

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: November 10, 2020

Time: 5:30

Location: online via Zoom

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

Absent: Henry Frederick

Also in Attendance: Amy Davison, Hartman Reserve Unit Manager

5:30 pm

- I. Call to Order - president Jim Young at 5:30
- II. Review and Approval of Agenda
 - A. Motion to approve - Nina moved, Nate seconded, motion carried.
- III. Review and Approval of Minutes of October 13 meeting (sent prior to meeting via email)
 - A. Motion to approve - Kathy moved, Theresa seconded, motion carried.
 - B. Laura will fix the spelling of Dwight Fritts's name.
- IV. Review and File Financial Statement for Audit – Kathy Green
 - A. Bank Account balances, donations, endowment (sent prior to meeting via email)
 1. Not much activity in past month - a few donations and bills, basically holding steady
 2. Endowment has dropped to \$990K
 - B. Finance reports have been reviewed and filed for audit - Jim
- V. Hartman Unit Manager, Amy Davison
 - A. November report appended to meeting agenda
 1. Changes since report sent due to rising Covid rates in Black Hawk County - cancelled in person programming through New Years
 2. Service Enterprise training with Volunteer Center of the Cedar Valley - HR staff is revamping volunteer program; Amy will keep us posted and ask for input
 3. Hired part-time AmeriCorps position mostly for environmental education, starting end of November

4. Working on trails project with Theresa
5. Friday - Dementia Friendly Cedar Valley training
6. Thanks to FoHR for Under the Harvest Moon support - distanced event went smoothly, served 154 curbside meals total
7. Staff are "going" into classrooms through Zoom meetings
8. Recordings of Wild Backyards programs (via Zoom) are available to view - Kathy highly recommends

B. Bricks for Birds campaign, description appended to meeting agenda

1. Fundraiser for bird feeding station and bird seed
2. Project will physically start in spring
3. Bricks can be purchased and will go in path
4. Areas along the bluff will be planted with native pollinator plants
5. Activities for adults and children will be included
6. Discussion
 - a) Possible for FoHR to purchase a larger brick? - will discuss in New Business
 - b) Cost of bird seed is a continual cost - will the money be banked to buy bird seed for a longer term?
 - c) Hartman buys birdseed strategically to keep costs low, but storage is a challenge. Hartman also receives donations for bird seed from individuals and Audubon.

C. CanvaPro - follow up

1. Amy - Has the Friends email account received an email confirming the nonprofit account approval?
2. Jim will check our email account.

VI. Committees

A. Executive Committee - standing (Jim)

1. Met on Nov. 3
2. Topics we discussed are on the rest of the agenda

B. Finance Committee - standing (Kathy)

1. Finance committee recommendations regarding annual lump sum distributions (Kathy sent detailed documents via email)
 - a) History and purpose of BHCCB annual request for budget item from FoHR: demonstrates to Board of Supervisors that Hartman has significant, continuing Friends support
 - b) Timeline for requests:
 - (1) FoHR asks that Hartman make the request in September to allow time for FoHR to discuss it at the October meeting and vote based on Finance Committee recommendations.
 - (2) Decision is needed by the end of October; the budget is presented to BHCCB by the second week in November each year and to the County Board of Supervisors the following week.

2. The Board needs to consider future guidelines for endowment annual withdrawal (all 4% allowed, or set a limit of 3% to allow the fund to grow). Finance committee will bring a recommendation to the Board.
 - a) Need to factor in the other incidental projects and funding opportunities that come up.
 - b) Hartman staff could draw up a wish list to prioritize “asks” that are outside the annual lump sum such as event sponsorships.
 3. The Finance Committee is reviewing our financial management guidelines.
 4. FoHR needs assurance that our lump sum distribution is supporting Hartman, even though given through BHCCB, and aligned with the purposes of FoHR as outlined in our Bylaws.
 - a) Amy - Hartman needs help with overall expenses for the organization and the flexibility to respond to unexpected needs and do projects, such as upgrading exhibits, that are not covered by other funding streams.
 - b) Going forward, Hartman may be better able to anticipate needed maintenance of the new building and work that into the budget.
 - c) The majority of what Hartman staff does relates to education.
 - d) Hartman may ask FoHR to support specific accessibility projects.
 - e) Donors have an expectation for how their money will be used; as long as we are following the guidelines for the use of our Endowment, we should be meeting donor intent.
 - f) It is important to be clear about where the money is going. Year End Report from Amy (HRNC) with descriptions and dollar amounts could help us with donor communication
- C. Website/ social media update (Jim)
1. Frustrations, progress
 - a) We now have a Weebly account.
 - b) Miranda is making progress and should have the majority of the work done by Friday.
 - c) Board members should remember to send headshots to Jim.
 - d) Jim will forward link to Amy when the website is published.
 2. Discussion of website, Facebook administrator - moved to a future meeting when the website is live.
- D. Friends merchandise update (Nina)
1. Screen-printing company, Xpressions, has lost staff due to Covid, and many products are back-ordered due to supply chain disruptions.
 2. Do we want to focus on “made in USA” products? Discussion:
 - a) Diane - Seems compatible with the philosophy of FoHR.
 - b) Dwight - preference for working with a local company. Nina - Xpressions is a locally owned and operated company.

- c) Joel - How much is the difference? If there is only \$2-\$3 difference, people probably won't care. If it's twice the price, then products probably won't sell. Different items will have a different price differential for US products.
- d) Nina - Items are made upon order. Xpressions says that American-made products are generally \$1-3 more and include a good assortment of the products we want.
- e) Prior discussion (at a previous meeting) indicated that we want to sell items at cost and get our logo out into the community, rather than making a profit.
- f) There will be a merchandise tab in our website, but orders will go through Expressions, and we will not have to handle financial transactions on our website.
- g) Kendra moves that we communicate with Xpressions that we request US-made merchandise. Dwight seconds. Motion carried.

E. Youth Board members - Henry Giddens

- 1. We have started a website and am working on making it functional. We have found a domain to purchase soon, and have found a voice actor for our audio tour.
- 2. There will be more fruitful updates hopefully coming soon, but both of us have been quite pre-occupied by school work and work work.

F. Inclusion/accessibility/diversity initiatives (Theresa, Diane, Joel)

- 1. Committee has met once since the last Board meeting.
- 2. Actively working on Dementia Friendly Cedar Valley and planning on attending the training this Friday.
- 3. Experience Waterloo - photographers available to help increase awareness of Hartman, opportunity for prescriptive walks; 70 languages are spoken in Cedar Valley - shows how much work we have on inclusion
- 4. Terrance Hollingsworth, prominent community member - helping people understand the availability of trails in Cedar Valley; comfort barriers between CF and Waterloo - Hartman can be a link; helping people learn the trail system and overcome fears of being lost.
- 5. NAACP leader will be meeting with Amy in December to find out more about groups Hartman can get involved with; Amy will relay opportunities to FoHR.
- 6. Committee is refining trail difficulty criteria and making them understandable.
- 7. Kathy needs information on FoHR donation to Dementia Friendly Cedar Valley to get the check sent; Theresa will send it by email.

G. Membership questions and discussion

- 1. What does it look like to be a member?
 - a) Benefits -
 - (1) Friends in person celebration when possible

- (2) Possible merchandise discount
- (3) Other ideas: photo contest, annual calendar
- b) Quarterly newsletter - stories about funded projects and activities; important to be in communication with Friends; first issue in January with following content projected:
 - (1) Link to the new website
 - (2) "How to be a Friend"
 - (3) Endow Iowa tax credit, encouraging donations
 - (4) Estate planning
 - (5) Feature story on Inclusion/Diversity work
 - (6) Friends merchandise

VII. New Business

- A. Updated committee roster – Reminder of choices indicated during our October meeting:
 - 1. Ex. Committee – Jim, Nina, Kathy, Laura
 - 2. Finance – Kathy, Nate, Tom, Gretchen, and Jim
 - 3. Social Media – Dwight, Kendra, Nina, Tom, and Jim
 - 4. Inclusion/Accessibility – Diane, Theresa, Joel, and Jim
- B. Possible Bylaws amendment
 - 1. Article II Board of Directors, Section 2 Composition, Up to two additional positions, non-voting, shall be allotted for youth board directors under the age of 18 **or through the completion of their senior year of high school.**
 - 2. This came up because one of our Youth Board members turned 18 this year.
 - 3. Will bring the amendment up for a vote at the next Board Meeting.
- C. Opportunity for FoHR to support Bricks for Birds fundraiser
 - 1. Executive committee could decide on language to put on the brick.
 - 2. Price of highest one was \$175 (8X8" with inscription)
 - 3. It is not possible to get a brick with our logo; must select one of the graphic options.
 - 4. Bigger bricks will go in the corners of the path
 - 5. Nina moves that we purchase an 8X8 for \$175 with the inscription and graphic to be decided later; Nate seconded. Motion carried.

VIII. Adjourn - Kendra moves, Kathy seconded MC 6:40 pm

Minutes respectfully submitted by Secretary, Laura Walter.