

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: February 8, 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, Theresa Johnson, Kolby Kestel, Emma Krgo, Laura Walter, Bridgett Wood, Jim Young

Absent: Kendra Wohlert, Dwight Fritts, Diane Holmes, Gretchen Ogden

Also in Attendance: Amy Davison, Hartman Reserve Unit Manager

- I. Call to Order, 5:35, President Jim Young
- II. Review and Approval of Agenda: Nate Goetsch moved, Nina Hamer seconded, motion carried
- III. Review and Approval of Minutes
 - A. Edits needed
 1. A zero missing from one of the financial numbers
 2. Absent members also listed as present
 - B. Motion to approve with edits, before posting on website: Kathy Green moved, Tom Blanford 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. \$16,500 in checking, close to \$15,000 in Money Market
 2. \$1,263,000 in endowment, around \$19,000 available to support Hartman programs
 3. Donations are down, will discuss in Finance Committee report

- 4. Wrote \$500 check for MSF sponsorship, reimbursed Theresa for Memory Cafe expenses from November and December
 - B. Finance reports will be filed for audit
- V. Report from Hartman Unit Manager, Amy Davison
 - A. Full report sent via email with meeting agenda and appended below, with additional text added in purple font
 - B. Katy and Katie presented on “Ability Awareness” at Iowa Association of County Conservation Board Employees (IACCBE) Winterfest meeting; included a tribute to Tyler Greene; described ways Hartman is able to include more children
 - C. Discussion
- VI. Committees
 - A. Executive Committee-standing - nothing to report besides topics of finance and communications committees
 - B. Finance Committee-standing
 - 1. Met in person for first time in two years
 - 2. Committee has three recommendations (in bold type) for Board action
 - a) **Reach out to Rick and Cathy Young to find out if Young Family Foundation still wishes to donate to Friends of Hartman Reserve. Discussion:**
 - (1) They made \$20,000 donations to the Friends in 2019 and 2020, but not 2021.
 - (2) Personal contact would help communicate the importance of their previous two years’ gifts.
 - (3) They have donated to other projects for county conservation at significant amounts (e.g., bridges, trail resurfacing); the county may not want us competing with them for an important donor.
 - (4) Who would make the contact? Joel would be willing to talk to them but would like to know more about their relationship to BHCCB. Nina would feel more comfortable waiting until after the appeal letter goes out, to see if that encourages them to donate anyway. Amy will talk to Mike about this.
 - (5) **Discussion to be tabled until March meeting.**
 - b) **Send a 2022 Appeal Letter, and do this annually in the spring (March or April)**
 - (1) Sent an appeal letter (to list of 300) in 2020 and received 40 donations to the endowment
 - (2) There were only 11 donations in 2021, and we did not send an appeal in 2021
 - (3) Discussion: Are we confusing our donors when they receive appeals from both BHCCB and FoHR? Need to articulate what it means to be a Friend, how Friends

support is different. BHCCB tries to be clear about how donations are used. This brings up questions about how to grow our list of prospective donors. Possible to do a bulk mailing to the neighborhood? Can we add names to the list, or do we need their permission? Mailing lists can be purchased. There is no minimum donation required to be a Friend.

(4) Kathy has a draft appeal letter that will be sent to the Board for review prior to the next meeting.

(5) Joel Haack moved that we develop an annual appeal letter to be sent in spring, Nate Goetsch seconded

(a) Discussion: Goal planning (new goal of growing the endowment to \$2 million) should be incorporated into the appeal; a letter is a good reminder and people appreciate it.

(b) Motion carried.

c) Set a goal of raising our endowment to \$2 million by December 2024

(1) Hopefully there's growth in the market that will help us get there, but a boost of giving would help. Targets help people feel incentive to give.

(2) Nate Goetsch moved to set a new endowment goal of \$2 million by the end of 2024, Theresa Johnson seconded.

(a) Discussion - Need to make a case as to what the endowment will be used for. Can use the four categories from our action plan to explain how the additional funds will be used. The new goal would increase the annual amount we can spend in support of Hartman in perpetuity. We should be aware that downward corrections in the market can cause loss of some of the value we've gained.

(b) Motion carried.

3. Other ways to grow assets (suggestions rather than recommendations from the committee)

a) Get a donation link up on our website and Facebook; simpler, one or two clicks

b) DipJar - purchase a unit (\$299, and annual subscription) and set predetermined amount such as \$10; donors can slide or tap credit or debit card to make a simple, easy donation; very popular for United Way functions; FoHR doesn't do as many in person events so may not be as good a fit; Amy thinks we cannot have it in Hartman and solicit donations for the Friends (BHCCB cannot

raise funds for another organization); could only be used outside of county property; Amy will talk to the County Auditor to confirm.

- c) Capital campaign - staff would need to consider foreseeable capital improvement projects before we would start a campaign.

C. Communications and Outreach - Dwight, Kolby, Nina and other Exec Committee members met on same evening as the Exec Committee meeting

1. Notes of meeting (Feb. 1) with the Exec Committee appended below the Hartman Happenings.
2. Jim Young will reach out to Anna Blanford to improve the ease of reaching donation information on our website.
3. Main points discussed
 - a) Social media outreach needs to be focused on purpose
 - b) Crossover with Hartman social media, fundraising goals of BHCCB; unusual situation to have both an organization and their Friends fundraising
 - c) Good idea to investigate how other Friends groups use social media
 - d) Need board members to take active role in monitoring and posting, learning how to best use Facebook and Instagram
4. Keep returning to the question of what it means to be a Friend - who are our donors? How do we appeal to all different types of donors (intrinsic donors, debutant donors, legacy donors)? Clouded by the fact that BHCCB is simultaneously fundraising. Endowment can appeal to legacy donors - the endowment will always be there.
5. Can use a third party vendor to set up a direct donation link (drop-in URL) on our website
 - a) Do we want to know fees, other research before voting?
 - b) Square, Paypal, Donorbox are vendors that we could use; most charge a percentage fee from each donation.
 - c) Tom will research options and bring a suggestion regarding the vendor to the next meeting.
6. Add to Feb newsletter - appeal for Friends with social media expertise to help set up and manage our social media accounts.

D. Youth Board members

1. Kolby and Emma met with Katy and Katie to talk about opportunities.
2. Chosen project is helping with greenhouse assembly and coordinating volunteers (April); road construction could interfere; John Deere volunteers are building the platform for the greenhouse, if they build the external structure, youth board members can build interior structures (shelves); Hartman would purchase materials.
3. Volunteer roles (ongoing Youth Board project) - e.g., Hartman needs garlic mustard removers

4. New incoming Youth Board members could take on different volunteer roles according to their interests
- E. Accessibility Committee
1. No Braille signage inside (ADA compliance issue) identified in audit; when signs are overhauled, it's a good opportunity to correct this issue.
 2. Memory Cafe returns in March; Theresa is coordinating with Hartman staff on a maple syrup themed event.
- VII. New Business
- A. Maple Syrup Fest volunteering opportunities?
1. Event is scaled back due to Covid conditions
 2. Limited to 60 people per 1.5 hour timeslot, no volunteers allowed this year
 3. Registration required; no walkins; no shuttles
- B. Projects – Wish list updates - Exec Board will discuss and bring a recommendation to the March meeting
1. Field trip sponsorship is a top priority with staff (\$6,000 - Amy will double-check this amount)
 2. Water fountain with water bottle filler, two accessible bubblers, and a doggie waterer (one by center and one by the Buckles) - \$6,000 total
 3. MOTUS tower for monitoring migrating birds (\$3,500)
 4. Proposed Visiting Scientist program (possibly involving grad student thesis project?) could replace Visiting Artist as a Friends sponsored program. Amy is reaching out to arts organizations for sponsorship of Visiting Artist
 5. Sponsorships (Woodland Wonderland, UHM, MSF, Visiting Scientist) - total of \$2,300
 6. Trail counters (3 more counters and docking field case - \$2,500)
 7. Materials for constructing interior structures for greenhouse (wood left over from haunted house could be salvaged)
 8. Signage estimates pending
- C. Cedar Heights Neighborhood Reconstruction project – impact on Hartman – any new developments or updates? Mike has an upcoming meeting with them. Concern is sharing information so that road project doesn't increase erosion of ravines in Hartman. Hartman also needs to know the timeline of the project for planning of programs and field trips.
- VIII. Other
- A. Jim Young read Kendra Wohlert's letter of resignation from the Friends Board; resignation accepted
1. Kendra's service to the Board has been exemplary and greatly appreciated.
- IX. Adjourn: Nina Hamer moved, Bridgett Wood seconded, motion carried; Meeting adjourned at 7:15 pm

Appendices

What is happening now at Hartman?

- Katie and Katy presented at Winterfest on Ability Awareness.
- Iowa Games snowshoe race, February 12
- Began posting and looking for our Summer AmeriCorps positions.
- Bird Friendly County Application submitted
- Creating signage (about creating pollinator habitat) to be added to Prairie Parkway.
- Meeting with Nagle to discuss braille signage for the nature center.

Up-coming programs:

- Feb 3. Nesting Naturalist
- Feb 11 Snow Academy full day
- Feb. 12 Iowa snowshoe games
- Feb 13 Aya Dancing
- Feb 14 Valentines snowshoe hike
- March 3 Nesting naturalist
- March 5/6th Hunter Education
- March 5th Tap Take Over
- March 11-13 MAPLE SYRUP FEST registration only and spaces will be limited.
- March 20th Vernal Equinox yoga
- March 27 Laughter Yoga.

Project Updates:

Targets arrived and are ready to go for the spring, we are still waiting on the snowshoes, kind of hard to find right now. In the process of organizing and storing all items in the storage area.

Super exciting, we are meeting this week (FEB) to figure out the interactive TV's areas for the West wing, and the front desk. **Also adding an interactive floor in the stairwell on the way to the downstairs classroom, theater seating and curved screens in the media room for virtual experiences.** We will be adding Virtual field trips to the media room. This will allow people who are not able to get out on the trails to do virtual hikes, and we are planning a lot of exciting adventures!! (These projects will be done over the next year.)

We will be getting a turtle top Van **for the Nature center for 14 passengers plus storage, with a fun nature-themed wrap; not going to be accessible, but will rent an accessible van when**

needed for a child with a physical disability to come on a trip. Van will enable more programming options, including for adults (easier to get in and out of turtle top van); also enables more children (30, rather than 15) for field trips. We are in the process of doing the RFPs for it now.

Getting an educational opossum tomorrow. He has been raised by a wildlife rehabber since he was a baby. He'll be housed in a large enclosure downstairs but will come up for programs.

County found and purchased a dump truck.

This will allow us to expand our programming!

Discussion of Social Media /Communications/Outreach

- I. Friends Facebook Group had scam members trying to “sell t-shirts”
- II. Need to be focused on purpose such as the following (is this enough to justify the extra work?)
 - A. Increasing endowment
 - B. Sharing benefits of being a Friend (other than intrinsic benefits)
 - C. Sharing what inspires us to contribute and be involved
 - D. A way for the public to learn more about how we support Hartman
- III. What is our most important audience?
 - A. Who do we need to attract? Younger, tech-oriented people (grow our base)
 - B. Who contributes the funding? Older donors
 - C. Do we have a “donor type?”
 - D. Or both?
- IV. Crossover with Hartman social media, possible duplication of efforts, confusion?
- V. Investigating how other Friends groups use social media
 - A. Hearst example – Hearst has social media, but their Friends group does not
 - B. Friends of the Grout Museum
 - C. Friends of Cedar Falls Public Library has PayPal donation link on their Facebook page (different situation: FoCFPL fundraises but CFPL does not)
 - D. PayPal has discounted fee for nonprofits
- VI. Who would be responsible for Facebook, Instagram?
 - A. Committee could have same password
 - B. Need leadership
 - C. Need cadence of posting, solicit volunteers through FB and newsletter and at next meeting
- VII. Steps

- A. Have our website have a new tab option Donate so it isn't hidden; it already directly takes donors to the Endowment on the Community Foundation website – Jim will reach out to Anna to do that change
 - B. Set up a Facebook page, then close the FB group
 - C. Set up a linked Instagram account
- VIII. Additional Benefits of Instagram: Collaboration feature – could do shared posts with Hartman