

Friends of Hartman Reserve

Our mission is to support Hartman Reserve and its service to our communities through volunteerism, expertise, advocacy, and gifts.

Minutes of the Board of Directors Meeting

Date: January 12, 2021

Time: 5:30 pm

Location: online via Zoom

Board Members in Attendance: Tom Blanford, Henry Frederick, Dwight Fritts, Nate Goetsch, Joel Haack, Kathy Green, Nina Hamer, Diane Holmes, Theresa Johnson, Laura Walter, Jim Young

Absent: Henry Giddens, Gretchen Ogden, Kendra Wohler

Also in Attendance: Amy Davison, Hartman Reserve

- I. Call to Order at 5:30 – Jim
- II. Review and Approval of Agenda with flexibility to move Henry Frederick's Youth Board Report to top of agenda - Dwight moved, Nate seconded, motion carried.
- III. Review and Approval of Minutes of 12-08 meeting - see minutes sent via email prior to meeting - Kathy moved, Diane seconded, motion carried.
- IV. Youth Board Report - Henry Frederick
 - A. Virtual tour of a trail and eventually multiple trail system
 - B. Developing a website and have created a beta site for free, will eventually pay for the domain
 - C. Voice actor (free) has received test script and has recorded an audio file that will be attached to the site
 - D. While you walk the trail, there will be signs with QR codes to scan with your phone, and it will bring up the audio file that will tell you about things you can see in that area
 - E. Amy and Katy are working on a similar project, so the Youth Members will coordinate with Hartman staff, and will send a temporary link to Jim to share with Hartman staff and the Friends Board
 - F. Discussion
 1. One of the reasons behind this project is the popularity of the virtual hikes for Halloween Hikes this year. Amy will help ensure consistency of trail names - Amy
 2. Could this project connect to Friends website and Hartman website so that they don't have to pay for a separate domain? - Kathy

3. Keeping information as accessible as possible is a consideration; how to accommodate people with hearing/visual impairments; including places that are accessible to those with movement impairments - Diane
- V. Review and File Financial Statement for Audit – Kathy Green – sent via email prior to meeting
- A. Bank Account balances -
 1. Paid nearly \$500 to Miranda for website work
 2. Dementia Friendly Cedar Valley cashed check
 3. Paid for Bricks for Birds donation
 - B. Donations - December end of year donations
 1. \$20,000 from Rick Young family foundation to endowment
 2. Bev Shirk memorials totalling \$615 given to endowment
 3. Five donations to regular account totalling nearly \$5000
 - C. Endowment
 1. Young Family donation brought balance over \$1M
 2. \$25,500 disbursement allowable based on December balance
 - D. Finance committee discussed splitting the \$20,000 pledge to BHCCB so that \$10,000 would come from the Money Market account (leaving \$15,000 balance) and \$10,000 from the endowment. The remaining \$15,000 from the endowment disbursement could continue to earn interest while we decide how to use it.
 1. Called for discussion over splitting the pledge amount. None.
 2. Nina moved that we use \$10,000 from the Money Market and \$10,000 from the Endowment allotment to fulfill the \$20,000 pledge to BHCCB. Dwight seconded. Motion carried.
 - E. We should discuss as a board some projects we would like to support with the remaining \$15,000 of the 2021 disbursement. Kathy has asked Amy for some suggestions that we can discuss at future meetings this spring.
 - F. Recognition of significant donations - to be discussed in New Business
 - G. Discussion: What are continuing expenses, so that we can plan to meet them before committing to new projects? - Dwight
 1. Budget developed by the finance committee shows small budget obligations through the end of the FY in June. Tax filing (not due until after June) and licenses are the larger annual expenses.
 2. Probably can't host a Friends celebration this year, so no expenses for that.
 3. There is no cost for the online store, but we are thinking of purchasing a small thank you gift for donations (window cling with our logo).
- VI. Hartman Unit Manager, Amy Davison, January report appended to agenda
- A. 5000 cars went through light show and it produced more revenue than the haunted house it replaced this year
 - B. Maple Syrup Madness Planning - virtual sugar bush tour
 - C. Cleaning up parking lot area at the top with AmeriCorps help
 - D. Landscape plan for top parking lot - Green Iowa AmeriCorps is helping

- E. CVAST is partnering on trail signs for consistency, messaging on winter trail etiquette
- F. Measuring trails for mapping and naming trail loops
- G. Met with Suzanne Bartlett Hackemiller to work on Park Rx trails: 4-5 trails that will rated for difficulty and have added signage and information about heart rates, forest bathing activities, etc
- H. Snowshoe Hikes scheduled but snow has not been cooperating; may need to postpone
- I. Connie is starting up winter forest bathing toward end of January
- J. Programs will be posted on My County Parks
- K. Second set of Kryten panels are up
- L. Will have a taxidermied pelican and beaver in the West Wing
- M. Kids' toy chainsaw will be part of the exhibits to highlight timber stand management
- N. "Solar turtle" to run displays under the turtle tank is being redone and Hartman will have two for the price of one (by March). There will be an educational display on solar panels and how they work. Hartman's AmeriCorps member is working on showcasing information on Hartman's solar energy use.

VII. Committees

- A. Executive Committee-standing – Jim
 - 1. Lucy Price Endowment Fund update - We were the donors when we turned that fund over to the Waterloo Community Foundation (WCF) for use by the BHCCB. Recommendation was that we be removed as "advisors" from this document and the executive committee agreed. Jim has signed this document and sent it in. It has been received.
 - 2. Information from Amy
 - a) This was a donor advised fund. Originally, the Price brothers had to be contacted before the county could access the fund. They do not want to be in this role either.
 - b) The funds can only be used for management of Lucy Price Meadow. BHCCB has produced a management plan for the area that was approved by the family and the WCF.
 - c) A Conservation Corps group will be doing some management work in spring: invasive plant identification and removal, identifying important plant species for protection.
- B. Finance Committee-standing – Kathy
 - 1. Recommendation and motion for the \$20,000 to BHCCB pledge - done during Review of Financials (above)
- C. Website/Social Media update – Jim <https://699253690725394202.weebly.com/>
 - 1. Miranda continues to make updates as changes are needed, and she is tracking her additional hours.
 - 2. Continued frustrations working with Weebly customer service, so still have only a temporary domain name.

3. Miranda has created a video explaining how to edit the site, but Jim has not been able to gain editing access.
 4. Hartman also uses Weebly, due to its low cost, and has not had the same issues.
 5. Dwight is concerned about the continuing issues we are having with customer service. There are web hosting platforms that have accessibility built in, and we may want to consider migrating to one of them in the future. Kathy asks how well it works to migrate the content to another host. Dwight assures that it is doable, and we would keep our content and domain name.
 6. Who will be our website manager going forward? - Dwight asks; Might be a good task for a Youth Board member, once structure is set up.
- D. Friends merchandise update - Nina
1. Xpressions has provided a test link for our online store with items that she can source.
 2. Real link will be shared on our website
 3. For now, items will be shipped directly to customers. In future, they might be picked up at Hartman.
- E. Youth Board members – Henry and Henry - moved to start of the agenda
- F. Inclusion/Accessibility initiatives -Diane, Theresa, and Joel
1. Meeting with Paul Green tomorrow to look at the outdoor restroom to determine whether it meets accessibility guidelines (it was locked when they came for the assessment which was during the beginning of Covid). Don't want to equip it with an automatic door opener if it's not ADA compliant. It is normally open from sunrise to sunset.
 2. The automatic door opener could be one expense that we could cover with our remaining \$15,000, but more information is needed before making a proposal.
 3. Memory Cafe idea - Theresa has reached out to UNI student programs to find partners for providing volunteers. There are hundreds of Memory Cafe programs across the country, and Theresa is researching how they structure the meet-ups in order to develop plans that will fit this context. So far, she envisions 1-2 hour programs with social time, leisure time, and connection to nature through guided walks or meditation. We could use FoHR funds to cover minimal expenses (materials, refreshments, speaker fees) for these programs, so that we can offer them without a fee.
 4. Nina asks Theresa to share what she wrote for the Casual for a Cause grant application for adaptive fishing equipment. Jim will share this with next month's agenda.
- G. Newsletter update - Laura
1. Newsletter draft is prepared
 2. MailChimp account is set up

3. Need to send a mass email asking our Friends to subscribe to the newsletter to prevent its being reported as spam
4. Want newsletter ready to share once the website is ready

VIII. New Business

- A. Acknowledgement of memorials that provide significant donations
 1. Idea of a brick for Bev Shirk memorial: only possible now due to the Bricks for Birds fundraiser, and would it set a precedent that we can't keep? Could be considered on a case by case basis to honor donor intent. Most memorials are given to support the cause, and most donors do not ask for an item to acknowledge.
 2. Alternate idea: acknowledgement of memorials on website and in newsletter, regardless of amount. Jim will mention this to Miranda. This can encourage further giving.
- B. Community Foundation survey – Due Jan. 15 - Tom Wickersham from the Community Foundation sent a survey request: “As the Community Foundation dives deeper into work addressing racial inequity, we know it is important to gather input from a cross-section of our community.”
 1. Kathy volunteered to complete the survey for FoHR but feels that she did not know how to answer many of the questions.
 2. Dwight will also respond. Jim will send the link.
- C. Kathy will email a spreadsheet with the budget information that was requested

IX. Adjournment - 6:54 pm - Tom moved, Dwight seconded, motion carried.

Minutes respectfully submitted by Secretary, Laura Walter.