

Agenda

CoNPS Board Meeting December 2, 2018 10:00 - 1:00

Boulder County Extension Office, 9595 Nelson Rd Longmont, CO 80501

Present: Amy, Tom, Denise, Jack, Mo, Jessica, Hugh, Steve, Linda, Jen, Deryn, Maggie, Preston, Erica, Lenore, Beth, David, Ann, Kelly, Chrissy

10:00 am – 1:00 pm

Action item

Vote

For next agenda

1. **Jessica:** Introductions and Call to Order (5 minutes) @ 10:02 am

2. **Denise/David:** Hiring Workshop Coordinator and Marketing and Events Coordinator (30 minutes)

Denise has done a fantastic job of advertising for workshop coordinator candidates. Candidate Kathy Okon stood out, unfortunately we advertised 20 hours/month, but the position cannot support that. In the past, we'd split profits with workshop coordinator 50-50, almost a glorified volunteer position. With Lauren, we paid her an hourly rate, but not travel. She organized 10 workshops and worked a total of 73.5 hours. After looking at past coordinator hours, the estimate is closer to 10 hours/ month. Tasks include planning, set up and close down. Workshops have been a small source of revenue for CoNPS – do we want to continue with this approach. Mo doesn't have numbers for much of this year, but in order to support 20 hrs/ month, the coordinator would have to expand the workshop offerings. Mo suggests **we offer Kathy 20 hours and she will have to expand additional educational offerings**. Denise mentioned that Kathy has ideas for workshops in schools. Maggie has science education background and is willing to help in the Southeast. Mo also recommended that Kathy find 1 or 2 volunteers on the West Slope to assist with set up and close down. Ann added that Linda has absorbed some of the clerical work associated with workshops, such as entering all the workshops into the calendar of events on the website, and emailing all workshop participants one week before each workshop with details and carpooling information and this could be restored to the workshop coordinator.

David updated the board on the candidates for Marketing and Events Coordinator – 13 responses, David talked with all of them for an hour each via phone. David had in-person interviews with 3 stand-out candidates. After the meeting today, **David, Denise and Mo will interview 3 candidates**: Charlotte Rose, Taryn Contento, Ean Thomas Tafoya – then hope to make a decision, so that we can transition the new individual while Jen can onboard them. Kelly asked Jen how much of the role is marketing vs. events; Jen said that more events and social media and fundraising.

3. **Denise/David:** Discussion on the additional work that collecting sales tax for the addressee's location will pose for online book sales. Shall we stop shipping book orders, or allocate more time to a paid position? (20 minutes)

Linda received a letter from CO Dept of Revenue stating that as of December 1, sales tax should be collected at the point of delivery instead of from the point of purchase. This will primarily affect book sales, which are sold through the Bookstore throughout the entire state. Plant sales will be affected a little – we only have 5 or so places around the state where plants are picked up by the purchasers (sales tax will be determined by plant pickup location). The state collects all state, county, RTD/CD taxes and city taxes for

about 1/3 of the cities in the state on the list, then Home Rule applies to about 1/3, then the remaining cities don't charge additional tax. Linda spoke with the Dept of Revenue, and they recommended just to track sales after the Dec. 1st deadline until the sales tax rates by zip code can be entered into the Bookstore so our program can calculate everyone's specific tax rate. There is a grace period through March, but it should only take a few more days for Linda to enter all the data. Reporting is a bigger challenge – a separate quarterly report has to be filed for every jurisdiction where items are sold during that quarter. One option we have is to limit our sales to 50-100 zip codes instead of 800. Hugh suggested having books shipped to chapter locations for distribution (taking some burden off of Linda but adding it to chapter presidents). **Linda wants to try going through one reporting period first (3 months) and see how it goes.** Cheers for Linda!!

4. **Amy/Tom:** 2019 plan for soliciting up to three more board members at large (20 minutes) -
 - a. We currently have 7 board members at large (see Board Contact Spreadsheet in Associated Document Folder). We can have 6-8.
 - a.i. Ann and Preston are willing to take Jessica's place on the Operating Committee, which would bring us to a max capacity on the leadership committee of 6 - **VOTE** on accepting them on the Committee. Note: Officers are counted separately from members at large. **David moved to approve 2 new operating committee members: Ann and Preston. Amy seconded.** David and Denise thanked Ann and Preston for stepping up. **Motion passed.**
 - a.ii. With two board members-at-large joining the Operating Committee, we will be down to 5 members and can take 1-3 new board members. Tom asked if there was a list of interested members now. We're looking for recommended from present board members. **Amy will craft an ad for the e-news, by next deadline.** We want to make sure to include different perspectives and geographic diversity, students, perhaps applicants for some of the positions we have open. We hope to have a list in January. Members will vote by annual meeting – accept nominations until May or June, then join meetings in October 2019, join officially in December. Beth asked if it was necessary to have a vote if there are the same/fewer applicants than positions. Bylaws say that vacancies will be filled as soon as possible, with a vote from the board, so we don't necessarily have to wait for a member vote. **We will run the ad for a couple of months, then vote in spring, if we have sufficient applicants.** Preston recalled the term limit discussion – this cycle may assist with members rotating on and off the board. Other organizations typically start board terms with annual meetings, so we may want to be mindful about term limits. Jessica noted that terms run until end of year. Beth and Chrissy extended their terms to allow for staggering. **Amy will send description from last time to board for reference, for the chapters to share with their members.**
 - b. Plan of action for soliciting board members (**Tom has agreed to head up this process**)
5. **Amy:** Set 2019 Board meeting dates (10 minutes)
 - a. Beth can meet on Saturdays now if the group prefers to switch back. Thank you for your accommodation.
 - b. Can Amy send out a doodle poll? **Amy will send a Doodle Poll by 10 am -1 pm December 8 – Saturdays in Feb, May, Aug, Nov**
6. **Linda:** - CoNPS cards (draft in Associated Documents folder) (5 minutes)

Beth had an idea about sending cards to thank donors, and Linda made up some sample greeting cards for the Board meeting, using photos from the 2018 first place photo contest, that we could use for thank-you notes, etc., for the Society. The photographers agreed that we could use their photos in the waiver for the contest. It will be less than 50 cents/ card with printing, poly envelope, and mailing envelope; PDI gave Linda a printing estimate of \$102 for 400 cards. Tom asked if they were for sale – we could sell them at annual meeting, boxed sets of annual winners. Hugh suggested selling professionally packaged sets of cards in retail outlets to raise money for CoNPS. Linda asked about any special licenses – we would be wholesalers, so none needed. The wholesaler would contact retail outlets. This could be something that Kathy helps with. Lenore mentioned that her daughter may be able to give expertise on printing. Kelly mentioned that letters are declining, but people still send greeting cards, and having the money go to a good cause may be attractive.

7. **Linda:** - CoNPS brochures: 1) for people to take to city council meetings and conservation efforts and 2) IPAs - draft brochures for website (drafts in Associated Documents folder) (10 minutes)

Hugh Mackay updated the Board about how the Northern Chapter has been discussing ways to increase advocacy for native plants. This began because of a bike trail project through a population of rare plants – the chapter felt like it was important to offer their advice. Hugh got involved with the spraying issue in Ft. Collins and Kathleen Maher got on the board for the Larimer County Parks Advisory Board. The Northern Chapter now has volunteers sitting in and/or monitoring every advisory board in Larimer County and the Cities of Loveland and Fort Collins. Because of this monitoring, we learned of a new project with Loveland Open Space that involved developing two native plant gardens at River's Edge. Kathy Maher is now the Lead for CoNPS Northern Chapter for this project and at their request she has submitted landscape designs to Loveland and also has applied for a grant to pay for almost all of the expenses. Linda had the idea of having information to give councils and boards about what CoNPS does – she handed out an example of a tri-fold brochure. We can print out 50 copies for each chapter – 300 copies for 171 dollars. **Jessica moved that we print cards and brochures for distribution next year. Lenore seconded. Motion passed. Linda would like more feedback on the content of the brochures, so all of us should review carefully.**

We have 4 important plant areas that we can publicize to raise awareness: Gunnison Basin, Gateway, Mosquito Range, and Rare Plants of the Chalk Barrens. These are broad areas where people would not find the rare plants easily. Mo and Linda weren't sure about how brochures would be used. We can highlight these areas on the website as a first step.

8. **Ann/Linda:** Northern Chapter Garden "Monitoring Native Plants in the Garden" (5 minutes)

It's been an interesting and humbling experience. At the end of November, we had 2 individuals submit data – one from Northern Chapter, one from West Slope. Since then, Ann has had people interested in the program outside the Northern Chapter. We are planning to go statewide next year, so we'd expect a higher rate of participation. We still have to wrestle with who would be running the program and following up with volunteers, as well as review data sheets and add partners who could support program.

9. **Lara Duran:** solicit feedback on Field Studies Committee planning (where to hold events, who should attend, how to advertise) (15 minutes)

Steve's idea for next year is to go back to Brown's Canyon, using the list of state-tracked species for more focused studies. Another proposal is to set up permanent monitoring of vegetation at the monument, using specialists to look for particular species. No dates yet, and we'll work with agencies to coordinate efforts. There are a couple of other ideas. Lenore recommended Sandstone Ranch in Douglas Co, as recommended by Mo and John Vickery – there are some rare mosses and other plants. Denver Botanic

Gardens secured some funding to monitor Sandstone Ranch. CoNPS and DBG should coordinate efforts. Maggie mentioned that USFS offers 25,000 grant for citizen science efforts – this may help to fund field studies efforts. Mo doesn't see avenue for involvement unless there is a citizen science component. Chrissy mentioned the opportunity for CoNPS outreach, an educational outing. Maggie said that funding provides food, mileage for volunteers, as well as opening up ways to collaborate.

John Vickery launched a monitoring event with Boulder Chapter at Sandstone Ranch in Longmont. We're looking for a pool of experienced botanists to accomplish the project. This will be an ongoing project. Field Studies can support chapters in doing field work, setting up expectations to use expert botanists as volunteers. If Steve focuses on Forest Service projects, **Lara may tag into more local efforts, to get botanists involved in chapter-based projects.**

10. **Erica/Ann:** Strategic planning retreat scheduling; update on doodle poll (10 minutes)
(Chrissy) Most respondents could do Sunday, Jan 13 from 10 am – 2 pm. Plant Society House at Denver Botanic Gardens. **Chrissy will send out an email with time and place.** Parking will be in the structure across the street, and entrance will be through the visitor center – just say you're here for the CoNPS board meeting.

11. **Jen:** Update on book sales (10 minutes)
Thanks to Tom, Preston and Denise for helping to spread the book! Jen is looking for additional suggestions of bookstores and other locations to sell books. She's shipping a lot right now to Arizona and New Mexico. We're selling an average of 115 books per month. Jen plans to continue selling books until the end of 2019. Jen would like to double monthly sales if possible.

Jen is running the Colorado Gives – we already have scheduled \$950 for Tuesday, but we'd like to beat last year's goal of \$3000.

Board members of HPEC have made a pledge to donate to HPEC on Colorado Gives – please consider giving to CoNPS this Tuesday!

Landscaping with CO Native Plants Conference already has 110 registrants. **For a future meeting, perhaps discuss fee for annual meeting.**

12. **Mary:** Aquilegia Winter Planning (Documents in the Associated Documents folder) (20 minutes)

a. Please review

a.i. Winter Content - We have way more content than we can use for both winter and spring. Good news! Do we have a protocol for including obituaries in the Aquilegia? Erica has memory of pieces in Aquilegia that were in memory of departed CoNPS members. Linda will email Carolyn, Kelly will contact Denise re: obituary.

Mo will collect information for Aquilegia budget over next couple of weeks and work with Mary and Kelly. We can work up costs and benefits for budget discussion of printing and how Aquilegia is used, so that money is used appropriately. Are members generally happy with accessing Aquilegia online? (See *Newsletter committee report in Google drive*). Aquilegia can also be a marketing or outreach tool along with advocacy brochures. Another alternative would be to hand out a card to direct people to Aquilegia online. Tom asked if Aquilegia is provided to libraries - no. New Mexico prints 2x the amount of members and use the rest for marketing. Chapters distribute them throughout the community. **It could be something for the marketing and events coordinator – good to continue this conversation with new marketing**

coordinator and budget. A 36-page issue is about \$1000 for 300 copies. Also discuss how much of the journal to print in color if its being used as a marketing tool.

We will also discuss whether there are topics the board would or would not like Aquilegia to cover in the near future at the strategic retreat.

We also need a survey to find out the demographics of our readers, something that new Marketing person could assist with. Jen did a digital survey through SurveyMonkey 3 years ago, so it's worth re-doing now. Perhaps include link to updated survey in the spring Aquilegia?

How do we convert Facebook followers to members? Ideas include perhaps offering link to Aquilegia. Membership drive, incentives, emphasizing that CoNPS is a member-driven organization - including "Be a Member" on our documents.

Committee chairs: Please send your committee reports for the winter issue by Dec. 15

- a.ii. Newsletter Committee Dec 2 documents with special attention to "Board Member Review"
- b. *For a future meeting - See Newsletter Committee CoNPS Board Consideration November 27 document

13. Jessica: Duties Spreadsheet (20 minutes)

- a. Please review your duties. Is the workload equitable?
- b. Who can fill in for highlighted cells? **Please see updated duties spreadsheet for responsibilities**
- c. Spreadsheet here:
https://docs.google.com/spreadsheets/d/1iCLcgO87YTaHRS8Mn_WH5yhdHo5a08wCSCKmRXaPgJc/edit?usp=sharing
- d. Spreadsheet also in associated docs as an excel file

14. Jessica: Conflict of Interest Forms - updated annually (No Discussion Time) - Please Update Your form, available in the following places:

- a. Form in associated docs folder (word); please print and sign and bring to meeting
- b. Google Form - Link:
https://docs.google.com/forms/d/e/1FAIpQLSeyFZqaFtYabOhRZOrXCIF9fkfg5ejfTeqmqzbvnD7-Ldxtipg/viewform?usp=sf_link
- c. Jessica collate responses and send to Operating Committee to decide if it should be on the website viewable by public.

15. Ann: Annual meeting 2019 – location

Linda has list of where meetings have been held: Ft. Collins, Colorado Springs, Boulder, Golden, Ft. Collins – it would be technically Denver's turn, but Lenore helped a lot with 2015-6. Lenore could look at facilities in Denver with Jen before she leaves. West slope meetings have smaller turnout. Grand Junction a possibility. West Slope hosted by Plateau and West Slope a year and a half ago had about 60 people in Gunnison in June. Susan Carter runs the NPM program out in Grand Junction and has reached out to Jen. Everything but the food would be free. Jen may be able to get this started. This would be very attractive to rare plant symposium attendees. **Ann and Jen will consult about conference planning in Sept. 2019 (after Labor Day) in Grand Junction.** David Inouye could be a keynote.

Lenore asked if it was possible to have the conference in summer to have it more field based, separate from rare plant conference? We may not have as many leaders for field trips, and the summer is such a busy time for professionals and families. Beth asked about participation on field trips – about 50%.

It's also the 50th anniversary of Earth Day – is there a way to involve more of the public? This might be a great avenue for involvement from Connie – she might like to support an event like that. This could provide a theme for the annual conference. Panayoti is planning a talk in 2020 for the 200th anniversary of Long expedition at Boulder Chapter Meeting – another potential theme.

Hugh said that the society chooses a location, not a chapter. It's a tremendous amount of work for the chapter even with assistance from Events Coordinator. Mo asked if it should be a board responsibility? Lenore said that the load really is dependent on # of people involved. Beth suggested that we look at Jen's conference duties spreadsheet and look at how best duties can be assigned. Lenore suggested that volunteering can be promoted to get more help.

What we have been doing is a hybrid of board, staff and chapter and that seems to be working the best so far.

Heartfelt thanks to Jen, Jessica and Erica for their service and commitment to CoNPS. We love working with you and best wishes for the future!

Meeting adjourned

***Items for February Agenda**

1. **Decide which endowment to place X amount of surplus, and how much money to devote to Mission Grant Endowment in 2019 -**
2. **Mary:** Aquilegia - See Newsletter Committee CoNPS Board Consideration November 27 document in Associated Documents folder for this meeting. Discuss within the Operating Committee or next board meeting.
3. **Beth:** CoNPS Certified Native Plant Garden
4. **Speakers Bureau]**
5. **Annual Meeting 2019 planning**
6. **Volunteer benefits at annual conference – discount or free admission? How would this impact revenue?**