

## **MINUTES, BREWSTER PONDS COALITION, FEBRUARY 4, 2021**

Virtual meeting by Google Meet: Board Members present: Susan Bridges, Mary Mauterstock, Konrad Schultz, Cameron Ferguson, Nancy Ortiz, Wayne Jenkins, Gwen Pelletier, Bruce Swiren, Marty Burke, Rob Condon.

Guest: Marcia Kielb

Meeting started: 6 PM

### **Standing Topics**

1. Minutes for the January 7, 2021 board meeting approved.
2. Board voted to amend Expense Policy to include using a tax exempt certificate for purchases whenever possible.
3. Incoming mail: Susan was a guest speaker at the Brewster Garden Club on January 6th and attended a meeting Friday, January 29th to discuss business partnership opportunities. Susan subsequently received a thank you note and check for \$100 from the club. The club does not want to be a business sponsor but will collaborate on events such as the hydrangea festival. (see below under New Business.)
4. Treasurer's Report:  
Refer to reports in the shared drive Financial folder. There is a balance of approximately \$100K in the operating account as of the end of January. An anticipated invoice for \$3K from O'Reilly Associates for Walker's Engineering Study completed in 2020 will be paid in 2021. Also an invoice for Elbow Pond harvesting is anticipated. Reimbursement to Lim-tex will be paid in February.
5. Miscellaneous Administrative Matters.  
Susan mentioned BPC is in the Best of Brewster Chamber of Commerce magazine. The Cape Codder is devoting a monthly column to non-profits. In other words, each non-profit will be allocated one month a year to submit an article. Susan suggested choosing July or August. Wayne suggested a Spring article to discourage fertilizer use..

### **New Business**

1. **Grant strategy (and guidelines for allocation of funds)** - BPC's current balance is \$96.9K. Some funds should be held in reserve for future projects and the remainder should be currently used to support BPC's mission of pond remediation. Mary previously Emailed John'Keith's report on Elbow Pond to the board. DEP approval is required for a fourth Elbow Pond harvest and funds will need to be raised. Susan would like the Pond Summit to advertise BPC matching certain expenses for pond projects throughout the town. Knowing there is available funding via BPC could motivate ponds to initiate projects. Konrad reminded the board that some of these pond projects can be very expensive. Per Marty, a non-profit should not make a profit. Determination should be made regarding what asset balance should be kept in reserve. For example, hold \$50K in assets and spend \$50K. The current balance is high due to lower expenses because

of COVID and also Marty's productive fundraising. Wayne suggested forming a subcommittee to create guidelines for fund allocation. Rob, Susan, Wayne, and Mary volunteered to be on the committee.

**Grants** - Konrad can devote time to grant writing now that BPC has a Communications team. He recently took an online webinar on grant writing where three steps were outlined: grant research, relationship building, and grant writing. Cape Cod Community College library has a research section where small non-profit organizations can get more information. Konrad discovered the Eddy Sisters Foundation grants are for pre-determined organizations. BPC was formed after the passing of the sisters so is not mentioned, however, BPC could benefit from its partnership with Brewster Conservation Trust which does receive Eddy Sister grants. Grants are often best obtained if applied for specific programs such as pond education and aerosol testing . BPC is a direct and indirect beneficiary of APCC which receives Eddy Sister grants. Marty mentioned that this past week he executed a letter of recommendation for APCC as part of their grant proposal to the DEP. This partner approach in grant applications with APCC has worked very well in the past and he will continue to pursue it. If approved by the DEP, this will result in a direct benefit to BPC for the purchase of two Anatoxin-a test kits, worth approximately \$1,300.00. He feels that this model is an example of how partnering with another nonprofit in the grant process can work for BPC. Until we gain the experience to write our own grants this could be done with BCT as well. Marty does feel that there could be a strong benefit of working with BCT on education and pond remediation. Konrad will contact Hal Minis of BCT to start discussions regarding grants.

2. **Hydrangea Festival** - Per Susan, the Brewster Garden Club suggested that the BPC participate in the 2021 Hydrangea Festival (sponsored by the Cape Cod Chamber of Commerce). The festival will be held Cape wide from 10AM to 4PM, July 9th - through 18th. The cost of sponsoring a garden is \$50. The admission cost per site to visit is \$5. Tickets will be sold online and available at each garden. Cal and Karen Mutti of Blueberry Pond have offered their garden for two days during the festival. The Muttis have an alternative septic system and live close to one of the stormwater remediation projects at blueberry Pond which includes a rain garden The BPC would arrange to have speakers twice a day to talk about septic systems. Lectures would be held at 11 AM and 2 PM. Four BPC volunteers would be used to greet and assist in two shifts of three hours at Cal's home. The board voted unanimously to participate in the festival.

### **Current Priorities**

1. **Pond Summit** - Wayne spoke to Nancy O. and Susan re: the video on Lower Mill Pond erosion project and Marty spoke to Nancy Leland and Jim Haney of UNH re: video on the Food Web Study. Nancy Leland has agreed to do the video. Recording will be done via Zoom. Marty will discuss again with Nancy Leland in a planned call on Monday, February 8. Invitations to the April 10th Pond Summit will be sent out by the communication team four weeks and two weeks in advance of the April 10th meeting date via MailChimp. There will be a separate Email to members and pond association

contacts with a RSVP. Bruce is currently working on Pond Association contacts. Per Wayne and Konrad, this Zoom meeting will be limited to 100 participants. Bruce will make phone calls to the Pond Association contacts. March 10th is the deadline for the video.

**Brewster in Bloom** - No parade is planned by town as of today, however, there is expected to be some event. Susan will contact Kyle at the Brewster Chamber of Commerce for an update.

**Beautify Brewster** - There is no information on the website. Gwen will Email Chris and Ryan for more information.

- Leland Road/Indian Waters Association** - There are two remaining Mill Pond erosion sites are off Leland Road. Nancy and Bruce went on tour of all seven Brewster erosion sites in the pouring rain on Saturday, January 16th. Bruce spoke with Andy Barto, President of the Indian Waters Association. Andy has used John O'Reilly personally. Dan Stevens, Treasurer of the Indian Waters Association, has contacted O'Reilly to get an estimate of erosion work. No firm date has been set. There are 31 Association properties with annual dues of \$145. The current bank balance of \$8K is earmarked for projects. Marty learned during August and September 2020 discussions that Dan and Andy are motivated to do the erosion projects this year. The Board discussed matching funds. Susan mentioned that O'Reilly has renewed his business partnership with the BPC for 2021.

### **3. Committee Reports - Written/verbal reports as needed.**

Susan had previously suggested board members read committee reports prior to the board meeting in the interest of allowing meeting time to discuss new business.

**Membership Committee** - Membership report details are in the Board folder. Marty briefly discussed fundraising and reaching out to members during this years' call-out program. The fundraising goal is a few thousand short of being met. Nancy mentioned a deposit tomorrow that should close the goal gap. Marty mentioned an increase from four to thirteen \$1K donors this year. The membership donation goal set by Marty of \$50,000 does appear to be achievable at this date.

80% of non-profit donors are typically individuals. Marty mentioned the success of the cocktail party a couple years ago. Perhaps the party could be repeated this year. Susan suggested a high donor party at Spinnaker Restaurant in Brewster.

**Volunteers Committee** - Cameron's member volunteer letter will be edited and sent electronically to members next week. In addition to the usual volunteer categories, there is an undecided option. The information will go into an electronic NEON spreadsheet. Marty will assist Cameron as they have discussed to populate NEON. Mail Chimp will be used for the Email list and the form will be created via Google.

**Executive session** (Prior to the executive session, Marcia gave a short summary of her career, interests, history of connections to Brewster, and love of ponds,) Marcia is a creative thinker, personable, and enthusiastic. The board voted unanimously to add Marcia as a board member. She will be in charge of the Pond Education Committee.

### **Wrap up**

#### **Recap decisions, action items, and follow-up assignments.**

Board unanimously voted to amend Expense Policy to include using a tax exempt certificate for purchases whenever possible.

Board agreed to participate in the Hydrangea Festival.

Board voted unanimously to add Marcia Kielb as a new board member.

Subcommittee of Wayne, Rob, Susan, and Mary was established to determine guidelines for allocating funds.

**Next Board Meeting** - March 4th, 2021 - Google Meet

**April Board Meeting** - April 1st, 2021 - Google Meet

**May Board Meeting** - May 6, 2021 - Google Meet

**June Board Meeting** - June 3, 2021 - Google Meet

Meeting

Adjourned 8:05 PM

Submitted by Nancy W. Ortiz, Clerk