

Sustainable Sandhills (SS) FY2009-2010

Board of Directors (BOD) Meeting Minutes, February 23, 2010
Family Resource Center, Spring Lake

Board Members Present:

Ethel Clark	Bob Doberstein	Sara Harrington
Harry Huberth	Ray Ogden	John Portman
Joey Raczkowski	Maureen Sutton	Assad Tavakoli
Theresa Thompson	Walter White	Paul Wirt*

Board Members Absent:

Deborah Branson	Gregory Bean*	Roberto Canales*
Monty Crump	Harold Haywood	David Heins*
James Rose	Chris Russo*	COL Sicinski*
Frank Stump	James Wilson	

Others Present:

Jon Parsons, SS Executive Director (ED)
Heather Brown, SS Development Director
Jackie Bradley, SS Office Manager
**ex officio or non-voting*

Prior to the start of the meeting, each Board member gave an update on activities in their community.

Chair's Report:

Vice Chair Clark asked for comments and corrections on the 1/12/10 Board meeting minutes. **There being no further discussion or corrections, Harry Huberth made a motion to approve the minutes as written. The motion was seconded by Bob Doberstein and passed with a unanimous vote.**

Clark reminded the Board of key actions taken in the January meeting:

- The adoption of the 2010 Strategic Plan,
- The revision of the SS Bylaws,
- The approval of four new Board committees, and
- The adoption of a Board Committee Manual of Practice.

Clark noted that all four committees had met at least once and elected permanent chairs. On behalf of the Executive Committee, the following chair appointments were announced:

- Nominations Committee – Assad Tavakoli
- Events Committee – Harry Huberth
- Fundraising Committee – James Wilson
- Public Relations & Outreach Committee – John Portman

A motion was made by Joey Raczkowski to approve the selected committee chairs. The motion was seconded by Walter White and passed with a unanimous vote.

Clark notified the Board that Rodney Tart retired from Harnett County and resigned from the SS Board as well, which leaves the Board without a Treasurer. She then deferred to the Nominations Committee for a proposal for his replacement.

Nominating Committee: In the absence of Chair Tavakoli, Committee member Joey Raczkowski gave the report. The Committee met on February 2 at the office of SS. ED Parsons presented a Board matrix

to help identify Board “gaps.” The Committee recommended the nomination of Ray Ogden to fill the Treasurer spot for the remaining of the fiscal year. **There being no other nomination or discussion, a motion was made by Maureen Sutton to accept the nomination of Ray Ogden as Treasurer. The motion was seconded by John Portman and passed with a unanimous vote.**

Treasurer’s Report:

Ray Ogden stated that he met with Jon Parsons last week and reviewed the cash flow summary and financial statements for January. He stated that SS is a cash-driven organization. He noted that January and February are very tight months, and that Parsons and Office Manager Bradley had both deferred their paychecks for January and expected to have to do the same in February. Parsons is hopeful that March they both will be able to be paid on time in March.

- Ogden asked Parsons to address the revenue section of the cash flow summary. Parsons identified which revenue lines were staff-driven (grants and earned income) and board-driven (fundraising – corporate, business, personal donations).
- Walter White asked about February, noting no corporate contributions listed. White pledged a \$2500 donation from Lumbee River EMC by the end of the month.

There being no further discussion, a motion was made by John Portman to approve the financial report as given. The motion was seconded by Walter White and passed with a unanimous vote.

Events Committee:

Harry Huberth stated that the committee is working on the April 10th Urban Farm Tour (UFT) and noted that some advertising/sponsorships have been received. He asked for the Board’s support of the UFT. This year we are selling admission at \$5 per adult (children 12 and under are free). There will be approximately 20 sites total in Moore and Cumberland counties. The Events Committee is working with the PR committee to get the information out. White said he will make sure the information gets into the Lumbee River EMC (LREMC) magazine. Huberth noted there will be vendors at the headquarters in both counties.

- Paul Wirt suggested recruiting to paint rain barrels for display at each headquarters.
- Sara Harrington said she heard of someone who takes plastic pickle barrels and makes them into rotating compost bins, an idea similar to Wirt’s rain barrel idea. Brown suggested that our remaining unpainted rain barrels could be displayed at each headquarters. **These ideas will be discussed at the next Events Committee meeting.**
- The next event will be the SS Annual Meeting in the summer. The committee is also discussing an idea for a fall event, and another Pickin’ on the Porch type of event this year.

Fundraising Committee:

Parsons noted that with Tart’s resignation, this Committee was left without a temporary chair. James Wilson accepted the nomination as chair, but was not present at this Board meeting and has not had a chance to chair a meeting of the Committee. Harry Huberth, James Rose and volunteer Caroline Parsons are on the committee. Parsons and Brown share the staffing on this Committee.

- The committee plans to meet again in March. Brown will present review the 2009-10 FR Plan.
- Susan Huberth (Harry’s stepmother) has offered to host a fundraising event.
- James Rose knows Frank Baldwin and will approach him about holding a fundraising event.
- The FR Committee will coordinate with the Events Committee.
- Huberth noted that he may have to move off the FR Committee should he become president of another organization, which would cause a conflict of interest.

Public Relations and Outreach Committee:

John Portman said the committee is working on a comprehensive media contacts list. They are in the process of combining three databases.

- This Committee plans to develop a form for the Events Committee so this Committee can notify the media of upcoming events.
- Sara Harrington has taken over the SS Facebook page and is adding events and invitations.
- This Committee will meet immediately following the Board meeting, and then again in March.

Staff Report:

Parsons notified the Board that Heather Brown will be having breast cancer surgery in the next couple of weeks. The staff is still working through a plan to handle Heather's UFT duties while she is recovering. Parsons also noted that because the CATs are such a key revenue stream, we will begin reporting staff activities by county, instead of by program area.

Multi-county projects:

- **Conservation Assistance Program (CAP):** This program was called Project Plug-in. It will initially be active in Cumberland, Harnett, Lee, and Hoke counties, thanks to a private cash donation and material donations from PWC and Lumbee River EMC. We also have recruited a group of 20+ student volunteers from FSU.
- **Urban Farm Tour:** Brown summarized progress. She asked for Board support. She estimated we'll need \$3k revenue to break even on the event and are about 50% of the way to that goal.
- **Healthy Kids, Healthy Communities (HKHC):** this project is a partnership with FirstHealth and does not generate revenue, but will assist with engagement in 5 small Moore and Montgomery towns.

Community Action Team (CAT) Reports:

- Parsons noted that Cumberland and Moore Counties are our two strongest CATs.
- We have worked hard in Lee and Harnett Counties but have not established CAT's there yet. We have spoken at several Civic clubs over the last few months and will continue that effort. Both counties will be served by the CAP project and our Green Business Program. The County Extension Services and Central Carolina Community College will be partners for both CAT's.
- Hoke County will likely be our 5th CAT. We have spoken at civic clubs and started the CAP project.
- Scotland County will likely be our 6th CAT. We have begun to engage with the Chamber there on a local food project and they have shown interest in our Green Business Program.
- Montgomery and Richmond Counties will likely be our 7th and 8th CAT's. We don't have a Board member in Montgomery, but the HKHC will likely be our foundation there. In Richmond, we'll hope that Monty Crump in Rockingham can assist us with the establishment of the CAT there. But currently there is little or no activity in either county.

Grant Seeking & Earned Income:

- Parsons reviewed the grant applications made and planned for the first quarter of 2010. He also reviewed the subcontracts in place and on the horizon.

Vice Chair Clark stated that the next BOD meeting will be on April 20.

There being no further business or discussion, the meeting was adjourned at 2:45 pm.

Respectfully submitted,

Jackie Bradley