

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:

Time: 5:30 pm

Location: Hartman Reserve Nature Center, with the option of attending virtually through Zoom

Board Members in Attendance: Nate Goetsch, Joel Haack, Kathy Green, Nina Hamer, Diane Holmes, Theresa Johnson, Emma Krgo, Laura Walter, Jim Young

Absent: Tom Blanford, Dwight Fritts, Kolby Kestel, Gretchen Ogden, Bridgett Wood

Also in Attendance: Amy Davison, Hartman Reserve Unit Manager

- I. Call to Order 5:34 pm, President Jim Young
- II. Review and Approval of Agenda. Kathy Green moved to approve; Theresa Johnson seconded; motion carried.
- III. Review and Approval of Minutes
 - A. Corrections – none noted
 - B. Joel Haack moved to approve; Diane Holmes seconded; motion carried.
- IV. Review and File Financial Statement for Audit – Kathy Green
 - A. Bank Account balances, donations, endowment sent to Board via email prior to meeting
 1. Endowment has been shrinking lately but is still over \$1.18 million
 2. No expenses this month
 3. Three Frontstream donors through their payroll
 4. Other donations via check and PayPal
 5. Budget will be prepared in June to be voted on in August
 - B. Appeal letter results so far
 1. About a couple dozen people responded who had not given in at least three years

- 2. Now receiving more small donations (\$10-20)
 - C. Finance reports have been reviewed and filed for audit
- V. Report from Hartman Unit Manager, Amy Davison
 - A. Full report sent via email with meeting agenda
 - B. Highlights
 - 1. Received thank you video from Hansen elementary
 - 2. Very busy with field trips
 - 3. Sugar Shack memorial is nearly complete
 - 4. Trail Rx – new program, Connie is debuting on Sunday; 5 trails that have been measured, all considered easy by National Park Service standards; different activities at different spots along the trails; passing out brochures to groups that could benefit; brochure has place for people to track their trail use; Friends paid for brochure printing and initial subscription
 - 5. Hartman is now a certified Service Enterprise
 - 6. Kids' Sugar Shack is on site and nearly ready
 - 7. Mushroom seats will go by houses
 - 8. Binocular bench purchased in memory of a Prairie Rapids Audubon member
 - 9. Four AmeriCorps members this summer
 - 10. Camps are filling up
 - 11. Volunteers – Wartburg, Irving Elementary students, Talk to Me Technology
 - 12. Memory Café indoors due to wind
 - 13. Mother's Day open house – bad weather put a damper on this
 - 14. Lots of upcoming Sunday activities, other programs
 - 15. Waiting on county staff to install the accessible drinking fountain
 - 16. All Bricks for Birds will be installed soon; butterfly bench is in
 - 17. Iowa Young Birders had a tour of Hartman recently (staff are planning on three events with them per year)
 - 18. Wildflower Hikes and Edible Plant Hikes have filled, but there are many no-shows
 - 19. Motus tower is not yet purchased because the electronic components are backordered
 - C. Discussion
- VI. Committees
 - A. Executive Committee – nothing to add that isn't on the agenda
 - B. Finance Committee – nothing further to report
 - C. Communications and Outreach
 - 1. PayPal/website – Website is updated
 - 2. Facebook Group – Update on changes to settings
 - a) Went from a public to a private group and added Tom and Nate as admins; have not had requests to join since then so can't demonstrate the process of accepting them; still have about 200

- members; need to check profile of new members to make sure that they are a real person
 - b) Need board member(s) to manage the group
 - 3. May newsletter items
 - a) Kathy has sent list of supported projects, and Amy provided photos
 - b) Board member recruitment
 - c) Laura will send an email to solicit newsletter items
 - 4. Melody Parker at Waterloo/CF Courier is excited to feature Friends of Hartman Reserve; photo of the drinking fountain will be a good opt; mention recruitment of board members
 - 5. Board member recruitment
 - a) Desired skills, experience: communications, marketing, design and social media skills; community connections; diversity and inclusion
 - b) Possible avenues for recruitment message: FOHR newsletter, Courier article or "Briefly" section, mass email, Facebook, Volunteer Center – set up account and post description, UNI or Hawkeye Communications or Marketing major, professional organizations, service organizations such as Junior League
- D. Youth Board members
 - 1. Leading volunteers for a few events would be more appropriate for busy students, rather than trying to fit a more involved project into their schedules; possible ideas:
 - a) Support other programs or events, such as Memory Café fishing day at Big Woods
 - b) Assisting with building an existing project (with Nate and Woodruff Construction who are constructing the nest; two Saturday mornings)
 - 2. Maybe let them just be regular Board Members and join a committee, rather than expecting more of the Youth Board Members than we expect of adult board members
 - 3. Jim will reach out to Emma and Kolby about the nest construction
- E. Accessibility
 - 1. Diane wishes to continue as a member of this committee, even though her Board term is expiring
 - 2. Drinking fountain already discussed
 - 3. Waiting for estimate on Braille signage from Mudd; they have not returned Amy's email
 - 4. On May 16, the committee will meet with Paul Green who will do an accessibility assessment of the inside of the building; contract with Together We Play is through August; committee will bring recommendation regarding renewal to the board
 - 5. Memory Café –

- a) Brian Sink led the indoor activities (due to weather) in April with regular volunteers
- b) Two of the couples have been walking here at Hartman at other times
- c) OT students will get Level II experience by volunteering at summer Memory Café's
- d) Theresa will not be returning as a Board Member, but will still work on Memory Café if the Board is interested in continuing the program

VII. New Business

- A. Update on target mailing of Hartman Neighborhood – Nate/Jim
 - 1. Nate and Jim piloted the process of obtaining addresses from the Assessor's Office website
 - 2. Area covered so far: South Hackett to Pfeiffer Park from Cedar River to Grand Ave
 - 3. Kathy has reviewed the list to remove names of people who are deceased; need to have others review for same reason
 - 4. Could send copies of the 2022 Appeal Letter now or wait until 2023; costs about \$1.50 per address for printing, mailing
 - 5. Discussion: What is the goal? Need to have a clear vision of what we want to communicate – increasing awareness of Hartman, sense of a "Hartman neighborhood," getting to Endowment goal of \$2 million
 - a) No donations to the Endowment since the Appeal Letter went out
 - b) People want to see that their money is going to something
 - c) There is only intrinsic value of being a Friend of Hartman; we don't have "Friends only" events or perks
 - d) Letter would need to be reworded, not appropriate for reaching out to people who were not past donors
 - e) Could talk about special projects we've supported or sponsored to show people what they will get for their donation
 - 6. Revisit this idea in August
- B. Cedar Heights Neighborhood Reconstruction project – impact on Hartman – any new developments or updates?
 - 1. Meeting on May 25 with City staff
 - 2. Hartman will not be affected until summer 2023
- C. Request for sponsoring – Dining on the Deck – Connie's request sent separately via email prior to meeting
 - 1. Three dinners planned 6/17, 7/9, 8/19
 - 2. Asking for \$500 support from Friends to purchase supplies and red wine
 - 3. Discussion
 - a) Is this a replacement for UHM? No, will still have UHM in Fall 2022
 - b) County is looking at doing a banquet that is more like a Ducks Unlimited Banquet with games and raffles to bring in larger cross-section of conservation supporters
 - c) Friends have one less sponsorship due to Visiting Artist ending, and supporting events at Hartman is something the Board typically does
 - d) The more money we raise for the county, the more funds can go to Hartman

4. Joel Haack moved we provide the money; Nate Goetsch seconded; discussion followed:
 - a) Is it appropriate for Friends to support an event that serves 32 people at \$75 per plate? Net \$30/ticket; \$3,000 total (maximum)
 - b) Could support at least once to encourage the County to try new things
 5. Vote called; motion carried. Friends will support Dining on the Deck with a \$500 sponsorship for this year.
- D. Preliminary conversation about Annual Meeting/Donor Celebration
1. Date is Tuesday, September 13
 2. Amy will reserve the Community Room starting from 3:00
 3. Social time 5-6:00 pm, program at 6:00, Board meeting at 6:30
 4. Attendance in 2021 was about 15 or 20 non-board members
 5. Would Board members bring appetizers for a farm and garden theme?
 6. Need to send invitations around the end of July or first of August
- E. Looking at the board for next year
1. Leadership positions
 2. Board terms – expiring in 2022/renewing opportunities:
 - a) not returning - Laura, Diane, and Theresa
 - b) returning - Nina, Nate, Tom, Emma
 3. Need nominating committee – Nina, Diane
- VIII. Adjournment – Nina Hamer moved; Kathy Green seconded; motion carried.