

Minutes of the Board of Directors Meeting Native Plant Society of New Mexico

August 4, 2011

Institute of American Indian Arts, Santa Fe

Present:

Officers: Tom Antonio, President; Renée West, Vice-President; Lolly Jones, Membership Secretary; Pamela McBride, Recording Secretary; Wynn Anderson, Treasurer

Directors-at-Large (Chapter Representatives): Frances Robertson, Albuquerque; Charles Holmes, Gila; Judy Lister, Taos; John White, Las Cruces; Carol Johnson, Santa Fe; Hildy Reiser, Otero

Committee Chairs: Jack Carter, Finance; Gary Runyan, Posters; Jim McGrath, Conservation; Cindy Roper, Administrative Coordinator

Other Participants and Guests: Helgi Osterreich, Otero; Martha Carter, Gila; Bob Sivinski, Santa Fe, proxy for Frances Robertson; Jeanne Tenorio, Santa Fe; Kym Anderson, El Paso; Virginia Morris, El Paso

- A. **Call to order, Tom Antonio, President:** Tom called the meeting to order at 1:35 p.m., August 4, 2011 and determined that a quorum was present. The meeting agenda was approved unanimously.
- B. **Approval of January 29-30, 2011 minutes, Pamela McBride, Recording Secretary:** A correction to E. **Membership Report**, item 2. Renewal notices cost about \$1 each to send out, totaling \$100 four times a year, should read totaling \$1100, eight times a year. Approved unanimously with correction.
- C. **Treasurer's Report, January 1 to June 30, 2011; Kym Anderson for Wynn Anderson, Treasurer:** Kym went over the report.
1. Total revenue received since 12/31/2010 was \$14,779. Operating expenses were \$18,987. We are operating at about a \$4000 deficit at this point. Revenue is down a little more than \$2000. This deficit is reflected in the membership report which says membership enrollment is down. There are two accounts at the NMEFCU, one is the operating fund account the other is the Carter Fund account. Kym suggested we close the Carter Fund account with the credit union and transfer the \$3,672.20 to the Edward Jones Carter Fund account so that all Carter Fund money will be in at one financial institution. This was approved unanimously. Unrestricted funds that have been invested in CDs, Fidelity Spartan 500 Index Fund, and a money market total 177,775. Investment income from January 1, 2011 to June 30, 2011 was \$772.
 2. The Treasurer's report was accepted unanimously.
- D. **Membership Report, Lolly Jones, Membership Secretary:**
1. Memberships were down by 44, with a total of 847 members. There were 82 new memberships, of which 22 joined via the web-based membership application. New memberships decreased by 24 from this time last year. Membership dues and contributions above dues show a decrease of \$3,597 from this time last year.

E. **Introduction of New Administrative Coordinator, Tom Antonio:** Cindy Roper was introduced. She says her forte is organization. She wants to keep the website updated as much as possible so that it is a go-to resource. There were 39 clicks recorded on the website for the annual conference. She has been answering e-mails through the new state e-mail. She did research on alternatives to our current e-commerce vendor and she did an e-mail blast to ask the membership about receiving newsletters electronically; there was a 42% read rate.

F. **New Business**

1. **Project Idea Report, Frances Robertson:** Project #1: The state would provide two or more workshops each year of at least one day's duration and include field and/or lab experience. These would be the responsibility of a paid staffer to plan, organize, and carry out. The workshops would be offered in the north, central, and southern parts of the state. Any profits from workshops would be returned to the state general fund. The workshop coordinator would be paid \$15/hour. The estimated cost was \$5000.00. Discussion followed that included mention that this might be difficult to get employees of Federal and State agencies to attend because there are currently restrictions on travel reimbursement. Frances mentioned that when Sandra Lynn published workshop announcements on the list-serve, they filled up in an hour. Tom made a motion to establish a task force to determine how much money would be needed to put on workshops and present the results to the Finance Committee. This was unanimously approved. The task force members are Frances Robertson, Bob Sivinsky, Hildy Reiser, Jim McGrath, and Lolly Jones.

Project #2: Hire a Vegetation Program Coordinator to provide classroom and field instruction to NPSNM chapters interested in learning how to conduct rare plant and vegetation surveys. This would eventually contribute to a complete survey of New Mexico's rare plants and communities. The estimated cost for this project was \$3000.00. This would pay the salary of the coordinator at \$15/hour to do the training sessions, travel expenses, collecting the monitoring data and recording it with the Natural Heritage New Mexico. This project was presented, but resulted in no further discussion.

2. **State Liability Waiver, Frances Robertson:** Frances thinks the liability waiver is too inconsistent from chapter to chapter. She suggested that the state put a waiver on the membership brochure and that chapters put the same one on their thank you notes to new or renewing members. That way both the state and chapters will have waivers on file for the year. The Board rejected these ideas, with Wynn Anderson stating that there is already a waiver on the website and he urges everyone to use that as the standard form. A revision of the liability waiver is in the new policies in effect that Wynn and Kym have been working on this year.

G. **Committee Reports**

1. **Finance Committee, Jack Carter, Chair:** The budget was prepared at the committee meeting on January 7, 2011. Kym and Wynn provided excellent data to assist with preparation of the budget and suggestions to present to the Board on January 29, 2011. As approved by the Board, Jack and Wynn invested in three \$5,000.00 cds with Edward Jones from NPSNM unrestricted funds.

2. **Conservation Committee, Jim McGrath, Chair:** Jim will be leading a rare plant trip on two consecutive weekends to find *Phacelia cloudcroftensis* (August 20, 21 and August 27, 28). This will be announced during the annual meeting. Jim has gone on several exploratory trips to the Blue Hole Cienega and will be leading a weekend service project to remove Russian olive on October 21-23. He will send a notice to Cindy so she can send

out an e-mail blast to the general membership and to post on the website. Jim wants all the chapters to get involved with conservation projects and would like to get their ideas for future projects. Cindy will post other western states' policies on conservation whether it will be on the website or the list-serve is to be decided.

3. **Posters, Gary Runyan, Chair:** Poster sales have totaled \$521.00 so far this year. This is down from last year's sales which were \$700.00 at this time. There were no sales to the National Park Service.
4. **Website, Cindy Roper, Webmaster:** Cindy needs to have the most up-to-date information from chapters. She passed around a piece of paper for chapters to update officer names and contact information and anything else that needed updating. Her goal is to make the website the go-to place for the public and members to obtain the most current information regarding the society.
5. **Book Sales, Lisa Alvares, Chair:** no official report.

H. More New Business

1. **Committee to Search for New Treasurer, All:** the committee consists of Jack Carter and Charles Holmes. They propose that job descriptions for all officers be included in the revised policies in effect. As discussion of the search was underway, Kym Anderson said that she would be willing to be treasurer and prepare reports and the NPSNM tax return if she didn't have to attend meetings, but could simply send electronic reports. The Board was delighted with this offer. Kym, Lolly, and Cindy will talk about the treasurer's position and figure out ways to facilitate Kym's offer.
2. **Committee to Search for New Vice President, Renée West:** Charles Holmes and Jack Carter volunteered to be on the search committee. The strategy will include: 1) collecting ideas from Renee on what the duties are, 2) contacting each chapter for possible candidates, and 3) approaching the several most likely candidates.
3. **Policies in Effect Revisions, Renee West:** Renee sent out an e-mail with the draft policies in effect revisions attached on July 27 to the Board. She requested that anyone wishing to comment on the draft, to please do so by September 4, 2011.
4. **Mission Statement Revision, Pam McBride:** Comments on the mission statement were supposed to be made by August 22, 2011. This would have been possible if your secretary had actually sent the revised version to the Board on August 8, but this was not accomplished until the original deadline date, so the new deadline will offer the same amount of time to review the revised version-two weeks which will be September 5, 2011. It will be important to post the mission statement on the Grants proposal page as well as the home page of the NPSNM website.
5. **Advocacy and our Non-Profit Status, Pam McBride:** After a long discussion about advocating for native plants and what other western states conservation policies are, it was decided that the Conservation Committee would come up with a conservation policy to be presented to the Board at the January, 2012 Board meeting.
6. **Carter Conservation Fund Appeal Letter, Tom Antonio:** Cindy Roper will send out the appeal letter this year, asking chapter representatives to come up with a list of people they would like the letter to go to.
7. **Electronic Newsletter Distribution, Tom Antonio:** Cindy sent an e-mail blast asking members to respond to the question of whether they wanted to continue to receive hard copies of the newsletter. If they wanted to receive the newsletter by e-mail, they would not need to respond. There was a 42% reply rate. In the next hard copy of the newsletter, there will be an announcement stating that this will be the last hard copy of the newsletter that members will receive unless they have notified the society that they want to continue to

receive a hard copy rather than switching to receiving it electronically. There will be links on the website, alerting people when the current electronic version is available. One possible glitch to this plan is that there is a minimum number of newsletters that we must send in order to take advantage of the bulk mail permit. If we do not meet the minimum, this might incur additional costs if we can no longer get the bulk rate. Lolly will contact Carolyn Gressitt to find out about the issue. Tom wants to scan all the old newsletters and put them on the website. Cindy will find out if this is feasible and contact the server and find out how much available space there is. Boxes of printed newsletters will still be mailed to chapters to distribute at events.

- 8. E-Commerce Processing Systems, Cindy Roper:** Cindy researched costs of various e-commerce processing systems because our current system is raising rates. Pay-pal for non-profits is the least expensive and has good security measures in place. Chapters can set up their own pay-pal account if they want people to be able to sign up and pay on-line for annual meetings or workshops. Lolly set up an account with them for the Albuquerque Chapter's Landscape Design Workshop.
- 9. Grants, Hildy Reiser:** Hildy wants to follow through on coming up with new grant application criteria. She will include the changes that were proposed at the January, 2011 Board meeting and add an example of how the budget for a project should appear in a proposal. One criterion will be that the NPSNM must be in possession of the grantee's annual report before the annual Board meeting in January. Another is that the NPSNM will not fund operational expenses for any organization. Hildy will make sure Cindy gets the changes to post on the website in a timely fashion so that proposals can be written appropriately.
- 10. Book Sales.** Lisa Alvares is resigning as chair after the annual meeting. We have 742 books. We sold 8 books on the web last year. Jack Carter said that if we have a book review on the website along with the selling price, this might improve sales. Total sales for the first half of the year were \$3,369.67. Expenses were \$1,664.69 which includes half of the storage rental fee each month, including August, 2011. The balance in the checkbook is \$3,773.46. The Board decided to offer a 25% discount at the annual meeting so we can drastically reduce stock. A discussion of whether to continue selling books at the state level ensued. We offer unique titles that you can't purchase on-line or on kindles. The discussion will continue via e-mail.
- 11. Community Rewards Check from New Mexico Educators Federal Credit Union, Tom Antonio:** The community rewards check for the year was \$1900.00.
- 12. Meeting adjourned:** 5:05 p.m.