

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: August 9, 2022

Time: 5:30 pm

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

Board Members in Attendance: Tom Blanford, Nate Goetsch, Joel Haack, Kathy Green, Nina Hamer, Diane Holmes, Kolby Kestel, Emma Krgo, Gretchen Ogden, Laura Walter, Jim Young

Absent: Theresa Johnson, Dwight Fritts, Bridgett Wood

Also in Attendance: Amy Davison, Hartman Reserve Unit Manager

- I. Call to Order - Jim Young, Board President at 5:32 pm
 - A. Jim read aloud a note from Dwight Fritts announcing his resignation from the Board.
 - B. Dwight was instrumental on the committees involved in fundraising for the new building, and his service over the years is appreciated.
- II. Review and Approval of Agenda, sent via email prior to the meeting; Gretchen moved; Nina seconded; motion carried.
- III. Review and Approval of Minutes of May 10, 2022 meeting, sent via email prior to the meeting
 - A. Corrections: none noted.
 - B. Diane moved; Joel seconded; motion carried.
- IV. Review and File Financial Statement for Audit – Kathy Green

- A. July Bank Account balances, donations, endowment sent to Board via email prior to meeting.
 - 1. \$1,146,000 approximate balance in Endowment, \$9,500 remaining in this year's allotment available to be spent by end of year.
 - 2. \$19,000 approximate balance in checking.
 - B. Kathy sent an email with a list of the projects we sponsored for Hartman this past fiscal year; looking for any missed items.
 - C. Taxes have been submitted; usually receive 990 form by mid-August, and Kathy will send it out for our electronic review.
 - D. Details and discussion - need to discuss which events we plan to sponsor so that we can commit to a list and amount for the full fiscal year.
 - E. Finance reports have been reviewed and filed for audit.
- V. Report from Hartman Unit Manager, Amy Davison
- A. August report is appended to the agenda.
 - B. Additional details
 - 1. Twenty-four summer camps, all but two were completely full
 - 2. Staff will collect sticks to make the nest look more natural once construction is complete; Board member Nate Goetsch is thanked for his and his company's volunteer work on the nest.
 - 3. Accessible drinking fountain was faulty; it has been returned to the company; Kay-Park (a different company) also has an ADA accessible option, but it is \$5300 (the first model was \$3100).
 - 4. Open House for new projects will be October 16, 2-4 pm.
 - 5. Trail Rx brochures available; UnityPoint Clinics, Agape Therapy, Cedar Circle Therapy on board.
 - 6. Hartman will participate in Halloween in the Parks.
 - 7. Woodland Wonderland - dates set for December 3 and 10, 2022.
 - 8. Urban Outdoors (Iowa PBS) program to help urban families feel comfortable bringing their kids to the outdoors; activity booklets available, and staff have led families through activities as a supplement to homeschool or science enrichment.
 - 9. In spring, all Waterloo 2nd graders come to Hartman; now in fall, all Waterloo 5th graders will receive Hartman programming in their classrooms.
 - 10. Hansen Elementary 6th graders will participate in School of the Wild (program founded in Iowa City area) at Hartman; 6-week program; HR staff will train teachers on parts of this; pilot program to be expanded to all CF elementaries.

11. Considering adding staff to accommodate new programming; until that happens, AmeriCorps may fill the gap; may be able to apply for funding through CF Schools Foundation.
12. Dining on the Deck programs have a waiting list.
13. Redoing fish tanks; getting new fish.
14. Mike has been meeting with the City Engineer about construction project effects on Hartman.
15. Fall native plant sale (with Blooming Prairie Nursery) will be September 22; previous sale sold out; Hartman will receive plants rather than a percentage of sales; working with Josh Balk so that people can preorder for their rain gardens.

VI. Committees

- A. Executive Committee - nothing to report beyond meeting to set the agenda for this meeting
- B. Finance Committee
 1. Finance committee recommends 2022-23 draft budget which was sent to the Board via email
 - a) Discussion
 - (1) This is a guideline to follow in our spending; it is possible to adjust as new needs arise.
 - (2) What is included in \$2000 for "events?" FoHR events only (Memory Cafe, Donor Celebration, and Winter Woodland refreshments); sponsorships of Hartman events are a separate category.
 - (3) Had \$43,000 allotment from the Endowment this year; will know what the 2023 allotment is in January.
 - (4) Possible to make additional withdrawals from the Endowment if needed, but we may want to wait until the balance has risen again rather than withdrawing in a trough.
 - (5) Will FoHR cover the additional cost of a more expensive ADA accessible drinking fountain? This will require a separate vote under New Business.
 - b) Nina moved to approve the budget as presented by the Finance Committee; Tom seconded; motion carried.
 2. Spending thoughts for upcoming year, in light of current performance of the Endowment

- a) Endowment is a long-term investment that is made to withstand down years and still allow us to spend money on projects; however, we may need to prioritize.
- b) We may need to wait on withdrawing lump sums and transferring them to checking where they just “sit there.”
- c) It will be helpful if Hartman staff list their priorities and timing of projects.

C. Communications and Outreach

1. Jim was able to add the link for the updated Board Member Application to the website. Jim has reached out to Anna Blanford to upload the minutes from the meetings that are not currently posted on the website.
2. Facebook Group update - some recent inappropriate uses of the group
 - a) May need to revisit the Page vs Group discussion.
 - b) Need to consider whether communicating through FB is furthering our mission.
 - c) Could get a quote for social media management from a local firm (such as SpinUTech, Pixel Labs, Impact Marketing), and they may have a nonprofit rate; but we would still have to feed them content.
 - d) Could use brief time during meetings to plan for FB posts about upcoming events, but Hartman already has FB event posts.
 - e) PRAS has a FB Page, and only the admin (Joel) can post.
 - f) FB Page allows linkage to Instagram.
 - g) We may need a social media plan and could discuss this at a future meeting (September or October, need a decision at least before the holidays).
3. Newsletter update
 - a) Laura was too busy to complete the May newsletter.
 - b) Laura will be working on the August newsletter this weekend and would be willing to show someone how to use MailChimp.
 - c) August content
 - (1) Jim has pics of North Cedar field trip
 - (2) Other funded projects since the last newsletter
 - (3) Board member recruitment
 - (4) Spotlight on a board member (Nate) - need a picture, a memorable experience or observation at Hartman, and reasons why you are a Friend and serve on the Board

D. Youth Board members - Emma and Kolby

1. Kolby: What are the needs at Hartman (to help define possible projects)?

2. Amy: Is doing a project meaningful and beneficial to Youth Board Members? Or is serving on the Board enough? Volunteering to work on existing projects?
3. Emma: Process was confusing last year; difficult to match schedules among students and HR and county maintenance staff.
4. There might be an opportunity to help with outdoor elements of kids' sugar shack in the spring.
5. Kolby is interested in helping to install new signage.
6. Volunteering may be a more appropriate expectation than an independent project.

E. Accessibility Initiatives - Diane, Theresa, and Joel

1. Drinking fountain has already been discussed, along with the walkway in progress.
2. Accessibility Audit performed by Together We Play (Paul Greene); focus this time was on the interior of the Center and Buckles Building; Center is in good shape and many small issues have been addressed; need signage directing to where specific rooms are, including where the family restroom is; Buckles Building has a concern about the countertop height (need lower level for people who use wheelchairs)
3. Braille signage update - Hartman is waiting for Mudd to finish a larger project and then redesign the Hartman signage (the initial designs Mudd prepared were not acceptable); Hartman wants consistent signage (all from same company); may need to find a stopgap measure such as a Braille label maker (\$35); committee members are willing to talk to Mike Hendricksen about this; County has an ADA Coordinator but they mostly respond to complaints; processing a complaint would cost the County \$10,000.

F. Diversity and Inclusion

1. Board members are invited to participate in a Community Foundation Event "Accelerating Equity in the Cedar Valley" (information appended to agenda) - September 13, 8:30 am (same day as Annual Meeting); Jim will send email with further details when available

VII. New Business

A. Cedar Heights Neighborhood reconstruction project - updates on how this will affect Hartman

1. Mike has met with the City Engineer; Amy is not apprised of all details of these meetings.
2. Nothing is happening in the immediate Hartman area until next year.
3. Concerns are about access and erosion.

B. Annual Meeting/Donor Celebration

1. Sign up sheet for bringing food was passed around; Jim will be in communication about RSVPs so that we can plan for the amounts needed.
2. Cups/plates/napkins - assess needs after meeting
3. Beverages - red wine, water, lemonade

C. Looking at the board – next year

1. Nomination committee met in May and drafted a board feedback survey
 - a) Jim will summarize common themes to share with the Board.
 - b) Several members have left or are leaving the Board (Kendra, Dwight, Diane, Theresa, Laura).
2. Leadership positions
 - a) Kathy has agreed to stay on as Treasurer
 - b) Jim is willing to serve a third year as President (but no longer than that)
 - c) It might be possible to split the responsibilities for a position (e.g., Secretary)
 - d) A new executive board member could step back from other committee responsibilities to free up time and energy.
3. Recruiting new board members to apply
 - a) All board members could send the Board Member Application to contacts through email and social media.
 - b) Jim will add a description of the time commitment to the board responsibilities on the website.

D. Other topics -

1. Joel moved that we make up the difference to replace the accessible water fountain with a functional model; Kathy seconded; discussion followed.
 - a) The company that they plan to use (Kay-Park) is well respected.
 - b) We committed to this project, and it's been publicized.
 - c) Jim called the question: motion carried.
2. Request for \$500 sponsorship of October 28 Under the Harvest Moon (UHM) event, with two complimentary reservations as a thank you gift
 - a) We can give the complimentary tickets as door prizes at the donor celebration.
 - b) We should consider paying for all of the recurring event sponsorships - UHM (\$500), Maple Syrup Festival (\$500), Dining on the Deck (\$500) - in one lump sum.
 - c) Kathy moved that we approve a maximum of \$1500 for sponsoring UHM, MSF, and Dining on the Deck; Tom seconded; motion carried.

VIII. Adjournment - Nina moved to adjourn the meeting; Gretchen seconded; motion carried.
Meeting adjourned at 7:10 pm.

Minutes respectfully submitted by Secretary, Laura Walter.