

Minutes
Board Meeting
Friends of the Lower Suwannee & Cedar Keys National Wildlife Refuges
Thursday, January 21, 2016

Present:

Board Members: Greg Lang, Bill Dummitt, Debbie Meeks, Kit Lane, Peg Hall, Libby Cagle, Bob Hudson, Roger McDaniels, Jaime Jarrels, Carmelo Echevarria, John McPherson, John Thalacker.

Refuge Staff. Vic Doig.

Guests. Jay Bushnell, Jennifer (?), Russ Hall, Margie VanLandingham.

1. The meeting was convened at 10:00 a.m. by Greg Lang, President.
2. Approval of Minutes: **Motion** made by Jaime Jarrels to approved the minutes of the Board Meeting of December 17, 2015, as submitted. **Seconded** by Kit Lane. Passed by a unanimous vote.
3. Refuge update: Vic Doig reported as follows:
 - a. Tram Ridge Trail: The trail is open and ready to be used.
 - b. Burning: There have been five burns over the last two weeks, primarily in Dixie County.
 - c. Tree Planting: Long leaf pines are being planted in areas that were herbicided last year. About 10,000 seedlings have been planted on 25-30 acres.
 - d. Intern: A new intern was obtained for the calendar year through a grant for prescribed burning assistance.
4. Committee Reports:
 - a. Treasurer's Report. Libby Cagle provided a written report, attached, and reviewed the following highlights: Friends started the year with \$23,000 and ended with \$29,000. The group spent about \$5,000 over the year, out of budgeted \$12,000. **Motion** by Peg Hall to accept the financial report. **Second** by Bob Hudson. Passed by unanimous vote.
 - b. Communications. Peg Hall presented a written report, attached, and reported the following highlights:

- Website: The Board was reminded to send a picture and short bio.
 - Logo Update: Peg presented several options and asked for opinions of the Board. After review and discussion, the Board directed the Communications Committee to take the suggestions into account and finalize the logo before the next meeting. Suggestions included that the way the logo would look in a black and white photocopy should be considered; consider what image will grab people when they see it; and revise the birds to have them looking into the frame rather than out.
 - Newspaper Article: Debbie Meeks wrote article about damage on Dixie County side and one photo in the article showed a local minister's name and he's upset. Greg suggested that we should meet with him and discuss the situation; possibly to partner with the church.
- c. Invasive Species. Roger McDaniels reported that the group has been meeting Tuesday mornings at the entrance to Andrews areas on the east side of SR 24. Refuge staff have been busy with fire control and so have not been able to provide much assistance. They are avoiding Lukens until that situation is resolved; the last time they worked on Lukens was last year, 2015. They are also working on some of the islands and will continue to do so. Volunteers are needed; they receive a couple of hours of classroom training and then out to the area for further training.
- d. Inventory. Carmelo Echevarria presented an inventory report and said he needs a decision on the logo so he can order in February.
- e. Membership. Marci Wilcox sent an update by email; Greg reviewed the highlights. A reminder that it's time to renew was put in the Ibis by Jay.
- f. Nominating. Roger McDaniels reported that all the positions have been filled in except for treasurer. He reported on the newly nominated board members.
- g. Priorities Planning/Budget: A written report was provided, by the committee made up of Peg Hall, Maria Sgambati, and Bill Dummitt.. Peg reviewed the priorities and explained that the projected income in the budget would be \$9,500. There was discussion about the merits of setting money aside for Vista. It was noted that the intent of the owners was that it someday become a visitors center. It was generally agreed that looking ahead on this project was a good thing for Friends to do and set funds aside for. Various parts of the proposed budget were discussed. **Motion** by Bob Hudson to adopt the proposed budget with the following changes:
- Increase science budget to \$1,600 to accommodate horseshoe crab project.

- Increase the trail enhancement funds to \$1,500.
- Create Refuge/Friends Partnership Fund of \$1,000 for Refuge Manager, in consultation with Friends, to use where needed to leverage funds or for other items that enhance Friends goals and cannot be covered under the Federal budget.

Second by Bill Dummitt. Passed by unanimous vote.

Motion by Peg to transfer unspent funds from last year, in the amount of \$4,332, to the Vista reserve fund. **Second** by John McPherson. Passed by unanimous vote.

- h. Financial Review. It was reported that the Committee has not had a chance to meet yet.

5. Initiatives updates:

- a. Advocacy. Greg Lang reported on Maria Sgambati's activities in Washington DC at the Friends conference, and will ask Maria to give a full report at the next meeting. Jay Bushnell reported that the federal budget included increased funds for Refuges, but that does not mean that all Refuges will see an increase in their budgets. He also reported that there are no funds allocated for the Cedar Key Refuge—all funds for that Refuge go through the Lower Suwannee Refuge.
- b. Okefenokee Trip: Libby Cagle described the proposed trip and asked for funds to help pay some of the costs. The Board agreed that up to \$150 could be spent out of the line item in the budget for Events.
- c. Science Initiative: Scheduled to start on January 28 in Cedar Key with the Friends group providing a lunch.

6. Business items, updates and notes of appreciation:

- a. Annual Meeting. Greg Lang stated that the tentative date set at the last meeting was March 12, but that date is not ideal because it conflicts with the schedules of Refuge staff. There was discussion about whether the date of the meeting should be changed. **Motion** by John McPherson to change the date of the annual meeting to March 19, subject to the availability of Kenny McCain to do the cooking.. **Second** by Bob Hudson. Passed by unanimous vote.

Greg Lang discussed his idea for the theme of the meeting to be “Partners in Conservation,” with the goal to be to emphasize the success of various partnerships. He suggested that a panel of speakers address this issue. Russ and Peg Hall agreed to work on getting the speakers, and the Board agreed to allow the committee to make final arrangements for the annual meeting. Jay Bushnell discussed the Conservation Fund report on the Big Bend, and suggested Mike Allen as a possible speaker.

There being no further business before the Board, the meeting was adjourned at 12:00 noon.

Friends of the Lower Suwannee & Cedar Key NWRs										
2015 Budget vs Actual										
	Annual Budget 2014	Annual Budget 2015	Actual As of 31 Jan	Actual As of 28 Feb	Actual As of 31 Mar	Actual As of 30 Apr	Actual As of 30 Sep	Actual As of 31 Oct	Actual As of 30 Nov	Actual As of 31 Dec
Projected Revenue										
Memberships	3,000	3,000	905	1420	2185	2385	3635	3635	3655	5455
Donations	2,500	1,000		244	2312	2519	2519	2590.43	2590.43	2590
Sales	1,500	3,000		387.00	840.00	840.00	840.00	1,299.00	1,299.00	1299
Subtotal	7,000	7,000	905.00	2,051.00	5,337.00	5,744.00	6,994.00	7,524.43	7,544.43	9344
Transfer from Reserves (as needed)		4,125								
Total Revenue	7,000	11,125	905.00	2,051.00	5,337.00	5,744.00	6,944.00	7,524.43	7,544.43	9344
Projected Expenses										
Recurring Organizational Expenses										
Administrative costs (USPS March)	100	400	94.81		142.81	197.76	197.76	197.76	198.50	230
Annual meeting (Feb)	675	675		100.00	909.68	909.68	938.68	938.68	938.68	939
Communications Team functions + Ibis	1,200	2,000		377.10	377.10	396.70	396.70	919.20	919.20	1018
Festival fees	100	100								0
Inventory	2,000	2,000						173.00	202.00	202
Membership recruitment and retention	0	500								0
Recurring Support										
Friends of the Cedar Key Library (Feb)	100	100		100	100	100	100	100	100	100
Great Suwannee River Cleanup (Dec)	150	150								0
Interagency Cooperators Meeting	500	500								200
Outreach/Advocacy	500	500								0
Refuge Restoration Projects	50	0								0
Refuge Trail and Wildlife Guides	200	200								0
Refuge Summer Program	250	0								0
Vista Property Fund (Jan)	1,000	1,000	1000	1093.84	1093.84	1093.84	1093.84	1093.84	1093.84	1094
Volunteer Luncheon (Dec)	150	150								200
NWRA Donation (June)	150	150					150.00	150.00	150.00	150
Champion-Led Initiatives										
Art	250	0								0
Butterfly Garden (Feb/Mar)	200	100				83.92	83.92	83.92	83.92	84
Cedar Key Kiosk	500	500								0
Dixie County Enhancement	250	600								0
Dixie County Refuge Expansion	200	0								0
Education	100	100					501.43	501.43	501.43	501
Gateway Signage	1,000	1,000								0
Paddling Project	1,500	0						294.25	294.25	294
River Trail Accessibility	100	200								0
Science	50	200								0
Shell Mound Enhancements	750	0								0
Total Expenses	12,025	11,125	1095	1671	2623	2782	3462	4452	4482	5012
										9344
										-5012
										4332
										\$29,736
Analysis: We took in \$9344 and spent \$5012 for a net gain of \$4332. Many line items were not used in the last couple of years, suggest we rethink them. EOY balance										

Friends of the Lower Suwannee and Cedar Keys National Wildlife Refuges Transaction 2015

Date	ck no	payee	Membership	Donations	Sales	Ck Amt	MO Total	Balance
12/31/14								\$23,289.00
1/6/15	DEP	memberships	160.00					830.19
1/8/15	244	Florida Department of Revenue (sales tax)				-33.56		
1/8/15	245	FL Dept of State, Div of Corp)				-61.25		
1/15/15	dep	Paypal memberships	500.00					
1/15/15	dep	memberships	165.00					
1/26/15	dep	memberships	120.00					
1/29/15	dep	memberships	140.00					
1/29/15	246	Jack Emblom - overpayment refund	-20.00					
		Jan totals	905.00			-94.81	810.19	24,119
2/3/15	247	Print Shop (newsletter)				-82.50		
2/3/2015	248	Print Shop (adventure brochures)				-275.00		
2/3/2015	dep	memberships	170.00					
2/11/2015	dep	memberships	305.00					
2/12/2015	249	Jay Bushnell (postage)				-19.60		
2/12/2015	250	Friends of Library				-100.00		
2/19/2015	253	John Thalacker (Tarps for Vista boat)				-93.84		
2/20/2015	251	Coleman Sheehy				-100.00		
2/20/2015	dep	memberships	40.00					
2/28/2015	auto	Paypal - fee				-6.26		
		Feb totals	515.00			-677.20	-162.20	23,957
3/5/2015	dep	Sales (annual meeting)			387.00			
3/5/2015	dep	memberships (annual meeting)	560.00	240.00				
3/6/2015	dep	Silent Auction		2,031.00				
3/24/2015	252	Ken McCain (food annual meeting)				-452.24		
3/30/2015	dep	memberships	205.00					
3/20/2015	254	USPS (PO Box)				-48.00		
3/20/2015	255	Bob Hudson (Ann mtg supplies)				-357.44		
3/31/2015	dep	donations - art festival		41.00				
3/31/2015	dep	sales (art festival)			453.00			
		Mar Totals	765.00	2,312.00	840.00	-857.68	3,059.32	27,015
4/6/2015	256	Florida Department of Revenue (sales tax)				-54.95		
4/15/2015	dep	donation/membership	70.00	200.00				
4/16/2015	257	Donna T (butterfly garden)				-83.92		

Communications Team Report January 2016

Team Meeting January 21. We will report in February.

Press Releases

Article was sent to all local media regarding the need to stem a wave of vandalism on the Lower Suwannee Refuge.

Logo Initiative

Design of a new logo is underway.

January News Briefs

1. Sent January 15. Received by 483. As of January 18, opened by 180 (37%)
Topics - the Field Trip to Okefenokee NWR, notice of the potential change of date for the Annual Meeting, Nature Walks, Maria's representing us at the Fly-In and Friends Workshop, Pepper Busting call for workers, Big Bend Science Symposium, watch for *The Ibis*, Thanks to renewing and new Life members, notice of CK Library Talks, Advocacy and Information links. The links most often opened were, in order of opens –
 - Field Trip to Okefenokee
 - List of 2015 Friends members
 - Photos from last year's Annual Meeting
 - Renew/Join page
 - Nature Walks
 - Fly-In
 - Advocacy and Info
2. To be sent next week – Electronic copy of *The Ibis* to all who request it by email.

Facebook Page

- 7 New fans. Total now is 388.
- 7 Posts since the last report. Libby, Maria, Bob, and Peg posted.
- 2200 Number of people to whom our posts were "served" by Facebook in since the last report. That is about the same number as they sent our posts to in the previous month.

Most viewed posts

- January News Brief – about 500
- Okefenokee Field Trip – about 150
- Bald eagles and vultures fishing – about 200
- Florida panther and her cub – about 900
- Fishing red fish – about 250
- Fishing in the /Lower Suwannee refuge video – about 350

Friends Website

- About 2,000 visitors in the past month compared to 1,300 the previous month
- About 9,400 pageviews in the past month
- 6 new posts, 1 by Peg, 4 by Donna T, 1 by Libby
- Updates to the Membership pages (and the MailChimp database for News Brief) as people join or renew

- Pages most viewed
 - Paddling guides
 - Membership pages
 - Hike-bike-drive brochure