

Sustainable Sandhills (SS) FY2009-2010

Board of Directors (BOD) Meeting Minutes, April 20, 2010
Hampton Inn, Spring Lake

Board Members Present:

Ethel Clark	David Heins*	Harry Huberth
John Portman	Joey Raczkowski	James Rose
Frank Stump	Theresa Thompson	James Wilson

Board Members Absent:

Deborah Branson	Gregory Bean*	Bob Doberstein
Sara Harrington	Harold Haywood	Ray Ogden
Chris Russo*	COL Stephen Sicinski*	Maureen Sutton
Assad Tavakoli	Walter White	

Others Present:

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

Chair Rose called the meeting to order at 12:20 p.m.

Lunch Highlights:

The staff prepared a set of slides to remind the Board of the SS Mission and several events that have occurred recently, including the Urban Farm Tour (300+ participants on 4/10), the NC Green Business Conference (250 participants on 3/31), and the Cumberland County Air Quality Poster Contest (800 entries from K-5 in the Cumberland County Schools).

Chair's Report:

Chair Rose presented the 2/23/2010 Board meeting minutes for approval. **There being no further discussion or corrections, Harry Huberth made a motion to approve the minutes as written. The motion was seconded by Ethel Clark and passed with a unanimous vote.**

Nominating Committee:

In the absence of Chair Tavakoli, Committee member Joey Raczkowski gave the report. The Committee has recruited a list of willing candidates, and that ED Parsons is working through the list. Monty Crump from Richmond County did submit his resignation, leaving the current Board without representation from Richmond or Montgomery counties. A chart of Board members and their activities and attendance was reviewed. Items of concern were noted:

- Deb Branson is currently not serving on a committee.
- There are only two (2) members on the Fundraising Committee, the Committee Manual of Practice requires a minimum of 3 SS Board members on each Committee.
- Board diversity (ethnic) should be improved.

Specific nominations were discussed, including:

- Patrick Coughlin from the Moore Chamber.

- Jim Matheny, a Montgomery County Commissioner.
- Jackie Hough from RAFT Swamp Farms (Hoke resident).
- Steven Singletary from FSU (Hoke resident).
- Charlene Sumlin-Cross from NC Department of Labor (Cumberland resident).
- Mark Locklear from Harnett County Planning (Cumberland resident).
- Pam Dillman, a Richmond County Commissioner.
- Monita McLaurin, Chief Planner from Commerce's Division of Community Assistance.

Events Committee: Chair Huberth noted that the committee has not met since the UFT, which was a great success, and the sale of buttons did not seem to restrict attendance. He said that next year we should at least keep it at that level (\$5 per adult). He noted that the next committee event is the Annual Meeting, tentatively scheduled for July. The committee needs to determine where to hold it and what to do at the meeting. They are also looking at doing another "Pickin' on the Porch" and hold a mini-competitive BBQ contest at it. He already has three (3) people interested in being involved. He said that if we can find another band, we could have a band contest. We could have a donation jar in front of each BBQ stand/band and that would be the way to determine the winner. The committee is looking at this for the fall, and it would reach folks who would not normally attend because of the BBQ. The committee will work out the details. That's all the committee has planned for this year, but may change depending on what the PR/Outreach or Fundraising Committees come up with. ED Parsons noted that in addition to the Annual Meeting and the Pickin' on the Porch event, there is also the Regional Sustainability Symposium scheduled for the fall.

Fundraising Committee: Chair Wilson referred to the Fundraising Plan Tracking Tool attachment. He noted that we have met the overall FR goal for the year, but will continue to raise money through June 30. He has committed to approach nine (9) business/corporate targets. Our PWC funding request is still pending. The committee is working on setting up a FR party before the end of the year. Wilson would also like to design a grant application to support our Conservation Assistance Project (CAP), where we go into low income homes and install roughly \$50 worth of energy and water conservation (and money-saving) equipment.

PR and Outreach Committee: Chair Portman stated that this committee has not met in March but planned to meet immediately following this Board meeting. He noted Theresa Thompson has done a great job of putting together the database. He hopes to have a draft Marketing and Communications Plan ready for review and approval at the June Board meeting. Thompson did get a lot of PR out regarding the UFT in all the counties represented. Heather Brown reiterated the great work of this Committee, highlighting Sara Harrington and Theresa Thompsons contributions. Our Facebook page had 629 fans and 540 visits the previous week.

Staff Report:

- ED Parsons stated that a meeting and events calendar for 2010-11 will be reviewed at the June 8 Board meeting.
- Heather Brown gave update on her health. Chemotherapy will begin on May 6 and be given every three weeks for three months.
- Amanda Blue resigned in December and was not replaced as CAT Coordinator at the time. A search for a replacement is complete, and Angela Dennis to replace her, with a different

set of duties and title. Angela will begin work in May. She will share CAT coordination responsibilities with Brenda Johnson and Kea Meacham. She also has PR, marketing and fundraising experience. Her previous position was Marketing and Development Officer for the Cape Fear Botanical Garden in Fayetteville.

- ED Parsons then reviewed the SS Staff Report (see that attachment for details). Highlights of the review include:
 - Community Action Teams: The manager of the Pratt Recycling MRF in Fayetteville and a representative from Alternative Energy Concepts will speak at the next Cumberland County CAT. Tom Blue from SFB will speak at the next Moore County CAT. “Dirt! The Movie” is the film that will be screened in May.
 - Conservation Assistance Program: we’ve had great support from FSU’s Service Learning students in Dr. John Mattox’s Natural Sciences class with the CAP effort in Cumberland. We continue to recruit clients for Hoke, and are struggling to find clients in Lee and Harnett counties.
 - Grant seeking: Regarding the Student Energy Internship and Fellowship Program, it looks like we are passed through to the next phase, and we’ve received good feedback on that application from the review team. Piedmont Natural Gas Foundation feedback on our application to them was that our mission is very broad. Parsons and Brown worked on an application to the BRACRTF’s RP-1 RFP. That award will be made prior to our June Board meeting.
 - Green Business Program (GBP): GBP Coordinator Jodi Hajosy is moving from the area and will be leaving SS in May. Heidi Johnson and Kea Meacham will continue to certify businesses across the region.

Treasurer’s Report:

In the absence of Treasurer Ray Ogden, ED Parsons gave the report. Both the February and March financial reports are attached, since February’s was not available for the previous board meeting. He noted that we ended both months with money in the bank. Raczkowski asked if the money raised from UFT goes back to support the organization or if it was tagged? Parsons said it goes back into the general operating fund, and is tracked on the special events revenue line. In response to a question from James Wilson about the statement in the letter from McFadyen & Sumner, Parsons explained that of the services provided by M&S is the lowest level of service offered (a compilation) and that the Board must rely on the cashflow analysis in combination with the financial report for each month to have a full picture of the organization’s financial position. The cash flow report from Parsons was reviewed at that time. Parsons emphasized how important a sustained fundraising effort by the Board will be in setting up the organization for success in 2010-11. **There being no further discussion, a motion was made by Ethel Clark to approve the financial report as given. The motion was seconded by Frank Stump and passed with a unanimous vote.**

Strategic Plan Tracking Tool

The Tracking Tool was reviewed (see attachment). Highlights of the review included:

- Goal 1: There is still a lot of work to be on this Community Action Team Goal. It remains our biggest program challenge for 2010-11.

- Goal 2: Parsons and Ogden are discussing next year's budget and will have a budget ready for review and approval in June. A new Fundraising Plan will be incorporated into that budget.
- Goal 3: Steady progress on this goal.
- Goal 4: Steady progress on this goal.
- Goal 5: The work on this Goal is still ahead of us in 2010.

New Business:

- Dave Heins noted that Fort Bragg's Natural Resources Team won the Secretary of the Army's Environmental Award for FY2009, and Mr. Tad Davis will come for the presentation on April 22. Sustainable Fort Bragg staff changes: T.L. Griffin resigned from Plexus and because of budget cuts will her position of regional planner will not be filled. Stacy Logan has replaced Erin Barstow's as Community Relations Coordinator. Paul Wirt is no longer Environmental Branch Chief. Jennifer McKenzie is acting branch chief and energy program manager. The Branch Chief position will be filled.
- James Rose gave an update on the progress of the Campus for Advanced Sustainability, a partnership between PWC, FSU, and the Fayetteville/Cumberland Chamber of Commerce. SS and Fort Bragg are involved, with specific roles still TBD. There is a conceptual design for the Campus, and a foundation has been formed to hold the assets of the Campus (including real estate). Rose will keep the board updated on the project's progress.

ED Parsons reminded members that the next board meeting will be on June 8, and will also include penning notes on our annual membership drive letters. We will also say goodbye to two founding board members – Ethel Clark and Walter White. Their 6+ years of service to the organization will be celebrated on June 8. He also asked board members to send any new contacts to the staff in May so that they can be included in our June membership drive mailing.

Frank Stump made a motion to adjourn the board meeting. The motion was seconded by Harry Huberth and passed with a unanimous vote. The meeting was adjourned at 2:00 p.m.

Respectfully Submitted,

Jackie Bradley