

Minutes
Board Meeting
Friends of the Lower Suwannee & Cedar Keys National Wildlife Refuges
Wednesday, March 15, 2017

Present:

Board Members: Russ Hall, Kit Lane, Jim Hoy, Libby Cagle, John Thalacker, Peg Hall, Roger McDaniels, Maria Sgambati, Margy VanLandingham, Debbie Meeks, Linda Tyson, Doug Maple, John McPherson.

Refuge Staff: Andrew Gude.

Guests: None.

1. The meeting was convened at 10:00 a.m. by Russ Hall, President. Jim Hoy was introduced as new Board member.
2. Adoption of Agenda and Approval of Minutes of February 15, 2017. **Motion** by John Thalacker to adopt agenda and approve minutes as presented. **Second** by Kit Lane. Passed by a unanimous vote.
3. Treasurer's Report. John McPherson presented a treasurer's report, attached. **Motion** by Peg Hall to approved the treasurer's report as submitted. **Second** by Maria Sgambati. Passed by a unanimous vote.
4. Refuge update: Andrew Gude reported as follows:
 - Annual Meeting: A big success.
 - Law Enforcement Training: Larry and David are attending.
 - Burning: Vic is hoping to burn this week, but difficult due to lack of rain.
 - Road Assessment: Andrew is working with the SRWMD on a proposal to do an assessment of the road system to identify those that function as dikes. Would be done in 2 phases: Dixie and Levy. Would determine areas that need to be breached to restore needed flow to Suwannee Sound.
 - Nesting Platforms: Larry and Vic have installed nesting platforms on Atsena Otie dock, but no nesting taking place yet. Decoys and other methods will be tried.
4. Committee Reports:
 - Communications. Peg Hall presented a written report, attached, and summarized the highlights.
 - Membership. Debbie Meeks reported: 38 new members at annual meeting and 213 current members. Neon worked well at annual meeting.

- Brazilian Pepper. Roger McDaniels reported that the group will be working the islands and mainland in the coming weeks, and there have been good turnouts and good support from Refuge staff.
 - Outreach and Education. Friends has worked with Audubon to hand out materials to schools for Migratory Bird Day. Connections to Refuges emphasized.
 - Inventory. Mary VanLandingham has agreed to keep track of inventory and will be getting spreadsheets from Carmelo.
 - Science Initiative. Russ Hall reported that the bioblitz after the last meeting went well and that it helps to have expert go along. It was Dan Kline with expertise on insects last time.
5. Annual Meeting Post Mortem.
 - Add port-a-potties to the to-do list.
 - Food from Treasure Camp was good.
 - Many volunteers on membership signup.
 - Need to fill out volunteer forms–online PDF.
 - Alan Davidson from the Tampa area wants to volunteer 1 day per week–need to call to see what he wants to do. He has legacy camp in Dixie County.
 6. Volunteer Opportunities.
 - Visitor orientation.
 - Trail and road maintenance.
 - Pepper busting.
 7. Arts Festival.
 - Margy will coordinate volunteers.
 - Email will go out for volunteers.
 8. Big Bend Meeting.
 - Will be at St. Marks/St. Vincents.
 - April 27-30, one night.
 - Russ will coordinate by email.
 9. NEEF Capacity-Building Grants.
 - \$3,000 to \$5,000.
 - Purpose is to make Friends group more effective, e.g., consultant to help us be more organized.
 - Need to consider–May 2 deadline.
 - Big Bend Friends groups coordination will be pursued by Maria.
 10. Thelma McCain Tribute. After discussion, consensus was to send card from Friends group to Kenny McCain.

11. New Teams and Team Members.

- There is discrepancy between what's in bylaws about committees and what we actually do.
- There are items on priority list for which no one has signed up.
- May need bylaws cleanup.

There being no further business to discuss, the meeting was adjourned at 12:00 p.m.

Friends of Refuges
Profit & Loss Budget vs. Actual
 January 1 through March 14, 2017

	Jan 1 - Mar 14, 17	Budget
Income		
Carry Forward	0.00	2,300.00
Dues and Donations	3,346.00	9,000.00
Miscellaneous	0.00	200.00
Sales	735.00	2,000.00
Total Income	4,081.00	13,500.00
Gross Profit	4,081.00	13,500.00
Expense		
Outreach and Advocacy		
Art and Refuge Program	0.00	300.00
Communications	378.00	2,300.00
Educational Support Program	0.00	500.00
Science Programs	500.00	1,600.00
Total Outreach and Advocacy	878.00	4,700.00
Physical-Infrastructure Support		
Butterfly Garden	0.00	100.00
Friends-Refuge Partnership	219.36	1,000.00
Signage	0.00	500.00
Trail Building and Enhancement	0.00	1,000.00
Total Physical-Infrastructure Sup...	219.36	2,600.00
Recurring Organizational		
Administrative Costs	62.00	1,000.00
Annual Meeting	1,591.58	1,500.00
Donation--Libraries	0.00	200.00
Donation-Cooperator Mtg	0.00	250.00
Donation-NWRA	0.00	150.00
Events	65.00	300.00
Inventory	2,244.00	2,000.00
Membership Mailings	0.00	200.00
Miscellaneous	0.00	500.00
Sales Tax	0.00	100.00
Website, Sotware, Etc.	50.00	200.00
Total Recurring Organizational	4,012.58	6,400.00
Total Expense	5,109.94	13,700.00
Net Income	-1,028.94	-200.00

Friends of Refuges Balance Sheet

As of March 14, 2017

	<u>Mar 14, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Petty Cash	110.00
Regular Checking	5,274.71
Savings	24,999.22
Total Checking/Savings	<u>30,383.93</u>
Total Current Assets	<u>30,383.93</u>
TOTAL ASSETS	<u>30,383.93</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	31.66
Total Other Current Liabilit...	<u>31.66</u>
Total Current Liabilities	<u>31.66</u>
Total Liabilities	31.66
Equity	
Opening Balance Equity	28,042.94
Unrestricted Net Assets	3,338.27
Net Income	-1,028.94
Total Equity	<u>30,352.27</u>
TOTAL LIABILITIES & EQUITY	<u>30,383.93</u>

Friends of Refuges

Transaction Detail

January 1 through March 14, 2017

Type	Date	Name	Memo	Split	Amount
Regular Checking					
Deposit	1/7/2017	Deposit	Deposit	Dues and Donations	395.00
Check	1/12/2017	Z2 Systems Inc	Neon Software	Website, Sotware, Etc.	-50.00
Deposit	1/17/2017	Deposit	Transfer from PayPal	Dues and Donations	500.00
Deposit	1/18/2017	Deposit	Deposit	Dues and Donations	1,020.00
Check	1/19/2017	Debbie Meeks	Suwannee Meeting Food	Events	-65.00
Deposit	1/23/2017	Deposit	Deposit	Dues and Donations	220.00
Check	1/23/2017	The Print Shop	Tram Trail Brochure	Communications	-378.00
Check	1/30/2017		Service Charge	Administrative Costs	-5.00
Check	1/31/2017		Service Charge	Administrative Costs	-5.00
Check	2/7/2017	University of Florida	Big Bend Science Symposium	Science Programs	-500.00
Deposit	2/13/2017	Deposit	Margaret Ellison	Dues and Donations	10.00
Transfer	2/16/2017		Funds Transfer	Savings	-20,000.00
Check	2/18/2017	Russ Hall	WiFi Equipment	Friends-Refuge Partne...	-219.36
Check	3/4/2017	Treasure Camp on t...	Food, drink	Annual Meeting	-1,236.00
Deposit	3/6/2017	Deposit	Annual Meeting	Sales	735.00
Deposit	3/6/2017	Deposit	Annual Meeting	Dues and Donations	941.00
Deposit	3/6/2017	Deposit	Deposit	Dues and Donations	260.00
Check	3/6/2017	Atlas Screen Printing	T Shirts	Inventory	-1,595.00
Check	3/6/2017	Atlas Screen Printing	T Shirts	Inventory	-524.00
Transfer	3/9/2017		Funds Transfer	Savings	5,000.00
Check	3/12/2017	Treasure Camp on t...	Balance Due, Food, Drink	Annual Meeting	-240.00
Check	3/13/2017	USPS	PO Box Rental 1 Year	Administrative Costs	-52.00
Check	3/13/2017	Peg Hall		-SPLIT-	-240.58
Total Regular Checking					-16,028.94
TOTAL					-16,028.94

Communications Team Report March 2017

News Briefs

March News Brief

- Sent March 10 to 533 email addresses. Opened 367 times by 201 email addresses (38%).
- Linked on our Facebook page, homepage and newsletters page of our website
- Readers clicked to the story **24 times. Most clicked –**
 - Annual Meeting Report
 - Dixie Mainline Talk
 - Board Member List
 - Advocacy and Info links

Annual Meeting Reminder

- Sent February 25 to 495 email addresses. **Opened 519 times** by 182 email addresses (37%).
- Linked on our Facebook page, homepage and newsletters page of our website
- Readers clicked to the story **24 times. Most clicked –**
 - Join Friends
 - Slate of Officers
 - Photo contest

February News Brief

- Sent February 13 to 494 email addresses. **Opened 448 times** by 209 email addresses (42.5%).
- Linked on our Facebook page, homepage and newsletters page of our website
- Readers clicked to the story **42 times. Most clicked –**
 - Photo contest
 - Advocacy and info links

Special News Brief: Annual Meeting Announcement

- Sent February 7 to 494 email addresses. **Opened 497 times** by 195 email addresses (39.5%).
- Linked on our Facebook page, homepage and newsletters page of our website
- Readers clicked to the story **24 times. Most clicked –**
 - Photo Contest
 - Slate of Officers
 - Membership renewal form

Facebook Page, 2 new fans this month. We have 448.

10 Posts by Maria, Bob, Libby, Debbie, and Peg and about 50 Shares and Likes

746 Number of people to whom our posts were “served” by Facebook in the last 28 days. The number was nearly double that last month.

Friends Website

- 5 posts in the past month
- About 2000 visitors in the past month. About 1855 the previous month.
- About 9100 pageviews in the past month, 9000 last month.

Team members - Peg, Debbie, Kit