

**Friends of Refuges Board Meeting
Refuge Headquarters
April 18, 2011**

Attending: President Peg Hall, Vice President Marci Wilcox, Treasurer Jerry Salamon; Directors Mark Gluckman, Russ Hall, John McPherson, Michelle Pearson: for the Refuge, Manager John Kasbohm and Ranger Pam Darty. Secretary Bob Hudson was unable to attend, and Russ Hall agreed to take the minutes.

The meeting was called to order at 10:00 AM

Initial Decision Items:

The minutes of the March 21, 2010 were approved.

Jerry Salamon was approved as Registered Agent for the organization with the State of Florida, replacing Joan Stephens.

A brief Board meeting was scheduled for May 16, 2011, to be held at the conclusion of the Birding for the Blind event.

Discussion Issues:

Peg led a wide-ranging discussion about better aligning budgets and funding decisions with the goals, purposes, and priorities of the organization. Most agreed that using these for guidance in budget preparation would help us to more effectively evaluate requests for funds and to track the success of our activities. Jerry provided an analysis of 2010 spending and a budget apparently based on legacy spending patterns. John M. mentioned that Bylaws address organizational goals, and the group looking at needed changes might have some recommendations. The discussion ended with the sense that budget planning needs to be addressed in the future. Peg will assemble some background information on stated goals and objectives for our next meeting so we can move forward. As if to underline its importance, the issue later surfaced repeatedly as the Board discussed various decision items.

More Decision Items:

We have been invited to send a representative to a National Wildlife Refuge System visioning conference in Madison, WI in July. Attendees must pay for travel and lodging and a \$100 registration fee. It was proposed to subsidize the expenses of a member who might be interested in attending in the amount of \$500. It was later moved to increase the amount to \$1,000 and the motion was carried with one dissenting vote. Peg said she would try to contact Board member John Thalacker, who had expressed possible interest in attending.

It was agreed to support the preparation of additional laminated graphical materials for use at community events booths up to the amount of \$100.

Pam Darty estimated funds she would need for summer programs for children, and the Board agreed provide up to \$350.

It was agreed to reimburse Donna Thalacker for \$35 spent to procure plants for the Butterfly Garden.

Information Items:

John K. reported that his last day in the office will be Tuesday, April 19. The first 30-day detailee as acting Refuge Manager will be Karen Hillier, from the Florida Keys NWR. The second will be Paul Gideon, from a refuge in Louisiana.

Pam reported that she will be participating in a school career day in Chiefland, and she distributed fliers on global climate change to attendees.

John M. reported from the Bylaws and Policy Reviews Committee that only minor changes are required, but the document has gotten unwieldy through repeated revisions and should be redrafted. He has done research on the need for liability insurance for Board members and concluded it is unnecessary, as existing legal protections are sufficient. John K. mentioned that as formal volunteers for the Refuge, additional protections should apply. To benefit from these and other privileges, Board members should sign formal volunteer agreements. Pam will bring forms to the next meeting.

Jerry handed out an interim financial report including updated totals reflecting Arts Festival sales and donations. A brief discussion ensued about budget planning, including issues of appropriate rollover amounts and investments.

Marci reported on the Arts Festival and Board members shared information and ideas about attracting volunteers for future events.

Mark provided a report from the paddling group, including preliminary results from a survey conducted the day before. Further discussion circled back to the need for planning and priority-setting.

Michelle reported on her efforts enhance the Facebook and web pages, explaining that she is making progress but is still on a learning curve.

Peg provided figures on how many people the newsletter is reaching. She said some decision is needed on the *Ibis*, which we still need to reach members without electronic access. She said we need additional volunteers for the Suwannee Stone Crab Festival. The National Wildlife Refuge Association has asked us for a donation. No one present was sure whether we have donated in the past. She will seek out more information on the organization and its funding sources and report back.

Ron Black and Joan Stephens were unable to attend, so there were no reports from the Story Board Committee or Membership Chair. Peg will prepare a membership report for the next meeting if Joan is unable to attend.

The meeting adjourned at 11:40 and attendees assembled for a photo of the group offering best wishes and a fond farewell to John K.

Newsletter and Ibis Update for April 18 2011 meeting

Next newsletter will go out Thursday April 21

We gathered 40 new email addresses at the CKAF bringing total on newsletter list to 176. We'll be gathering emails at the Stone Crab festival.

Newsletter	Received by	Bounced	# of Opens	# of Clicks
April 5	172	4	82 (48%) opened it 237 times	31 clicked 76 times
March 23	129	0	73 (57%) opened it 212 times	19 clicked 46 times
March 15	118	0	59 (50%) opened it 66 times	1 clicked 1 time
March 4	113	1	65 (58%) opened it 205 times	28 clicked 58 times
February 20	111	0	61 (55%) opened it 324 times	14 clicked 56 times
February 3	109	1	68 (62%) opened it 146 times	16 clicked 28 times

**Friends of the Lower Suwannee and Cedar Keys National Wildlife Refuge
Screening Criteria & Expectations for Board Members**

**April 2010
(1st Draft)**

The following Screening Criteria will be used to assess initial appointment of potential new board members, and reappointment of existing board members, to the Board of Directors of the Lower Suwannee and Cedar Keys National Wildlife Refuge (Friends Group). Efforts will be made to gather information leading to conclusions as to how well potential Board members will meet these criteria. When considering existing board members for reappointment, these Screening Criteria will be used to assess reappointment.

Values & Expected Behaviors

- Ability to be a team player
- Their expressed personal Values are consistent with our organizational values
- Recognizes that trust is important among fellow board members and management
- Treats fellow Board members and management with respect and civility
- Functions as a constructive member of a deliberative body, including ability and willingness to engage in constructive conflict and dialogue
- Participates in Board discussions, without dominating the discussion. Respectful of agenda time, and Chairman's meeting management.
- Willing to keep ego in check
- Demonstrates integrity and the absence of undisclosed conflicts of interest or "hidden agendas." Does not use position on the Friends board of Directors to promote other agendas.
- Objectivity, willing to consider all sides of issues

Willingness and Interest in Serving on the Board

- A desire to serve on the Board and willing to make a commitment to the organization and the Refuges
- Ability to meet time commitments for service on the Board
- Willing and able to volunteer for Friends group events and activities

Skills, Knowledge and Experience

- Good verbal communication skills, including listening skills

- Understands the organization's Mission, Vision and Values
- Understands the difference between Board's role as policy-making body and Refuge staffs' role in operations, and in executing Board policy
- Intelligence, ability to grasp complex issues
- Positive political contacts are a plus

Diversity

- Contributes to ethnic or gender diversity of the Board
- Contributes to geographic needs of the Board
- Ability to bring new insight to the Board

Friends Story Board report

John Kasbohm, Ron Black, Pam Darty and Jay Bushnell met at the Refuge headquarters to examine how the Friends can update the use of story boards and literature about the Friends and their role with the Refuges. After the initial meeting, John, Ron and Jay drove to Cedar Key to examine the kiosk display by the boat ramp. Peg Hall also provided input through Jay after they visited the CK kiosk on Sunday.

Here are our recommendations:

- Redo the Friends panel at the CK kiosk with an easy to update format using laminated photo/literature (need to check with Kenny McCain who built the kiosk as how we can redo the Friends' panel so that we can easily change out photos/descriptions),
- Develop an attractive and professional looking monthly updated-able bulletin board with a recognizable calendar format of events at the Cedar Key kiosk,
- Have contact information like webpage, and face book as well as address on the bulletin board or the Friends' panel,
- Develop a system to keep the story boards fresh and up to date with contemporary photos of people and events,
- Keep narratives simple and clear,
- Link the Lower Suwannee and the Cedar Keys NWRs at the CK kiosk,
- Develop a new Friends bifold one color brochure,
- Research the feasibility of having a kiosk in the Town of Suwannee,
- Finally, find an easily portable display system for travel (what we have are heavy and bulky).

