

Friends of Hartman Reserve

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

Friends of Hartman Board Meeting

March 10, 2020

Location : Hartman Reserve Nature Center

Attendance: Kendra Wohlert, Jim Young, Kathy Green, Dwight Fritts, Nina Hamer, Jeremia Matz,, Nate Goetsch, Diane Holmes, Tom Blanford, and Theresa Johnson.

Absent: Laura Walter, Henry Giddens, Henry Frederick,

Also in attendance: Amy Davison, Hartman Reserve Unit Manager

- I. **Call to Order** – Kendra Wohlert at 5:32 p.m.
- II. **Review and Approval of Agenda:** Motion to approve -Diane; second Dwight; motion approved
- III. **Review and Approval of Minutes:** Motion to approve -Kathy; second Nate; motion approved
- IV. **Hartman Happenings** - Amy Davison, Hartman Unit Manager -Nature Center Report
Black Hawk County Conservation Board

- *We had a great weekend for Maple Syrup Fest! A total of 2241 people from the weekend! Special thanks to all of you who came out to help and volunteer for the event and for those of you who came out and ate pancakes!*
- *Grant from Silos and Smoke Stacks: Thank you for partnering!*
- *Noah Regan has designed additional mascots for the nature center as well as a mascot for MSF. We are working on a new logo for MSF that will debut next year.*
- *Service Enterprise with the Volunteer Center*
- *April 18th HHM and Electronics recycling drop off event Waterloo waste water treatment plant*

Up-coming programs:

- *March 11 Noah's Ark Pre K*
- *March 12 Nestling Naturalist and Program at the Dike Library*
- *March 13, 14, 15th Sports show at the UNI Dome.*
- *March 15th Second Sunday Speaker Bob Thurman Rim to Rim of the Grand Canyon.*
- *March 16-20 Spring Break Camps older kids are travelling younger kids will be here on Tuesday, Wednesday and Thursday.*
- *March 24 Kittrell Elementary*
- *March 25th St. Pats after school*
- *March 26th ** Ologies of Harry Potter Surviving the Forbidden Forest*
- *March 27th Home School Group and Scout night*
- *March 29th Scout Day and Spring time Sunday*
- *April 1 Program at the New Hartford Library & DMZ chili supper*
- *April 7th Silos and Smoke Stacks Annual meeting*

- April 9th Nestling Naturalist
- Closed April 10-12th Holiday

Project Updates:

- Turtle table exhibit is almost completed we will add solar to it as soon as it is finished from the manufacturer
- We are picking up taxidermy from UNI museum on Thursday.
- Finishing pond in time for pond club meeting April 21
- Spring Trail clean up/mulching

ADDITIONAL COMMENTS FROM Amy and Friends Board to Amy's report:

1. How did the number compare this year? Amy said it was similar to years past, excluding 2019. People appreciated no long waits. Amy said Friday night was a success; they'll continue to do it. They reached out to retirement homes, group homes, etc. The staff appreciated the Scout volunteers. This year's Celebrity flippers – mayors, board of supervisors, legislators – was a fun addition! They hope to reach out to KWWL next year.

Kudos to the staff!!!!

2. Silos and Smokestack grant will be used for an intern to do social media outlets, create videos, promote summer camps, website
3. Deer Management Zone – Annual meeting on April 1, is being hosting at Hartman. Attendees will learn the how and why along with information on Chronic Wasting Disease. This will be an important education piece to prevent people behaviors that will cause CWD to progress. If CWD happens, it will have a significant impact. Amy will send out email about it.
4. Spring trails – The request was made to invite Friends to assist.
5. A question was asked about gravel vs. mulch – Amy talked about flooding or erosion of the trails so gravel is used to start a new base and then mulch on top.

V. Committee Reports

a. Executive Committee-Kendra Wohlert

- * Accepted the resignations of Mike Orht and Sam Miller. Dwight and Kendra made contacts with both board members by Dwight and Kendra.
- * We're finalizing the letter of our ask letter to include invite to the May event and endowment info. Dwight is going into VGM look at possible covering the cost of the printing the letters. We hope to have them out by the end of March.
- *Grant from Silos/Smokestack – We wondered if we could tap into that person's skills for some possible work we'd like them to do for the Friends. Amy said once the intern is selected she'd share that person's contact info with us.
- *Letters to Paula and Greg – John C. Hartman Award have been sent. Kendra showed the beautiful award. The person who hand made the awards will no longer do them. Connie ordered the award this year; we'll need to find an alternative award

b. Finance Committee – Kathy Green

- i. Review and file monthly financial statement for audit *reports emailed out prior to board meeting by Kathy Green. (Also in the shared Finance folder).
- ii. Bank account balances, donations, endowment
- iii. Committee update and recommendations

*Kathy said we'll have about a \$30,000 budget; still kind of guessing. They'll present a budget in April, discuss in May if needed, and finalize in June.

*The committee discussed two kinds of budgets -Legally binding and a non-binding or advisory budget. Tom recommended an advisory budget as it allows for fluctuation and evaluation at the end. Jeremia also said it allows decisions without voting every time. Kathy said large donations like the \$20,000 of this year will be treated as a pass through to Hartman. Jeremia moved the finance committee's recommendation to do an advisory budget; Nina second. Motion passed.

*Endowment took a hit with the market fluctuations

* Dwight moved/Nate second; Board approved the Finance Committee Recommendation, following out financial management guidelines, to move \$12,000 from the Money Market to checking accounts. We have the upcoming mailing and event and this transfer will ensure money to cover the costs. Tom asked if we have an automatic sweep to move money so we can maximize the interest rate. After discussion, it was decided the Finance committee will discuss setting up a sweep.

c. Action Plan Committee

The committee met and tightened up the action plan and attainable goals. It is a 2-year plan. They will be emailed out and discussed at the April meeting. Kendra shared the following timeline.

April 14 - Board meeting - introduce plan to board for discussion (emailed out before meeting)
May 5 - Action Plan Committee Meeting – finalize plan
May 12 – Annual Friends Celebration 6-7:30pm
June 2 - Action Plan Committee Meeting (if needed)
June 9 - Final Board meeting - vote on Action Plan

VI. Youth Board Members Update-Henry Frederick and Henry Giddens

Henry G. sick so Henry and Henry are planning via text tonight. Amy said April and May are very full so they need to get dates to her ASAP for availability. Kendra thought they would use their budget to rent kayaks and other needs for their event. They didn't use any of the budget for the Scout activities.

VII. Old Business

a. John C. Hartman Award

- i. Definition – The John C. Hartman Award is awarded for outstanding contribution and commitment to Hartman Reserve Nature Center

*Friends award as it stands right now – in the past it was appropriate that the Friends give it. We can either change the definition and keep it as a Friends Award – or since we won't know who is doing the volunteering, give it back to the Hartman staff. Kendra asked Amy if Hartman would like to take it over. Amy indicated that they'd likely change their current volunteer awards to it; they also give a youth volunteer. Tom said if we're trying to keep engaged with Friends network, perhaps they can make nominations. Amy shared that Gretchen keeps track of everyone who volunteers; she could separate which "friends" are volunteering. Kathy said if we keep it, it would be better if it is someone from our friends network.

* Nina asked why the two people this year are being recognized; Kendra gave a quick synopsis of Paula and Greg's work/leadership on the Friends Board. The question was asked who are all

the past recipients. (It wasn't said if we have a complete list). Perhaps we need to honor someone with a boarder conservation contribution. Dwight suggested that the award should be tied to the Friends and the commitment to bettering Hartman.

*We can tie the award to our "friends" definition in the action plan friends discussion. It was suggested we need to think broader than just the friends – contributions beyond the friends group. Diane suggested the Action plan committee can also look at this since the "friends" network. Perhaps the award doesn't need be given every year

*We'll keep this in old business

b. Duck Pull for Under the Harvest Moon Fundraiser

*Rather than a wine pull, what can we do to raise money for Hartman specifically? We need to decide early so we're ready for fall. We'd like it to be something with low overhead; it is likely we'd need to have the gambling license.

*How many prizes? How do we make it cost and benefit effective? Do some levels of duck purchases (5 for \$\$, 10/20 increments – if so, that depends on the prizes.

*What is the goal for the amount of money we want to raise? What is the amount of work it takes to get prizes?

*A single large item – Jeremia suggested a large item like a grill – buy chances at it

*Chuck a duck at a light was another activity.

*Tabled until the next meeting

c. Sponsoring BHC Fundraisers in the future

*Action plan committee had a discussion to keep us separate from the county and avoid the slippery slope into old habits.

*All three (Halloween Hikes/UHM/MSF) were ours – we gave them to the county since they are too large for Friends to manage. Tom asked why the MSF can't go to Hartman – rather than the county. Amy explained the number of staff that devoted their time. Some other examples of what the county has provided to Hartman - the snow blower, mower, windows, etc. – so the county conservation is investing in Hartman. Tom clarified that the money stays with the county conservation – NOT the county in general!

*Amy thought they'd like to do pancake in the park. All money raised goes into the county conservation.

*Diane also brought up the separation between having Friends call/reach out to get donations – we need to make sure we don't blur the lines. Amy appreciated knowing that situation.

*What is appropriate to ask us to do to raise money. If we do the duck event for the Friends, then we'd be doing the calling /asking

*If we do a \$1000 donation to **UHM – it could be designated to the Hartman specifically**

*Amy reiterated that they don't expect Friends to do anything; they appreciate it that we do and won't think less of us if we don't.

*We also don't want to solicit to the endowment at the same time of a UHM

d. Friends of Hartman Annual Celebration – Tuesday, May 12 6-7:30pm

* We discussed what kind of food/heavy hors d'oeuvres

* Endowment people there

- *We'll give our awards
- *Intro to staff – maybe the Katie's
- *RSVPs in the letter
- *Talk about where their money has gone; plans for next year
- *Finalizing details will go through the ex. Committee and action plan groups
- *Will use it as an Annual meeting
- *Defining event – went from an ice cream social to a nicer event
- *Powerpoint to play some info on screens

VIII. New Business

a. Friends of Hartman Reserve Endowment at CFNEIA

- *Kendra went to a Grow your endowment event; CFNEIA offers workshops for non-profits.
- *Everything they talked about – we were ahead of some groups in some aspects.
- *One take away is how to Friends Board members get in engaged in the endowment is having them give the endowment; Kendra will be asking each of the board members to invest. The hard ask will come in the letter – tell your own story.
- *We'll be asking board members to invite some of our friends to also attend – hopefully give
- *Legacy Societies – $\frac{3}{4}$ of the groups have a legacy plan – the Friends do not have one. We can use CFNEIA – to help get the Legacy Society started. Tom cautioned Legacy Society based on his experience with United Way/etc. It takes a lot of money and time to reach a goal. The legacy society can be pursued later – put in the action plan. It will need to be a board member who is fully involved in

b. Website/social media presence –

- *We do need to get going on the website and social media
- *What content will we have on it
- *Portal link to the endowment
- *Who keeps it up
- *Tom said there are a lot of options – what do we want to spend on it
- *The details of what all goes into – likely action plan committee
 - *Social media presence – buttons embedded
- *What platforms are we interested
- *Some social platforms are less intense
- *What about people who are not on social media?

c. FoHR Merchandise * DID NOT DISCUSS due to time.**

IX. Adjourn

Motion made by Tom; second by Nate; motion carried. - 7:06 p.m.