

**Minutes  
Board Meeting  
Friends of the Lower Suwannee & Cedar Keys National Wildlife Refuges  
Tuesday, April 16, 2013**

**Board Members Present:** Russ Hall, Roger McDaniel, Jay Bushnell, John McPherson, Bob Hudson, Peg Hall, John Thalacker, Carmelo Echeveria, Jane Connors, Donna Thalacker.

**Attending by phone:** Marci Wilcox.

**Staff:** Andrew Gude.

1. The meeting was convened at 10:08 a.m. by Jay Bushnell, Chair.

2. Minutes from the March 19, 2013.

**Motion** to accept: Peg Hall. **Second:** John Thalacker. Passed by unanimous vote.

3. Treasurer's report.

A financial report prepared by Jerry Salamon was presented and is attached. **Motion** to accept: Bob Hudson. **Second:** Russ Hall. Passed by unanimous vote.

A. Question of investing longterm funds.

The Board discussed the role of the budget committee and treasurer with regard to investment of funds. Jay expressed the opinion that the Board needs to discuss long-term investing of funds; that even though interest rates are very low, some interest is better than nothing. Jay requested that everyone do research on this and make suggestions at the next meeting.

B. Jay reported that we had \$248 in sales and \$6 in donations at the Cedar Key Art Festival; and that \$40 was collected for the final item from the Annual meeting silent auction.

4. Membership report.

Marci Wilcox reported that the total number of members is 265, with 8 new members since the last report.

5. Review of special project initiatives

A. Jay discussed procedures for getting reports from groups and forwarding them on to members. Bob is going to try maintaining a master chart of what the groups are doing. Peg suggested putting the chart on the website and all agreed.

B. The various initiatives were discussed, with written reports provided by the champions by email.

6. Assessment of Friends Presence at the Cedar Key Art Festival.

The volunteers who manned the booth were thanked, and Carmelo was thanked for the great job he did on the booth. It was noted that we need to keep track of how much literature was handed out in addition to sales. It was suggested that maybe a counter should be used. The ways in which more people could be drawn to the booth were discussed.

7. Developing a plan for a visitors center.

Jay Bushnell led an exercise for coming up with ideas for the visitors center. Pairs of Board members were asked to write down ideas about what the visitors center should look and feel like. Ideas were presented and Jay will compile the results for the Ibis.

8. Communications.

A. Peg gave a communications report and provided a written report that is attached.

B. Jay encouraged people to check out the membership list on the website and be familiar with the list.

C. Jay encouraged members, champions, and refuge staff to make IBIS contributions, and stated the he would like someone to take over the IBIS.

D. Jay is working on developing a tri-fold pamphlet about the Friends group.

E. Jay discussed his efforts to promote networking with other Friends groups in the region.

F. Jay discussed handling public relations and his conversation with Lou Elliott Jones with the Chiefland paper, and expressed the opinion that the person organizing an event should be in charge of PR for the event. John Thalacker stated that when he organizes an event he would rather not do the PR also. Bob said he thought we should have someone focus on PR. There was discussion about who could be the Friends PR person, and Marci suggested that she could help with PR if people will send stuff to her. She'll need two weeks notice.

9. Refuge update.

Due to a lack of time at the meeting, Andrew reported the he will send his report by email.

10. Old business.
- A. John Thalacker suggested an idea for putting information at the trails, and reported that other trail improvements are being made.
  - B. Peg reported that Roger has been nominated for the Friends Academy.
  - C. Carmelo discussed the idea of transferring all but 12 teddy bears to Pam Dartu to use in educational programs for the kids. **Motion** to do so: Carmelo. **Second:** Jane. Passed by unanimous vote.

11. New business

- A. John Thalacker discussed arrangement of programs to be held at the Cedar Key Library, and suggested that the Friends help with refreshments for the programs. **Motion** to support Friends of the Library efforts with a \$100 contribution for refreshments: John Thalacker. **Second:** Russ. Passed by a unanimous vote.
- B. Andrew Gude reported that Pam Darty is working on a luncheon on Seahorse Key for very active Refuge volunteers, a that there will be about 20 people attending. **Motion** to provide \$275 to help with this luncheon: Jane. **Second:** Carmelo. Motion passed by a unanimous vote.

12. Next meeting

There was discussion about when the next meeting should be, but no date was set. Jay will send out suggested dates by email.

13. The meeting was adjourned at 12:15 p.m.

Friends of the Lower Suwannee & Cedar Keys NWRs  
Treasurer's Report  
For the Period January 1 thru March 31, 2013

	<b>Year to date</b>
<b>Cash Receipts</b>	
Memberships	3091.54
Donations	2,645.00
Sales (includes \$45 in paddling panels )	443.00
Total cash receipts	<u>6,179.54</u>
 <b>Cash Disbursements</b>	
<b>support lower suwannee &amp; cedar key nwrs</b>	
Annual meeting	170.96
Communications	483.88
Butterfly garden plants	32.00
Festival fees	25.00
River walk signs	28.47
sub-total	<u>740.31</u>
 <b>support refuge-initiated activities</b>	
Interagency Cooperators Meeting	<u>263.84</u>
 <b>administrative &amp; fundraising support</b>	
Florida Department of Revenue	40.89
Florida Department of State	61.25
sub-total	<u>102.14</u>
 Total cash disbursements	 <u>1,106.29</u>
 Excess of receipts over disbursements	 5,073.25
 Cash Balance 12/31/2012	 <u>14,731.09</u>
 Cash Balance 3/31/2013	 <u><u>19,804.34</u></u>
 The cash balance consists of two components	
Operating fund	9,070.05
Long term reserve	10,734.29
Total	<u><u>19,804.34</u></u>
 Note: Long term reserve at 12/31/2012	 8,734.29
Budget committee recommended transfer	<u>2,000.00</u>

Long term reserve at 3/31/2013

10,734.29

Friends of the Lower Suwannee & Cedar Key NWRs  
Actual Versus Budget  
Through March 31, 2013

	<b>2013 actual</b>	<b>Annual Budget</b>
<b>Cash Receipts</b>		
Memberships	3,091.54	2,500.00
Donations	2,645.00	2,500.00
Sales	443.00	1,000.00
Total cash receipts	<u>6,179.54</u>	<u>6,000.00</u>

**Cash Disbursements****support lower suwannee & cedar key nwrs**

Annual meeting (food, supplies, honorarium)	170.96	500.00
Communications	483.88	800.00
Great Suwannee River Cleanup		150.00
Butterfly garden	32.00	50.00
Festival fees	25.00	100.00
Other	28.47	300.00

**2013 Initiatives**

Art		250.00
Dixie County Friends		250.00
Education		100.00
Paddling Project		1,500.00
FL Big Bend Science Symposium		500.00
Sub-total	740.31	4,500.00

**support refuge-initiated activities**

Interagency Cooperators Meeting	263.84	500.00
Refuge summer program (2013)		250.00

**2013 Initiatives**

Dixie County Refuge expansion		50.00
Nature Coast Conservancy		250.00
Inventories/survey Refuge Biodata		50.00
Shell Mound Enhancements		750.00
River Trail Accesibility		100.00
Refuge Restoration Projects		
Refuge Trail Guides		200.00
Vista Property Conservation Planning		1,000.00
sub-total	263.84	3,150.00

**support national wildlife system**

NWR Association Membership		150.00
sub-total		150.00

**administrative & fundraising support****Allocated Items**

Florida Department of Revenue	40.89	100.00
Florida Department of State	61.25	100.00
sub-total	102.14	200.00
Total cash disbursements	1,106.29	8,000.00

## Communications Report April 2013 by Peg Hall

### News Brief

1. We have sent 1 News Brief since the last Board meeting on March 19.  
April 7 Subject line read: [Suwannee Hike, Nature Walk, Annual Meeting Review, Forest Talk, Board Meeting, More](#)
  - It went to 406 readers (compared to 383 for the previous News Brief)
  - It was opened by 49% (compared to 41% for the previous News Brief)
  - Of those who opened it, 53% are Members and 47% are non-members
2. The April News Brief was forwarded by one reader and generated 4 new unsolicited subscribers. No one un-subscribed this month.

### Facebook

- 4 new fan since last report
- Fans as of April 15 = 160
- 6 posts by Peg since our March meeting

### Friends Website

- In the last month:
  - 6 new posts on the Friends website, 3 by Peg and 3 by Donna T
  - Peg updated the Membership list and Board list on the website
  - Peg added Financial reports from Jerry to the website and the Financial Review Committee report
- Pageviews in March = 2,818
  - Most viewed pages: How Did the Annual Meeting Go? (18), Dixie County Initiative (16), River Trail Improvements (11), March Nature Walk Report (10)
- Pageviews in February = 2,282

### Paddling Website

- Pageviews in March = 396
- Pageviews in February = 396