

Sustainable Sandhills (SS) FY 2010-2011

Board of Directors (BOD) Meeting Minutes, July 13, 2010
Environmental Classroom, Department of Public Works, Ft. Bragg



SS Board Members Present:

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| Greg Bean* | Deborah Branson | Patrick Coughlin |
| Sara Harrington | David Heins* | Jackie Hough |
| Harry Huberth | Gloria Lietz | Mark Locklear |
| Monita McLaurin* | Jim Matheny | Ray Ogden |
| John Portman | James Rose | Colonel Sicinski* |
| Steven Singletary | Frank Stump | Theresa Thompson |
| Jim Westmoreland* | James Wilson | |

SS Board Members Absent:

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| Harold Haywood | Joey Raczkowski | Chris Russo* |
| Charlene Sumlin-Cross | Maureen Sutton | Assad Tavakoli |

Others Present:

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| Katie Gard (SFB Coordinator) | Mrs. Sicinski | Josh Lim (SS intern) |
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Sustainable Fort Bragg Planners:

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|------------|----------------|--------------------|
| Tom Blue | Luci Fernandez | Melinda Harrington |
| Julia Love | Linda Pfau | Charles Young |

Sustainable Sandhills Staff:

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| Jon Parsons, Executive Director | Jackie Bradley, Office Manager |
| Angela Dennis, Communications Manager | Brenda Johnson, Green Growth Planner |
| Heidi Johnson, Green Business Coordinator | Kea Meacham, Green Business Coordinator |

Lunch meeting notes:

Colonel Sicinski welcomed everyone to Fort Bragg and stated that he is a supporter of all the activities that Fort Bragg is involved with in the local community and especially those which assure natural resources are available for future generations. Sustainable Fort Bragg (SFB) and Sustainable Sandhills (SS) are working together towards that end and that is why Fort Bragg develops partnerships.

Jon Parsons began the orientation by stating that SS has lots of partners in the region but none is as critical as SFB. He introduced each of the SFB planners, who gave briefings which ran for 50 minutes (to 1pm), longer than the originally allotted 30 minutes. The SFB briefings ran long due to the questions that came from Colonel Sicinski and SS Board members. The SFB briefings are available for download at [this link on the SS website](#).

Following the SFB briefings, Parsons gave a single short 5 minute briefing on SS program areas, concluding with an SS Green Schools video that was produced by the SS staff and Josh Lim, an intern from Duke University. Parsons noted that the four SS program briefings listed on the meeting agenda would have to be given at a future SS Board meeting.

Colonel Sicinski ended the lunch meeting by saying that he is a conservationist, not an environmentalist. Fort Bragg's desired end state requires environmental management and compliance, but that the end state is human-focused, not environmentally-focused.

Chair Rose called the Sustainable Sandhills Board of Directors' meeting to order at 1:20 p.m.

SS Board Orientation:

Jon Parsons referred to the handout package and noted that some attachments had been updated and should replace documents in the old board books of board members. New board members were given new board books with those documents placed under the appropriate tabs. The revised documents included the Table of Contents, the 2010 Strategic Plan, the 2010-11 Fundraising Plan, and the SS Bylaws. He then reviewed the board member job description. He noted that with a total of 20 voting members, a quorum requires 10 voting members and that there was a quorum today. He also noted that staff does not usually print board meeting minutes, preferring to distribute via email and by posting to the SS website so members can choose to print or not. SS staff will print complete Board meeting handout packages (less the previous board meeting's minutes) for each meeting. Important documents from the handout packages will be posted to the [2010-11 SS Board web page](#).

Chair Report:

Chair Rose asked for a motion to approve the June 8, 2010, Board Minutes. **Harry Huberth made a motion to approve the June Minutes as written. The motion was seconded by John Portman and passed with a unanimous vote.**

Chair Rose noted that Gloria Lietz was nominated as an incoming Board Member and asked for a vote to approve her nomination. **James Wilson made a motion to approve the nomination of Gloria Lietz as a Board member. The motion was seconded by Harry Huberth and passed with a unanimous vote.**

Treasurer Report:

Treasurer Ray Ogden stated that SS is not a highly-capitalized operation. The key is the organization's statement of activities as shown in the financial handout. He noted that the staff has done a great job of managing expenses, but there was a shortfall of \$16,663.00 on income in relation to the FY2009-2010 budget; however, the Fiscal Year ended with a surplus.

Cash flow for SS is a key going forward in 2010-11. Ogden highlighted the large increased revenue projected in the fundraising area, and noted that SS's financial success depended on a successful fundraising effort in 2010-11. **There being no further discussion or questions, a motion was made by John Portman to approve the financial report as given. The motion was seconded by Harry Huberth and passed with a unanimous vote.**

Committee Reports:

Nominating Committee: In the absence of Joey Raczkowski, Jon Parsons gave the report. The major accomplishment for the committee is the installation of new board members. The committee is still pursuing new members, particularly from Richmond, Lee, Hoke, and Scotland Counties. Gloria Lietz agreed to come on the board after the June meeting, when new board members were approved. Part of this committee's work is Board committee assignments. Parsons reviewed the description of SS Board Committees, and asked new members to volunteer to serve on at least one committee. The following board members volunteered to serve as noted: Jackie Hough, PR/Outreach; Deb Branson, Programs; Patrick Coughlin, Events; and Mark Locklear, Nominating. For members who did not volunteer, staff will contact them later. **A motion was made by Ray Ogden to accept committee volunteers as noted at this meeting. The motion was seconded by John Portman and passed with a unanimous vote.**

Fundraising Committee: James Wilson stated that requests for corporate sponsorships have been given to six large companies in Cumberland County. He asked that if anyone has a contact name that they submit the information to him and he will make the contact. He was unable to give a membership fundraising report because Heather, the staff liaison to this committee, was not present due to her

illness. Regarding the 2010-11 Fundraising Plan, Parsons noted that it was approved at the June 8, 2010, meeting, except for one line regarding additional board giving. That number has now been added to the plan, and approval will be deferred until the September meeting. Greg Bean suggested we look at offering a lifetime membership option. He noted that some organizations he belongs to are offering this type of option. For example, we could offer a \$1000 life membership which can be paid off monthly/quarterly/in full, etc.

PR & Outreach Committee: John Portman deferred the report to Angela Dennis, who noted that the committee had not met since the June board meeting, but planned to meet immediately following this meeting. The committee will complete a Communications Plan, built on the foundation of the staff and board surveys done in May/June 2010. She referenced the 2010-11 PR & Communications Plan Summary. She noted that SS is doing a great job at what we do and people who know what we do agree with that. However there are not a lot of people who know what we do! She is working with a graphic artist to create a new SS logo. She is also designing a new rack brochure. She reviewed the media summary and noted that we will be highlighted on 910/411 in July and we'll receive a donation from 910411 at the end of the month. We will also be changing the calendar on the website. She noted that we will be applying for a Pepsi Refresh grant and we will need all Board members to help generate online votes for it. If our application is accepted the voting will begin on September 1. In response to a question from Ray Ogden, she noted our our eBlast goes out to approximately 1800 email addresses. She encouraged board members to have their friends and colleagues sign up to be on our mailing list.

Events Committee: Harry Huberth said that the membership letter signings on June 8 and 15 were very successful and a lot of fun. The SS Annual Meeting is set for September 14 and will be held in Southern Pines, possibly at the Sunrise Theater. If anyone is interested in hosting a fundraising party in their home, or know of anyone who would like to host, let Harry know. It would be an informal social atmosphere used to get the word out about SS. *Pickin' on the Porch*, held last year at the home of Jon and Caroline Parsons, included a pig-picking and music, and will be repeated on October 7. The Regional Sustainability Symposium, in partnership with the Moore County Chamber, will be held on November 10 in Pinehurst. Tad Davis (lunch) and Henry McKoy (morning) are the keynote speakers. Patrick Coughlin noted Heather Brown and Linda Parsons (from the Chamber) will be approaching sponsors next week. Gloria Lietz wondered if SS should have honorary members. Board members agreed that Tad Davis and Bill Ross, the founders of the original Sustainable Sandhills initiative, could both be awarded that honorary life membership designation. Harry Huberth noted the next Events Committee meeting is scheduled for July 22 at 4pm at the Moore County Chamber office.

Program Committee: – ED Parsons said this is a new committee and he will do some more recruiting for that. He said that this committee needs to make sure that projects are mission fulfilling and referred members to the Sustainable Sandhills Program Committee handout.

Staff Reports: [staff report link](#) from handout package.

Strategic Plan Tracking Tool (ED Parsons): An [updated Strategic Plan Tracking Tool](#) is provided at every board meeting. We are showing good progress on the Goals 1, 2, 3, 4. Very little progress has occurred on Goal 5, but the creation of the new Program Committee will change that.

CAT Highlights: The CATs are a key part of our revenue stream this year. We have coordinators for each county, who gave brief highlights for each of their counties:

- Brenda Johnson - Cumberland and Hoke.
- Angela Dennis – Harnett, Lee, Scotland.
- Kea Meacham – Montgomery, Moore, Richmond.

Patrick Coughlin asked about SS involvement with the Sandhills Farm to Table Cooperative (SF2T). Parsons explained SS's key role in the formation of SF2T. Meacham explained plans for SS local food surveys in other counties. The SS local food survey was a critical element in the SF2T formation.

Grant Seeking: ED Parsons referenced the SS Staff Report handout.

- We're hoping to hear very soon about the Student Energy Internship grant results.
- SS partnered with LandDesign on a BRAC RTF Growth Management Strategy Proposal, which LandDesign won. SS's role on the Team (or compensation) has yet to be determined.
- SS has a funding request in to the City of Fayetteville's PWC to support a Green Schools Program in the Cumberland County Schools. [pending]
- Pepsi Refresh grant is due August 1 with voting to begin on September 1 if the application is accepted. This will be a better time for us since schools will be back in session. The video is an important tool for this grant.
- Cumberland Community Foundation (CCF). We have previously received operating support grants from them. The application is due August 1.

New Business:

Chair Rose informed the board that the Executive Committee is working on the performance evaluation for the Executive Director. They are putting together criteria based on the goals and objectives established last year along with other qualitative measures. The committee will have some type of recommendation for the September meeting.

There being no other business, discussion or questions, a motion was made by James Wilson to adjourn the board meeting. The motion was seconded by Gloria Lietz and passed with a unanimous vote.

Chair Rose adjourned the meeting at 2:22 p.m.

Recorded by Jackie Bradley