

Minutes, Brewster Ponds Coalition, January 6, 2020

Board Members present: Susan Bridges, Judy Pirani, Steve McKenna, Marty Burke, Nancy Ortiz, Sue Searles, Tom Vautin, Rob Condon, Wayne Jenkins. Konrad Schultz via telephone.

Guests: Chris Singer (Sally Bullard, Cheri Tyree and John Kielb unable to attend for personal reasons)

Copies of referenced reports or documents are available upon request.

Standing Topics

- Minutes of December to be approved in February.
- Confirm and document Email votes between Board members - none
- Incoming mail – holiday card from accountants.
- Treasurer's reports were accepted unanimously – had strong fundraising year with lower expenses than budgeted.
- Misc administrative matters – Tom would like to get finance committee back together. White Caps treasurer Roger Normand is listed as a member of the Finance Committee but it has been inactive. Finance Committee needs 4 or 5 members.

Current Priorities

2020 Budget – Tom – Per Tom, budget goal is to always strive for balanced budget, have a cushion for unexpected expenses, and put money into more programs. Three areas up for discussion are storm water demonstration project, project relating to Walker's Pond cleanup, and future neighborhood projects. Board discussed budgets for special programs such as Volunteer Event, Weed workshop, etc. Susan B. suggested having an event budget to give idea of spending limits. Marty predicts \$38K in 2020 donations. Konrad suggested combining business donations with sponsorships and suggested \$5K for business donations. Final decision is to remove business donations line in budget. Susan S. discussed purchasing take away bags for Education Program. Take away bags and other materials are also used at other events besides Education like Conservation Day and Farmer's Market and businesses called on for sponsorships and donations. Marty questioned where membership expenses categorized. Answer: under

fundraising and administration. Expenses for fundraising supplies must be split between education, fundraising, and other categories. Printing and copying categorized under Education and Outreach would cover expense of Pond Association visits. Marty was questioning Pond Association package expenses. Marty always brings material to distribute when visiting Pond Associations. Tom will redo budget and send E-mail to board for approval.

Website Redesign – Judy and Konrad. Seven board members have sent input on various websites. Konrad has tested website on all platforms (different screens). Susan B, Marty, Konrad, and Judy met to discuss mission of website for homepage and develop site navigation plan. Konrad went through format of front page of website in detail. Decided DONATE button should be a different color among other suggestions. The bottom four categories are “active” such as breaking news, upcoming events, volunteer, and donate. Redesign team will have another meeting.

Communications - Judy – There has been a 47% response rate to winter newsletter. (average 48%) All board members agreed the Winter Newsletter was well done. Discussed places around town to distribute 2020 Ripples. Chamber of Commerce needs more Ripples Magazines. Also Snowy Owl , library, etc. should have copies available. Per Susan S., Ripples goes in each of pond field trips bag.

Membership – Marty – Marty went over numbers i.e. current amount collected as of today, goals, etc. \$36,250 donations as of today. 103% of dollar amount goal has been met. Numbers detail can be seen under Membership Drive. Calls out to unpaid members will begin this weekend. Konrad volunteered to help Marty make calls. Tom has more hats at his house which he will give to Marty. Hats are sent to members donating \$500 and over.

Upcoming Events – Wayne/Steve - Winter Volunteer Meeting 3/28 at Baptist Church. Need posters and power point show. Nancy will buy tablecloths. Wayne to get donuts. Easels are needed. BPC should use church projector and screen. Susan B. suggested door prizes. Tom would like to rename event so “volunteer” doesn’t scare off people. Board suggested “Spring Social and Volunteer Fair.”

Inventory project – Volunteer needed to be in charge of recording all equipment. Board needs list of all items and where located. Susan B to set up template and all board members will contribute.

Miscellaneous - Board discussed grants for various projects like pond testing equipment, Walker's Pond remediation, children's education, etc. Steve, Tom, and Judy are committee for grants.

Steve McKenna discussed BPC volunteer needed for Brewster Natural Resources Advisory Committee (BNRAC). Brewster would like to establish a community-based structure that brings together natural resources stakeholder groups to assist the BDNR, Select Board, and Town Administration in addressing current and emerging natural resource policy and management issues. BPC will have permanent seat on committee.

The Board of Health needs volunteer(s) to help with Cyanobacteria information. New BOH director wants to have meeting with BPC representatives. Marty and Gwen will meet with BOH.

The Board would like the town to actively pursue state funding for water pollution abatement projects that are eligible for subsidies such as innovative septic systems technology and approaches such as aquaculture and dredging that result in nutrient reduction for marine and fresh waters. BPC will raise the issue of pursuing state funding with the Selectmen.

Tom and Susan B. will meet with Town Manager Peter Lombardi to discuss BPC's goals. Steve and Susan B will also attend the Compact meeting on 1/9. Susan B will attend the Chamber of Commerce coffee on 1/15.

Contributions to the Best of Brewster Book are due the end of February.

Konrad will order 1,000 bumper stickers to be sent to Marty's Stowe VT address.

Board meeting adjourned at 8 PM

**Next Board Meeting: February 6, 2020 – Brewster Police Department
Community Room**

**Submitted by, Nancy Ortiz,
Assistant Secretary**