

## **Minutes - FAS Board Meeting, April 1, 2019**

Prepared by: Pam Willison, Secretary

Board members present: Bob Lee, Kathy Ross, Joe Batts, Pam Willison, Cory Davis, Jake Bramante, Rod Walette, Jan Metzmaker, Carole Jorgensen, Kay Mitchell, Gael Bissell, Mike Fanning, Bob Lopp

Others present: Denny Olson, bj Worth, David Manuwal, Josh Covill

Meeting was called to order by President Kay Mitchell at 6:00 pm

**Minutes:** Jan motion, Cory second. Gael asked to amend the wording of a sentence. Approved as amended.

Dave Manuwal introduced himself, gave a brief biography, and is considering joining on the FAS Board.

Kay introduced bj Worth. bj explained his Birds in Motion video project (by Wings in Nature) and showed some brief samples of the work on their website. They are looking for ways that Audubon groups in the US and Canada can benefit from using their ready made, high quality videos. They have ongoing problems finding ways for people to access their products because of limited bandwidth in many locations, and the significant bandwidth needed for their high quality of their products. They would like to have FAS serve as a focus group to review their work and brainstorm some ways to put it to use, and they welcome our input and suggestions. In addition to making it available for educational and non-profit use, they seek to develop revenue generating ideas, and they would share the revenue with the Audubon organization that help bring them consumers who would be willing to pay for a custom product. Currently their website has an annual subscription fee for access to generate some income to help sustain their program and continue their work. Kay suggested we continue our discussion and suggestions using email.

### **Treasurers Report:**

\*Joe distributed an updated checking account report. He noted a deposit from PayPal and said that 21% of our membership payments are coming via PayPal. Carole asked if there is a fee and Joe said there is, and estimated it might be about \$1 per person.

\*Kay reminded us we had received an annual asset update produced by Bruce. He also submitted a financial review and recommends that the job of Treasurer be split into a bookkeeper to do checks and deposits and a Treasurer to monitor income and expenses, grants, and the balance sheet.

Joe commented on Bruces recommendation for changes in the method of recording pledges/income and payments, such as from grants. He clarified that the Treasurer position has also been handling insurance issues, tracking pledges and grants, and handling membership information. These all have made the job become more complex.

Motion by Mike, Joe second. Motion carried to receive and file Treasurers reports.

### **Presidents Report:**

- \*Kay distributed a copy of the Thank You from the Drobish family.
- \*She reminded everyone that the memorial service for Richard Kuhl is this coming weekend.
- \*Diane Boyd has submitted her resignation due to changing to full-time employment status.
- \*Kay distributed a list of people who have surfaced as potential board members. Information was updated and people were added to the list. Forward any additional information or ideas to Bob Lee.

### **Birdathon:**

- \*Bob Lopp presented the details of the Sixth Annual Birdathon coming June 15. Bruce maintains a good data base generated by past Birdathons. All donations/pledges need to go through Bruce so he can continue to keep the data base. The rules were clarified so that birding sightings need to be west of the continental divide and in Montana and there must be 2 people to verify the bird. Bob distributed the information sheets and pledge sheets. Kay mentioned that you will receive your information from previous years so you can contact those people again. There is an immediate need for 2 people to be the team captains.
- \*Jake commented that he feels we could do a better job of getting volunteer opportunities before our membership. Carole also wondered about getting information about the Birdathon in the newspaper. Kay said that changes have occurred at local and national levels and the newspapers no longer need to provide time and paper space for anything that doesn't generate income so we are less likely to get as much cooperation as we have had. Jan will go talk to some people at the Interlake about trying to get the Birdathon publicized. Carole suggested a sign up sheet for our next meeting so people could see that they could volunteer for various jobs such as pledge calls, organizing, or birding, and team leaders could have their contact information. Bob will also have pledge sheets for the meeting.

**Murdoch Grant:** Gael explained some requirements for the grant, which is detailed and complex. They are looking for making an impact, being a group that has a history of stability and success, and need details about the number of people to be served. They support getting people outdoors, serving people with disabilities, projects with passion, and STEAM and STEM based projects. A critical component is community building and inclusion. We start with a letter of intent, then if you receive a letter of invitation, you proceed with the project grant application. They are very interested in how you reached the decision for the project and for submitting the grant. There has to be a budget and you have to show need. The grants are for over \$150,000. Gael feels that a strategic retreat might be useful to pull together the components of the grant. There is no deadline as it's an on-going approval process and it is for a three year phase out of project funding provided by the grant. Mike asked about examples of successful grants, and Gael said it is available on their website.

On a related note, Denny has already distributed some information about the goals and

objectives for the grant project. He continues to work on contacting key teachers and administrators for District 5. Should it become too onerous for District 5, Denny has also talked to people about starting with the rural schools, which seem to be more flexible. Going this route might help District 5 get on board.

Kathy wonders about going beyond the schools and including community (such as nursing homes) to meet the requirement of the grant. She sees this as a possible way to incorporate the materials by presented. Denny feels he needs to be able to focus on a narrower scope and feels like that is the school project. He also feels that would meet the test for community involvement.

It's recognized that this is a big commitment for time and staffing and is totally different from what we have been doing in the past. Kay recognizes that we are going to need a large group of volunteers in order to accomplish this. If this grant is successful, we might need to drop or back off from some of the smaller education events in which we usually participate. She composed a list of all the things we are currently doing and it's nearly three columns long. She's concerned that we are going to need to prioritize so we don't over extend ourselves. This project has tremendous public relations potential. Joe would like Kay to send the Board members a copy of the list she prepared. Kay feels we now have a better picture of the concept and scope of the project.

Denny will be doing Earth Day (Rod will be helping) and Arbor Day (Pam will be helping). Denny is still working on his Importance of Birds video, but has abandoned the idea of a rap song and will do it as spoken word instead. Common birds of the Flathead trunk has been pulled and will be redone. Darrick and Denny went through all others and they are in good shape.

**Pileated Post contents:** It's a long list, but is our last one before the summer. Final assignments:

- \*Dick Kuhl obituary - Denny will talk to Marylane and talk to some people who knew him. Don Scharfe was suggested.
- \*Field Trip leaders thank you - Cory
- \*Bigfork 4th of July - will table it this year
- \*Science Fair award - there wasn't one - Denny wasn't here
- \*International Migratory Bird Day - Kathy will do.
- \*General thank you for membership - Mike
- \*Birdathon - Bob Lopp
- \*Flathead Forestry Expo - Linda will run the same one as last time.
- \*No changes in information for annual meeting in May.
- \*Due to lack of space in the May PP and time during the May public annual meeting, the Board decided we would have to postpone the CAR award for Doug and Don (posthumous) MacCarter until fall. Gael will get in touch with Doug.

**Brand Identification:** Jake sent a new version of a logo concept. He polled the group and confirmed that everyone is in favor of changing/updating the logo. We seem to be in agreement about changing the wording. There was a consensus that this new

version is acceptable and Jake should proceed. Jake would like to present it at the May meeting.

\*Related to brand identification, Jake will be talking to the Army Navy manager to seek a discount for FAS members, such as for optics. He would like to seek a similar discount for seed from Murdocks - Kay thinks she can handle this. Those businesses would receive an FAS sticker to post and would receive publicity through our organization for their support of our members. Next year we will receive a proof of membership card to be used when you make your purchases. Denny wants an OK to use the new logo and get a new banner. Jake said they will look at those options this summer.

**Education:** Gail provided information about the committee meeting where the past year was evaluated. In addition, she provided the template for planning which will be used for the coming planning meeting.

**West Valley Viewing Area:** Chris contacted Kay asking if we still wanted to put up Bluebird houses - Kay has those but they need to be installed. Chris is getting landowners permission. He wondered if we wanted a bench and he suggested a metal one that is powder coated. Gael said the last one was from Murdocks and is holding up well, and feels might need two benches there. Chris will bring in FWP maintenance people to install concrete pad and bolts for the bench and we just need to get it/them to him. He also asked about the installation of a viewing scope. He needs to know how much we are willing to donate and then FWP will pay the balance and order the one they want to install. Action plan: Denny will provide one new BB house and Pam will make two more, to install paired with the older style in locations close at the parking area. Cory, Denny and David will help Kay install the BB houses within the next couple weeks. Gael will take care of getting the bench or two. We will indicate a preference for using our committed money for restoration costs over a scope, because it is prone to vandalism and might not be adequate quality to actually be useful. We will offer to revisit helping fund a scope at a later date, if the need is still there.

Jan wants to have a backup person who can handle issues with press releases while she is traveling. Jake and Gael offered to help cover this.

Mike says the final count for FAS and national members about 400.

Motion to adjourn by Pam, seconded by Jake. Adjourned at 8:50 pm

