

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

February 9, 10, 2013  
Sevilleta Wildlife Refuge

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**Present:**

**Officers:** Renée West, President; Barbara Fix, Vice-President; Lolly Jones, Membership Secretary; John White, Treasurer; Pamela McBride, Recording Secretary

**Directors-at-Large** (Chapter Representatives): Gary Runyan for Bettie Hines, Albuquerque; Charles Holmes, Gila; Joan Woodward, Las Cruces; Kathy Barton, El Paso; Carol Johnson, Santa Fe; Bob Powell, San Juan Four Corners; Linda Barker, Otero; Jan Martenson, Taos

**Committee Chairs:** Jack Carter, Finance; Gary Runyan, Posters

**Other Participants and Guests:** Cindy Roper, Administrative coordinator; Bob Sivinski, Workshop Coordinator; Martha Carter, Gila; Tom Antonio, President, Santa Fe; Keller Suberkropp, President, Gila; John Wilson, Albuquerque and board member of Amigos de la Sevilleta.

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- A. **Call to order, Renée West, President:** Renée called the meeting to order at 9:15a.m, February 9, 2013 and determined that a quorum was present. John motioned to approve the agenda, Lolly seconded. The meeting agenda was approved unanimously.
- B. **Approval of August 9, 2012 minutes, Pamela McBride, Recording Secretary:** Tom motioned to approve, Kathy seconded. Approved unanimously.
- C. **Treasurer's Report, January 1 to December 31, 2013, John White, Treasurer:** John went over the report.
- 1) Total revenue received was \$34,579. Operating expenses were \$39,452. Operating expenditures over revenue totaled \$4,873. The projected budget would have made us \$5595 in the red, so we actually came out ahead. The operating account balance on 12-31-2012 was \$5,608. The restricted investment account value is \$47,891. The current value as of 1-31-2013 of the unrestricted investment account is \$119,121.
  - 2) Pam motioned to accept the treasurer's report as submitted, Tom seconded. The Treasurer's report was accepted unanimously.
- D. **Membership Report, Lolly Jones, Membership Secretary:**
- 1) The total number of memberships (773) was up by 20 but we lost about 16 members so we've lost about as many as we've gained. Revenue was down by \$553 which may have something to do with sending the newsletter electronically. It may be that more people renewed or joined via the form in the hard copy of the newsletter. Memberships of the majority of the chapters were down; Gila was the only chapter that had an increase in the number of members. The total of all chapter rebates for 2013 was \$4639.50. Joan asked if the Board had considered changing the staggered membership renewal to a yearly renewal. The Board has considered this in the past and is open to revisiting the issue. Lolly is moving and John Freyermuth wants to retire from membership management so two new people will need to be found to deal with membership and it might be the perfect time to revisit how to configure the membership renewal process.

## Old Business

**A. Chapter Reports:** Otero, Gila, Taos, San Juan Four Corners, Las Cruces, Albuquerque, Santa Fe, and El Paso chapter representatives gave their annual reports. All reports will be posted on the website.

### **B. Committee Reports:**

#### **a) Finance Committee: Jack Carter, Finance Chair:**

1) There is \$40,114 in the restricted accounts, while the value of all unrestricted funds is \$82,152. Contributions to the Carter Fund were way up and in 2012 totaled over \$15,000. Kym made a note on the treasurer's report that the Fidelity Spartan account started out at \$29,407 and is now valued at \$35,913.

#### **b) Workshops: Bob Sivinski:**

1) Bob went over his report. The six workshops that Bob organized in 2012 had a net profit of \$1,789. There were a total of 107 people that registered and 100 that actually attended, 48 of whom were new members. New member fees from people taking workshops generated \$1200. Bob will be doing fewer workshops in 2013: Introduction to Identifying Sedges (July 24-26) and The Art of Wildflower Photography (August 24-25). Bob notified the Board that he will need \$850 as a down payment to reserve lodging at the Valles Caldera Trust Field Station in Jemez Springs for the sedges workshop.

**c) Book Sales: Renée West for Rachel Jankowitz, Book Sales Chair:** Book revenues were \$2,620.75 for 2012. The checking account balance was 4,717.12 on 1/1/2012 and 5,567.21 on 12/31/2012. In addition there was a balance of \$125.64 in the savings account. Rachel has only sold one book outside of annual meeting sales and this was very inconvenient because there is no on-line method of payment in place. We now have a fairly large inventory of books, but we do not know their value. Rachel has indicated to Renee that she will sell books at the annual meeting in Albuquerque and then she will resign as chair. Jack suggested that we could have a separate meeting to discuss book sale procedures and finding a book sales chair.

**d) Posters: Gary Runyan, Poster Chair:** Poster sales totaled \$479. This total is different than that reflected in the treasurer's report; in the future Gary will notify John immediately when he makes a deposit so that figures will match. Several years ago, poster sales were as much as \$1500. There used to be many more orders from the National Park Service, but the NPS went from mail order forms to email forms and Gary hasn't been able to keep up with those. He will contact parks and attempt to bring sales back up to their previous levels; Gary is going to get a new computer and will be better able to deal with incoming electronic orders.

**e) Conservation: Renee West:** Jim McGrath has resigned as chair of the conservation committee, making this the third or fourth State office position we need to fill. Jim drafted a petition to list the Leoncita false foxglove which was signed by both him and Renee and sent to the U.S. Secretary of the Interior. He attended a meeting of the Valles Caldera Trust and distributed a report of the proceedings to the NPSNM Board of Directors. He made comments on the BLM Rio Puerco Field Office Resource Management Plan, wrote two Conservation Corner articles for the NPSNM newsletter, wrote two other articles, one on the Cloudcroft Phacelia and the other on Holy Ghost Ipomopsis, and has brought a potential action to the Boards attention about joining the Montana Native Plant Society in signing a letter asking the USDA to test the effects of non-native species prior to their introduction into native plant communities in the Western United States. The Board decided that the letter needs to focus more on native plants and adjustments need to be made to the letter before adding our signature. Renée will work with Linda Barker on rewording the document and an

email vote will be solicited from the Board after this is accomplished. John asked about Janet McVickar, our DOT representative on the Board, who has not been able to make it to a Board meeting. Cindy will contact her to determine if she still wants to be on the Board.

**f) Cindy Roper, administrative coordinator:** Cindy switched the website from the UNM server to a stand-alone site through Southwest Cyberport in February of last year. She wanted to know how the Board wanted the emails of officers displayed. Bob said having live links on a website was a nightmare for him because he was receiving political and religious email as a result. The Board decided to keep the emails inactive as they are now (using “at” instead of @). The newsletter has been offered to members in an electronic format for a year. The rate of members who open the newsletter email notifications ranges from 41-45%, while for those who open the notification, the click rate to links is very high, ranging from a low of 76% to a high of 209%.

### **New Business**

- a) John Wilson, Board Member, Amigos de la Sevilleta:** The Amigos raises money to bring school kids from Socorro to the refuge and they manage the bookstore in the Sevilleta Visitor’s Center. John was asking that someone from the NPSNM volunteer to be on the Board of the Amigos and also asked that we sign a petition against permitting a foreign-owned company to draw 54,000 acre feet of water from the Plains of St. Augustine to be released into the Rio Grande River. This would adversely impact the livelihoods of local ranchers and likely dry up the flow of water into the Gila River. John and Barbara will work on a letter to the governor and will email it to the Board for signing approval.
- b) Membership Needs, Lolly Jones:** Lolly wrote a description of membership duties and we need to find replacements for her and John Freyermuth. Chapters will need to send a notice to their members announcing the need to fill these positions. Lolly proposed two jobs: Membership Development Manager and Membership Financial Manager. Lolly and John Freyermuth will help with the transition. There could be a third position entitled Membership Technical Support and this job opening could be posted on Craig’s list. This would be a part-time contractor position; \$3000 was allocated in the budget. Kym Anderson has suggested that we use QuickBooks for managing the membership lists. QuickBooks online allows for dealing with many tasks in an expedient manner, including updating membership information. Kym would set up QuickBooks to meet our needs. Lolly, Cindy, John White, John Freyermuth, Tom, and Kym will form a committee to examine the use of QuickBooks for NPSNM membership needs. Cindy will talk to the Santa Fe Botanic Gardens about their use of QuickBooks.
- c) Adoption of 2013 Budget:** The finance committee’s 2013 recommended budget is \$11,767 over estimated revenue if all of the grant proposals are funded. The Board looked over the budget and made a few changes, bringing the budget down to \$9,266 over the estimated revenue. Tom said chapters should be encouraged to solicit community rewards funds from their local NM Educators Federal Credit Union. This could generate more revenue for NPSNM. Bob moved to accept the budget, Kathy seconded. Approved unanimously.
- d) Newsletters: Are we saving money by going electronic?** The rate at which members are opening the electronic newsletter notifications is less than 50%. We are saving very little by delivering the newsletter electronically and members are not reading it at the rate we hoped. This may also be affecting our membership numbers as discussed by Lolly. Pam will contact the Audubon Society that recently switched from a hard copy newsletter to electronic and get their feedback on the process. Tom suggested we try another year to see if this is really not working out. Tom also suggested that sending an end of year summary of NPSNM activities to members could be quite effective by summarizing the work that the

NPSNM did throughout the year and prompting them to renew their membership. There could also be a reminder included to open the newsletter notification and follow the link to read it.

- e) **2015 Annual Meeting Proposal, San Juan Chapter, Bob Powell:** The San Juan Chapter has made a proposal for the annual meeting in 2015 that differs from previous annual meetings in that it will consist only of field trips and a Friday and Saturday evening speaker and reception. Bob asked the Board to decide if this was acceptable. The Board decided not to create a formal standardized model of how annual meetings should be formatted, so chapters are free to organize meetings in a manner that is manageable for them. The Board reiterated that the state does not subsidize chapters for annual meeting costs.
- f) **Procedures for Email Voting by the Board:** An email vote would include all Board officers and chapter representatives and a quorum must respond. A change to the Policies in Effect will need to be ratified by the Board at the August 8, 2013 meeting. Bob moved that the requirement to mail in signed authorization for a vote of the Board whether by email, post, or telephone be removed from the Policies in Effect. Gary seconded. Approved unanimously.
- g) **Bequests, Barbara Fix:** Barbara made a presentation on bequests as a way of bringing more funding to NPSNM. One idea was that when an individual makes a bequest, it could be publicized in the newsletter. The Santa Fe Botanical Garden has a program called the Legacy Society in which supporters can leave a bequest to the garden in their will or living trust, a charitable trust, real estate, life insurance, or in some other manner. Barbara and Tom will investigate how the Legacy Society program was set up and other particulars and report back to the Board.
- h) **Book Sales:** Jack mentioned there could be an opportunity to sell books at the SW Book Festival in Albuquerque. This year it takes place in May and the NPSNM could have a table at a cost of \$150. We can keep this in mind when we have a book sales chair. Joan offered to look into the procedure for being a seller on Amazon and will report back to the Board.
- i) **Holding Two Board Positions at Once:** It was established that there is nothing in the By-Laws preventing an individual from holding two Board Positions. Barbara moved that no director can be both a chapter representative and an officer of the Board at the same time and that this should be stated in the Policies in Effect instead of the By-Laws. Jan seconded. 2 opposed, 1 abstention, passed by majority.
- j) **Financial Procedures, John White:** Kym Anderson wants us to be aware that we need to be transparent in all our financial transactions. The Conservation committee chair should never have been authorized to open a separate checking account. If costs associated with projects undertaken by committees are incurred, these should be reimbursed when the treasurer receives receipts for such costs. We need to close the book sales checking account as well.
- k) **New Focus on Education, Jack Carter and Pam McBride:** Jack wants to focus on more education-based programs or grants since botany has been removed from school curriculums. Asombro has been very successful in teaching native plant related outdoor classes for children in the southern portion of New Mexico. We could look into partnering with already existing programs like the Audubon's program in Santa Fe and we could also provide lesson plans to teachers. Pam spoke to a Santa Fe elementary school teacher who agreed to be part of a one-day working group to discuss methods for incorporating more botany in school curriculums. Everyone will email any ideas to Jack about this topic.

- l) **Changes to Grant Proposal Criteria, Pam McBride:** Pam read from the 2011 minutes regarding proposed changes to the criteria. Pam will incorporate these and other changes that were suggested into a document and email them to the Board for consideration.

**Meeting Adjourned:** 5:15 p.m.

m) Meeting called to order, 2/10/2013: 9:05 a.m.

**n) Evaluation of Grant Proposals:**

1. Joseph Franke, Sapo Gordo Ecological Restoration Services. **Pollinators of Gypsophilous Plants in New Mexico.** Grant not funded.
2. Steve Dorbett, Manager, Ladder Ranch. **Prehistoric Occurrence of Arizona Sycamore in the Rio Grande Watershed.** The proposal was not funded.
3. Stephanie Bestelmeyer, Asombro Institute for Science Education. **Stepping Out for Science Inquiry (Middle School Schoolyard Science.** This grant was funded for the full amount requested of \$1,000.
4. Robert Shriver, Duke University. **The Importance of Competition in Mediating Plant Responses to Climate Change-Induced Precipitation Changes in the Chihuahuan Desert.** The grant was funded for the \$450 requested.
5. Matthew C. Pace, Ph. D Student, The University of Wisconsin-Madison. **Investigating the Phylogenetic and Biogeographic Relationships of *Spiranthes magnicamporum* (Orchidaceae) in New Mexico.** This grant was fully funded at \$1,000.
6. Laurie Trevizo, Alan G. Hook, City of Santa Fe. **The City of Santa Fe's Water Division Demonstration Garden Emphasizing Water Conservation.** This grant was not funded.
7. Taos Academy Foundation. **Taos Academy Native Plant Walking Path.** This grant was not funded.

g) Pam will write letters to all those who submitted grant proposals with assistance from Renée.

h) **Meeting adjourned:** 11:00 a.m., February 10, 2013.