

MINUTES, BREWSTER PONDS COALITION, March 7, 2019

Board Members Present: Nancy Ortiz, Gwen Pelletier, Judy Pirani,, Tom Vautin, Dawn Walnut. Sue Searles and Konrad Schultz by Skype. Marty Burke by phone

All documents referenced are available on request.

STANDING TOPICS

- ❖ Minutes of February meeting were approved unanimously
- ❖ Unanimous Confirmation of the following email votes:
 - Approval of Jan 2019 to Dec 2019 budget
 - Approval of letter to EPA in opposition to proposal to roll back Mercury and Air Toxics Standards that would result in increased emissions from coal-fired plants.
 - Agreement to participate in BREWSTER IN BLOOM
- ❖ Incoming Mail
 - Letter from Brewster Conservation Trust re \$1,000 donation in honor and thank you re Hal Minis facilitating BCP strategic plan process
 - Notice of Eastham Library Series of Pond Talks
 - Invitation by Historical Society for BPC to host info table at Farmers Market in July. (Judy Pirani volunteered to manage the table and will request assistance at the time>)
- ❖ Treasurer's report
 - Board voted unanimously to approve February Financial Reports as presented for BPC, Friends of Elbow Pond, and Blueberry/Sols Pond accounts.
 - Tom noted that BPC Balance sheet shows current balance of \$45,629.42.
 - Board approved reimbursement of \$55.00 to Nancy Ortiz for stamps
 - Tom thanked Board members for reports of volunteer hours for completing Federal 990 report due in May.

CURRENT PRIORITIES

❖ **2019 Membership appeal update and CRM Plan -Marty**

Marty summarized the membership report available in google docs file, emphasizing the following:

- 581 subscribers, 255 donated, 145 of those never donated before
- 58 new donors
- \$26,700 donated to date
- March 5, email blast to non donors has gotten some responses
- Currently sending thank you emails, in addition to letters being sent by Nancy
- Judy Pirani indicated newsletter will include info re appeal

Marty shared info re research for CRM (Customer Relations Management) system to replace current database. His comments and board discussion included the following:

- 5 VENDORS identified as possible
- Info to be shared with Team members for reviewing
- Team: Tom, Marty, Dawn, Nancy, Konrad
- Marty has had conversations with each of vendors
- April 7 goal for Team members to have narrowed to three
- Goal to have interviewed finalists during April; Award by May 15
- Marty and Dawn to create list of features desired: meet communications needs required by Judy for newsletters and notices and integrate with Google Docs
- Costs vary from \$600 year to \$3,000 year

❖ **WINTER MEMBERS MEETING CANCELLATION**

Tom ask for a discussion about the decision he and Dawn had made to cancel the Winter members meeting that had been scheduled for mid March. Their decision, shared with the board by email, had been concern re the success of the meeting because of lack of focus.

Discussion included:

- Not being certain of what we wanted to achieve
- Was it recruiting volunteers, if so for what
- Logistics not worked out in advance
- Okay to have a social event for members
- Winter meetings in the past with a specific agenda have been well attended and received.

❖ **Fundraising Updates- Konrad**

- Committee decided not to pursue summer event that had been discussed and shared with board last month. Not ready for that at this time.
- Decided to focus on sponsorships and working on 3 packages with several levels of donations with support for certain things: RIPPLES, Pond Booklet, Education Program, Take away bags, Pond Sampling Equipment, Website.
- Develop value to business based on size of donation. Minimum to be \$100.
- Susan Bridges and Clare O'Connor-Rice are working on the above and developing a list of businesses
- Catherine Diao has offered her home on Sheep Pond for a social event this summer to thank high end donors. Date to be determined, taking into account other commitments for summer, both BPC and personal plans
- 25 to 40 people.

❖ **April newsletter & Pond Booklet**

- Judy reviewed suggested stories for April 1 newsletter and who would write them.
- Judy reported that editing committee is close to end of editing
 - /Review of text and fact checking
 - Jim Holland is available for design
 - Will continue to give credits to Corey and AmeriCorps.
 - Judy is working with Konrad for business sponsorship
 - Quotes for printing 20 page booklet; 1500 for \$,1200. 5,000 for \$2,200.
 - Board agreed on 5,000
 - Expect to be ready to give Chamber of Commerce in June.

❖ **POND SUMMIT decisions**

- Wayne will be away, but will continue to work on agenda
- At Brewster Baptist Church, June 29
- Purpose: Engagement with neighborhood groups
- Examples: Seymour Pond, Elbow Pond, Blueberry Pond

❖ **Board recruiting and succession plan**

- Board had a lengthy discussion of possible new board members
- Agreement to reach out to several people
- Nominating Committee: Marty Burke, Fred Budreski, Konrad Schultz
- Review of Current Board members terms

❖ Other Working Group Progress Reports

➤ **Education & Programs**

- **Pond Education and Beautify Brewster**
 - Sue reported that plans are in place for Field trips for Pond field trips for students in all three schools.
 - Beautify Brewster Day is Saturday, April 27, 10 am to 12 noon
Volunteer luncheon 12:30 to 2:00 PM at Brewster Baptist Church.
Board voted to contribute \$100 to help with costs of food for luncheon
Rain date, next day, Sunday, April 28
- **Brewster in Bloom**
 - BPC invited to have display at Historical House. We can use the same display at CC Five. Marty, Nancy, and Tom offered to be there at the display 2 to 3 hours, sharing the time.
- **Citizen Scientist**
 - Marty and Gwen submitted written report
 - Continued meetings with APCC to work out schedule for coming season and scheduling training

➤ **Projects and Partnerships**

- **Elbow Pond**

Tom reported that he had met with John Keith and DNR; Elbow pond group is contracting for the required plant study of rare species required by National Heritage. That has slowed down the project a bit.w
- **Department of Natural Resources**

Tom shared a list of ways that volunteers could assist DNR with tasks.
Tom will work with Ryan Burch to develop more fully a way that BPC could recruit people to assist and also come of with a name for the “volunteer group”.

Next Meeting: Thursday, April 4, 2109

**Submitted by,
Gwen Pelletier, Secretary**