



## **Friends of Hartman Board Meeting Minutes:**

October 11, 2022 5:30 p.m.

In person Location: Hartman Reserve Nature Center

Board members in attendance: Jim Young, Tom Blanford, Kathy Green, Nina Hamer, Nate Goetsch, Kolby Kestel, Jeff Dow, Amy Davison, Emma Krgo, and Bridgett Wood.

Board members absent: Joel Haack, Gretchen Ogden,

- I. Call to Order – Jim Young  
Jeff Dow introduced himself, sharing his work at CUNA Mutual, serving on the North Star Bd., his Coast Guard experience, etc. The board members present introduced themselves.
- II. The motion for approval of tonight's agenda with the amendment to add a discussion of meeting dates was moved by Tom B., seconded by Nina H., and passed by board vote.
- III. The motion to approve Minutes of 9-13-2022 annual meeting/ board meeting was moved by Kathy G., seconded by Nate G., and passed by board vote.
- IV. In the treasurer's report, Kathy shared the balanced of \$15,606.20 in checking, \$14,885.55 in money market, and the endowment balance of \$1,238,084.47 as of Sept. 30. She is anticipating the Endowment allocation for 2023, to be announced in December, to be roughly the same as 2022 of \$43,000. The financial statements will be filed for Audit.
  - A. Jim went over the purpose of the allocation requested by the Black Hawk County Conservation Board to the board. It allows Mike H. to present his budget to the Black Hawk County Supervisors with a commitment from the Friends. The recommendation of \$23,000 for FY 2024 contribution to Black Hawk Co., to be paid in Jan. of 2024, was moved by Nina H., seconded by Bridgett W., and passed by board vote.
- V. Hartman Unit Manager, Amy Davison –  
Amy shared the plans are progressing for Under the Harvest Moon on Oct. 28 and Woodland Wonderland on Dec. 3 and 10. Some groups like from Target have been out adding sticks to the Nest and putting down woodchips on trails. They are excited about the partnership with UNI Interactive Digital Studies and an augmented reality exhibit on Butterflies. Hopefully they can do something on birds nesting in the Nest structure as well! Life Labs with Waterloo Schools has gone well – serving 500 students or so in 5<sup>th</sup> grade. The School of the Wild will be next week with Hansen Elem. Some trips are at Hartman and other locations. This program is out of the University of Iowa; our field trip funding does not connect with this program. There would be a corporate donor of roughly \$30,000 in cost. Hope to expand next year to all schools. Lots of field trips of PreK groups, preschools, and one coming up with River Hills. They had an opportunity to be part of Career Inspire in Waterloo Schools.

### **Up-coming programs:**

Meditation with Emma Oct. 5,7,10;  
Halloween Dog Hike Oct. 15  
Creepy Crawlies Oct. 16  
Nesting Naturalist Oct. 24  
Under the Harvest Moon October 28  
Memory Café Nov. 2  
Nestling Naturalist Nov. 14

Hunter Education Oct 8/9  
Open House Oct. 16<sup>th</sup> -featured in the Courier article  
Spooky Snakes Oct. 23  
Yoga in the park solar Eclipse Oct.25  
Flight or Fright Oct. 30  
Nature Poetry and Printmaking Nov. 13  
Yoga in the park Gratitude Nov. 17

### **Project Updates:**

Treehouse deck cement finished. Nest sticks have been placed and we will continue to add more. We will be working with a local artist to add a mural on the inside that will showcase different birds and their nests. Trail signs are up. Nina H. asked about the arrows being used. Amy said they're going to see how they hold up and will make decisions based on that information.

## VI. Committees

- A. Executive Committee-standing – Jim indicated nothing that isn't on this agenda
- B. Finance Committee-standing – Kathy indicated nothing beyond what was already discussed
- C. Website update /Facebook

### 1. Discussion/Recommendation on Facebook

The Board members shared the points about our “struggle” with a Facebook presence to bring Jeff up-to-date. How to communicate, what to communicate, when, and who is going to do all of this work is at the core of the issue. The closed group we have now requires someone to admit people to the group, monitor post/delete if needed. A page would be more open/public and perhaps reach a larger audience. We talked about our social media footprint beyond Facebook needs to be larger, reach our demographics, build our brand, and use it to reach our 2 million dollar goal. Since no one from our board has the time to devote to this work, if we pursue outsourcing this task, we are back to making sure we have content to share (not just Hartman events). What we'd expect from an outsourcing company/individual would impact the cost to the Friends. The development of an RFP, to be shared with the Ex. Committee and board for input, was moved by Jeff, seconded by Bridgett, and passed by board vote. Tom has experience with writing RFPs and will work with the Ex. Committee to develop and send out the RFP to prospective companies/individuals. Our current Facebook group status will remain in place for now.

2. Jim shared that he has sent an email with the information to update our website to Anna Blanford. He will follow up with her soon.

- D. Youth Board members – Emma and Kolby – shared they haven't come up with specific plans. Emma wondered if they are to focus on a project or just volunteer in whatever ways they can at events or programs. We reminded them they have a \$300 budget.

F. Accessibility initiatives - Joel was not in attendance. Amy hasn't had time to pursue discussions on braille signage.

G. Inclusion Committee – Nothing to report. Amy shared a contact with Ericka Gonzales Smith. They met at the recent diversity/inclusion conference the Community Foundation hosted. Ericka.smith@uni.edu

## VII. New Business

### A. Board positions/committees

1. Secretary- still NEED! Someone please volunteer.

2. Outreach to new people to join board -

Nate shared his connection with Lauren Finke with the Cedar Valley Leadership Institute (CVLI) and how the Friends Board could use the Volunteer Center of Cedar Valley to help us fill board positions. Amy shared how Hartman uses the Volunteer Center to get help with events. Nate will work on setting up the Friends' Profile. We'll see how this helps us get board members. We can create our profile to reflect the diversity and inclusivity we desire as a board. Tom also shared he has had conversations with two prospective board members – Brian Bowman and Dave Williams.

### 3. Committees

Executive – Jim, Tom, Kathy, \*need Sec.

Finance –Kathy, Gretchen, Tom, Nate, and Jim

Youth Board member liaison --Jeff D. volunteered

Accessibility Joel, Diane \* not a board member

Inclusivity /Diversity –

- B. Jim shared that the Action plan updated for 2022 was sent out with the agenda. If board members see any errors or omissions, let Jim know. We hope to develop some goal areas at our November meeting.
- C. Active Shooter training idea  
Tom talked about his experience with this kind of training offered by the police. Jeff shared his experience with this type of training with his work responsibilities. Amy shared the staff have received training as well. Tom mentioned that many of the protocols have really changed in the training over the last five years. After discussion, a recommendation to reach out to the contact people for this training at perhaps our Jan. or Feb. meeting (we'd open it up to board members, County staff, and the community) was made by Jeff D., seconded by Nate G., and passed by board vote. We'd have a shorter board meeting, start the training at like 6:15 and go to about 7:30.
- D. Under the Harvest Moon tickets from Board were offered to the names drawn in Sept. They were not able to attend. Jim drew another name; she has offered them to friends of theirs since she was not able to attend. Kathy will reach out once again for contact info; if not received, we'll offer them back to Hartman to sell to the public.
- E. Wood Acorn idea – Jim showed the wooden acorns and wondered about presenting one to Woodruff Construction for their contributions to the Nest structure. The question was asked if we should also give one to Waverly Shell Rock or John Deere for their contributions to building the Sugar Shack and greenhouse. Tom said it should be something that the Friends helped fund. Jim will draft the language of the plaque's wording. We'll see what the cost is for engraving on metal/plastic or having it engraved into the wood. We have used Sandies for our name pins. Tom shared Cedar Falls Laser Engraving ([cedarfallslaser.com](http://cedarfallslaser.com)) contact info.
- F. Woodland Wonderland is Dec. 3, and 10. There will be reindeer at both dates. The Friends will once again volunteer to make/serve the hot chocolate and cookies, and to clean up. We will need a person to take charge of ordering the cookies. We have toppings left over from last year, along with cups. Napkins may be needed, too. A sign-up sheet will be shared at Nov.'s meeting. Last year we had sugar, peanut butter, and chocolate chip cookies from Martin Brothers. Jim will see if Nina will help with the ordering.
- G. Jim presented that our second Tuesday meeting dates for Nov. 8<sup>th</sup> and Feb. 14<sup>th</sup> are ones we should consider moving. Nov. 8<sup>th</sup> is election day. The Board agreed to move the Nov. meeting to Tuesday, Nov. 15. For Feb. 14<sup>th</sup>, since it is Valentine's Day, we agreed to move it to Tuesday, Feb. 21<sup>st</sup>
- H. The motion to adjourn was made by Bridgett, seconded by Jeff, and passed by board vote at 6:53 p.m.