or retirees on fixed income. Denise noted that it is difficult to track hours, also there's no way for volunteers to register as such. There is a disparity between amount of hours donated. Volunteers also don't necessarily know about the discount ahead of time so may not be able to register correctly. Lenore offered that a volunteer event might be an alternative way to recognize and appreciate volunteers – dinner, field trip, coupon for the bookstore or plant sale, or other items. **For next agenda, we will discuss how we want to recognize volunteers according to roles or amount of time donated.** What is the financial impact? **Before the next meeting, Linda, Beth and Jen will look into the potential financial impact of greater investment in volunteer appreciation for annual conference.**

5. **Ann (20 minutes - 11:00):** Revisit strategic plan (with feedback from Annual Conference poster session)

(Please see Strategic Plan BOD Oct 2018 Meeting Revision 3 (1))

Proposed next steps:

- Identify committees and individuals responsible for executing action items.
- Get final approval from the full board and adopt the plan
- Post plan and action items on the website.
- Publish updates in Aquilegia as significant progress is made.
- Commit to annual reports on progress towards our goals.

Notes under Goal 1: “Continue to conduct bioblitzes and other field research” – *add responsibility: Field Studies Committee*

Mo noted that we have to assign an individual on each role in order to maintain accountability.

“Choose one new scientific area to investigate and support” – not identified yet. Mo wondered if we collect suggestions from committees or decide as a BOD. Jen's project with phenology and pollinator visitation on green roofs may be one option, or monitoring in native plant gardens. Mo thinks it's a good idea for the board to choose one to make sure they get done. **For next meeting, proposers will offer their pitches to the board in order that the board may choose an area of focus.**

Notes under Goal 2: “Promote teaching...continuing education courses, etc.” – this is a large strategy to take on. Assign to O&E committee? Jack suggested breaking up this strategy into smaller pieces so it isn't as overwhelming. David suggested looking for unmet opportunities to focus, e.g. schools. **For next meeting, we will discuss these education and outreach opportunities. David and Preston will also discuss education priorities offline. We should set aside a larger chunk of time or a separate meeting to review and approve strategic plan – Mo suggested a special meeting of the BOD. The Strategic Plan Committee will pull together a proposal for this special meeting/ retreat.** Denise volunteered her house; potluck.

1. Need to update bylaws with committee roles

2. Revamping membership committee

2. **Jennifer (15 minutes - 11:15):** Resignation and backfill plan

David recognized the phenomenal job that Jen has done for CoNPS and her innovative ideas and excellent networking abilities. David asked the board if the BOD wants to continue the role as currently defined: 40 hr/ month, Marketing and Events Coordinator (plant sales, garden tours, annual conference, Colorado Gives Day, Landscaping with CO Native Plants conference). We have an opportunity to hire a new person who can learn from Jen during the transition before the end of February. Social media is not currently included in Jennifer's job hours most of the time. Jen said there are opportunities to reach new members, including but not limited to events. Linda currently tracks membership but doesn't recruit new members. Jack suggested that wider distribution of *Aquilegia* can be a membership recruiting tool, similar to the model in New Mexico. David recommended that the board should pursue those membership opportunities, but keep scope of current role the same. **David will provide to Linda a job posting after board review, which can be included in next e-news/ *Aquilegia*.** Deadline for applications will be a month (to allow for holidays). We should also reach out to our networks to solicit responses from qualified candidates.

1. Sale of CoNPS/Carter Bousset book - update from Jen/Jack on status of book and sales plan; board feedback

(Please see CoNPS Book Sales to Oct 2018.docx) Book arrived in late May – delighted with income so far! Sent 100 samples to naturalists/ bookstore venues in Four Corners states: plant societies, bookstores, CSU extension, national parks. Jen is about to do a marketing push for this book as a holiday gift. Income from book is higher than projected, and has already made almost \$10K. David offered the society's thanks to Jack and Jen.

2. **Denise (10 minutes - 11:25):** Lauren Kurtz resignation / new workshop coordinator?

No responses thus far – **Jennifer will share job postings via social media.** Denise is looking for suggestions for getting the position out there. **Denise will post on COSA.**

Denise is looking for a location for workshop supplies in the interim. There is room in the storage locker. **Denise and Jennifer will coordinate how to get workshop materials to storage.**

Lauren reported that there is a flash drive that contains all the files and templates for the new workshop coordinator.

3. **Denise (5 minutes - 11:30)** Rich Rhoades SE Chapter president resignation/Maggie Gaddis, MS, PhD

Maggie volunteered to step into Rich's position with the SE Chapter president – she has the enthusiasm. She has worked with Anna Sher on tamarisk, and Denise personally recommends her. It's up to the chapter to choose their president, so she needs to contact Rich.

Erica is also resigning in her role as Boulder Chapter President, so looking for a replacement – **Kelly is planning to include a blurb under chapter news.** If no replacement steps up, they will adopt the committee-style governance.

4. Project Updates:

- a. **(Ann/Linda, 10 minutes - 11:40)** Northern Chapter Garden “Monitoring Native Plants in the Garden” (see *handout*)

They created the protocol and held 2 information sessions – 42 people expressed interest, but Ann and Linda only received 2 responses unable to collect data. Ann and Linda are now asking for advice on next steps before launching on statewide basis. Ann and Linda would like to create a working group of partners to sharpen the focus and move this program forward. Lenore is interested in doing something like this in Denver; the protocol may seem daunting to most people – have a simpler version for beginners? **Lenore is interested in participating in the working group.** Amy suggested reaching out to the Landscaping with Colorado Native Plants Conference as a recruitment/ rollout venue. Mo saw similar results at DBG. Amy referred to the Colorado Butterfly Monitoring Network as an example – it takes a lot of management to make a successful local citizen science project. **Ann will contact Lenore and Ronda and Melissa/ Becky (Lenore will find out contact person @ DBG to set up planning call).**

- b. **(Beth, 10 minutes 11:50)** CoNPS Certified Native Plant Garden (*please see CoNPS Native Garden Certification Form*)

1.1. Signs available now – they look great! Beth is still working on the bronze, silver, or gold stickers; we need to figure out how much this program should cost. Beth has a small group of people to review applications. Some issues that came up: do we want people to water or use herbicides? We’re not taking a stand on that, removed from application. **Ann, David and Amy will continue to help Beth with native garden certification application.** Preston suggested that we can ask for site visit once the applicants have sent photos. Ann said that the participants in this program could be a good audience for the monitoring programs once it’s fine-tuned. **Beth will reach out to Mo for his feedback about the cost.** Maggie is interested in this project, asked about partnerships with NWF or like organizations.

1.2.

2. **Lara Duran (20 minutes - 12:10)**, solicit feedback on Field Studies Committee planning (where to hold events, who should attend, how to advertise)

2. **Erica (15 minutes - 12:25):** Mission Grant

1. Application document is on the website here: https://conps.org/wp-content/uploads/2018/07/CoNPS-Mission-Grant-Application_May-2018_FINAL.pdf; Erica will be working to publicize next deadline in February. **Mo will put the grant on the front page of the website and put all grants together.** We currently have 3 people but have 2 openings for reviewers. **Preston will join grant review committee**, and there may be someone else from the membership renewal form.
2. any revisions?
3. Should we move it to a more prominent place on website to get applicants?
4. Should we increase committee size to 5 people - leaves 2 openings?

2. **Linda/Mo (15 minutes - 12:40)** Conservation Committee Update (*please see Conservation Committee 2018 Update (1)*)

The committee has participated in over 20 comment periods, thanks to Linda's initiative and organization! We have about 10 volunteers who are ready at any time to comment. It might be interesting to have Hugh talk about what the Northern Chapter is doing: monitoring every advisory board in Larimer County, Loveland and Ft. Collins.

We've also been working with Rocky Mountain Wild to comment on oil and gas leasing. Almost 150,000 acres of land have been pulled out of the oil and gas lease due to pressure for the sage grouse habitat. The Conservation Committee went to the CNHP to map rare plants in these parcel, but software was too expensive. However, they were able to look at other records – data goes from GIS to access database, so volunteers can easily comment.

Mo is also looking at SEINet, where all herbarium records are kept, often location is blocked out, but not always. Most of rare plant communities (94%) are not blocked out. So Mo uploaded location of 529 species rare plants (G1,2,3 and S1,2,3)– we now have database of rare plant locations. There are 30-34 species that are not in this, but Mo can go to herbarium and get that information.

Kelly observed that someone in New Mexico did something similar and was able to identify areas of conservation concern by grouping rare species.

3. **Mary/Kelly (15 minutes - 12:55)**: Update from Aquilegia staff - feedback needed, content ideas, what does the board/membership want to see?

We are in the process of putting fall issue together – includes summary from rare plant symposium and annual conference, Bill Weber's 100th birthday,

Winter issue is in production – lots of content, and spring content is coming in already! They hope to have year-end reports from all the committees in winter issue. Mary and Kelly are always reaching out to people to get more content. Is there something the board would like to see? Calendar of events? Botanical crosswords? Beth will get article about native plant garden certification into winter issue. Boulder president, workshop coordinator and marketing and events coordinator should go in.

Have we received any feedback about the conference summaries? There was general agreement that these are useful records of the annual meeting and we should keep them.

4. **Linda (5 minutes - 1:00)** Dr Weber Birthday Card Blitz

Dr. Weber's 100th birthday is November 16th. Mo volunteered to take cards to him. Linda will send email to membership and give them her mailing address to Dr. Weber, c/ o CoNPS. Deadline will be 4 days before his birthday. Mo, Jan, Charlie and Tom are all interested in taking the cards to him.

5. **Mo (5 minutes - 1:05)** Financial Report (*please see Balance Sheet October 15, 2018, Budget vs. Actual*)

Net income is reported as \$15,000 (does not include the \$10K gift). Membership dues are 24% better than budget – that's great news! Book and plant sales are bringing in a

lot of money. Workshop profits have doubled since last year. Liability insurance is \$1K more than last year.

Note: *Items for December Agenda:

1. Decide which endowment to place X amount of surplus, and how much money to devote to Mission Grant Endowment in 2019
2. 2019 plan for soliciting 2 more board members at large
1. Voting on one more Operating Committee, if necessary
2. Set 2019 Board meeting dates
3. Speakers Bureau
4. Beth can meet on Saturdays now if the group prefers to switch back. Thank you for your accommodation. Schedule for 2019
5. Linda - CoNPS cards
6. Linda - CoNPS brochures for people to take to city council meetings and conservation efforts

Added agenda items

For next agenda, we will discuss location of 2019 conference.

For next agenda, we will discuss how we want to recognize conference volunteers according to roles or amount of time donated.

For next meeting, individuals will offer their pitches to the board in order that the board may choose a scientific area of focus re: Strategic Plan Goal 1.

For next meeting, we will discuss Strategic Plan Goal 2 education and outreach opportunities.

Hugh McKay will discuss Northern Chapter advocacy program