

## **Minutes - Audubon of SW Florida Board of Directors Meeting held at Rutenberg Park, Ft. Myers on June 19, 2007**

Present: Pete Quasius (Chair), Maria Quasius (Membership & Hospitality), Gerri Reaves (PR-Flyways), Kathie Zurich (Treasurer), Dan Van Norman (Trips), Mary McAuliffe (Secretary) and Ginny Cooper.

The meeting was called to order by the Chair at 7:15 pm. Pete welcomed Ginny Cooper and introduced her as potential new Program chair. Gerri moved to nominate Ginny to the Board. Second made by Maria. All voted in favor.

Pete sent an e-mail to existing secretary asking her to resign as Secretary and move to Hospitality Committee. No response. Ginny moved to appoint Mary as Secretary; second by Maria. Vote in favor.

Pete suggested BOD agenda be posted to website a week in advance of the next meeting.

Maria reported approximately 1300 members have paid dues with another 500 names on master mailing list. Maria reports gaining about 200 new members in 2006-2007. Maria sends thank-you notes to all new members and includes an Audubon magazine with her correspondence. Maria needs better access to mail, so she can respond in a more timely manner. Will have mail from PO box forwarded.

Discussion followed about delayed response from NAS after submitting membership application and fee.

Discussion if Chapter should offer incentives to new members for discounts on admission to local places of interest. Discounts to attend scheduled or planned events offered with membership renewal sent by Chapter should be considered as way to generate revenue. Pete reminded all that membership fees barely cover costs to print magazines. AofFL Science employee salaries (\$6M/yr) and operating expenses come from donations and fund raising.

Kathie has Chapter logo on CD and will bring it along with stationary to the next Board meeting; when decision will be made to choose new style and design of Chapter stationary.

Pete shared information about access to meeting location and need to use a card key for entry.

Kathie says written treasurer's report will be submitted to the Board for review. The financial report for 2006 is due by 8-15-07. Kathie has all records organized and ready for an independent review by an outside auditor.

All vouchers and checks for reimbursement must follow Audubon of Florida procedures. The chapter is 501C-3 tax exempt organization and subject to IRS audit. Maria will send the Audubon voucher form to all Board members via e-mail.

Maria submitted membership budget proposal for 2007-2008. The Membership budget total of \$5500 included office supplies and postage to send welcome packets (with Flyways and magazine) to new members and twice/year mailings to all 2000+ members. Ginny moved to accept the budget. Gerri seconded the motion which was passed.

A membership promotional budget not to exceed \$1000 was proposed. The idea is to offer a DVD or book to draw new members. Mary made a motion to accept the promotional budget concept at a cost not to exceed \$1000; with second by Gerri. All present approved the motion.

A wish list with TV, DVD copier, laptop computer, power point projector and other items were discussed. Kathie moved to approve spending not more than \$300 to purchase a printer and business card reader/scanner. Dan seconded the motion that passed.

The Hospitality budget for food, supplies and raffle items not to exceed \$800 was approved after motion made by Kathie with second by Dan.

Kathie moved to approve a 1-yr membership fee to SEESWFL, eco-tour association, provided the Chapter receives reciprocal listing on their website. Gerri seconded the motion that passed.

Pete reported American Groundwater Trust teacher training program will be held in Fort Myers on 6/29-30. We are among the sponsors.

All approved a motion made by Gerri with second by Kathie for Pam Jones-Morton, volunteer at Lovers Key Park, to complete the Cornell home study course in Bird Biology and reimburse chapter if scholarship is awarded.

Approved not to exceed cost is \$350.

Gerri moved with second by Dan to support the FWCC Teaming for Wildlife program.

Pete and Maria will attend the Farm to Fuel conference in St. Petersburg. Ginny moved the Board pay for registration only, not to exceed \$250 for each. Second made Kathie. Motion was approved.

Dan has scheduled field trips for September 2007 through May 2008. Vince will lead hawk watch tours in October and March. Laura with Conservation 2020 will lead a couple of trips. Corkscrew will host two field trips. Discussion whether

cost for members should be half the cost to non-members. Recommend selling tickets for events in advance, even if not scheduled, as incentive to purchase one or more at discounted rate. Buy tickets for 3 events in advance and pay cost to attend 2 events; or, something similar. Ginny will work with Dan on this program and marketing opportunity. Suggested adding field trips and tours of Babcock Ranch and Panther Island to Chapter's trip calendar.

Pete represented Chapter at the opening ceremony of Lee County's newest park, Caloosa Creeks. Located on the NE side of the Caloosahatchee River and I-75, plans for the park will include an observation tower, bird blind, boardwalk and guided tours. Park will need docents and volunteers. Chapter can help with design, text and donations for signs. Chapter may also adopt the park for use in educational outreach, opportunity to enroll new members and get donations for costs associated with this park's educational programming.

Connie is working on the Eco-Breakfast, (about \$1350 in pledges) net working, finding a speaker, inviting 250+ guests and sponsors for the annual event held in Fort Myers.

Ginny is scheduling programs for October 2007 through June 2008; and will provide an update at the next Board meeting.

The next Mangrove Gathering at Rutenberg Park is scheduled for July 13<sup>th</sup>. Kathie, Gerri, Dan, Barb and others will attend the event, set-up a table-top display about the Chapter and sell raffle tickets. Items for the raffle are needed.

Steve Brookman remains the webmaster for the Chapter. Kathie moved to approve spending not more than \$400/year to Steve for continued web support. Gerri seconded the motion that passed.

Kathie made a motion to approve Gerri as editor of Flyways. Dan seconded the motion which passed.

Meeting was adjourned at 8:30 pm. Next meeting is scheduled for Thursday, July 19<sup>th</sup> at 7 pm.