



Executive Committee Meeting Notes

Executive Committee members attending: Susan Carr, Bonnie Basham, Dave Martin, Jackie Rolly, Kara Driscoll and Juliet Rynear (non-voting Executive Director)

Absent: Jim Erwin

Meeting called to order: 6:00 pm

Native Plant Month: Discussion about FNPS role and efforts this year.

2018 Workplan Goals/metrics:

- Increase awareness of the importance of native plants and native plant communities in Florida in a minimum 20 of 37 chapters (54%). **Result:** 18 chapters participated.
- Increase membership by 10-20%. **Result:** lost 4 members from end of Sept. 2018 to end of October. This despite a lot of promotion by FNPS and Ginny Stibolt on her tour. Membership then rose by 9 members from Nov. 2018 to Feb. 2019. Compare this to 2019 conference season when members rose 150 from end of March to end of May.
- Increase FNPM revenue by 10-20%. **Result:** No revenue for FNPS. Costs include staff time for Workplan and promotional materials development, materials for chapters, logo creation, and promotion on social media.
- Expand sponsorship levels and develop a marketing and communications plan to promote FNPM. **Result:** Juliet was able to secure funding for a Coccoloba Chapter project but no sponsorships for FNPS. Sponsors were not interested in funding "outreach to our chapters and local resolutions to elected representatives." Sponsors are interested in funding on-the-ground conservation work with measurable results.
- # of volunteer hours reported. Only 15 hours were reported (by 2 chapters).

It has been noted that participation is declining. It is recommended that a lot of the workload needs to be offloaded from staff back to chapter/volunteers. Bonnie indicated we work with Sue Mullins and Nikki Fried, AG Commissioner, to approach the Governor to make the resolution on a permanent state-wide basis. This will take workload off staff. Although it remains to be seen if the above metrics will be impacted by this approach, but a state-wide resolution will help.

Document Retention Policy: It should be noted that Susan Carr provided a template from the Land Trust Alliance organization as a template for the FNPS policy. Juliet requests that Excom members review the draft policy, complete it, and/or recommend changes. Bonnie Basham volunteered to compile any inputs, and requested that inputs be sent to her email treasurer@fnps.org and she will compile all the input/edits. ExCom has one week to provide edits.

Annual Conference debrief and follow up

- Juliet indicated that she does not currently have all costs/expenses, etc., from the conference, but she will provide this hopefully at next board meeting. Susan has requested we take a close look at the cost-benefit analysis and if the costs and workload on staff outweigh the benefits, to consider reducing number of days of conference and other ideas. For instance, Juliet indicated that FNPS gives away a lot of potential conference income by providing free conference attendance to speakers, volunteers, panelists, etc.
- What data do we want to collect post-hoc? A standard survey is on the Google Drive and Bonnie attached a copy of her recommendations. Comments are requested prior to board meeting so this can be sent to all conference attendees.
- Suggestions for 2020 conference - size and complexity, and fund raising options were discussed.

Budget overruns:

1. Greenleaf Advancement account in arrears (\$1,620 plus the quarters they hadn't billed for)
 - Our last payments to them were in August 2018. So we actually owed them for another 2 quarters with another quarterly payment due in May (11/2018, 2/2019, 5/2019), which added an additional \$1,125.
 - That brought the total owed through May 2019 to **\$2,745**. This eats into our \$7,000 budget for website upgrades and CiviCRM transition to a new host (Skvare).
2. Annual conference registration contract (budget of \$5,450 based on 2018 attendance of 316). We had 388 registrations in 2019 @\$8.75 each, which raised the total cost to \$5,993.95.

Board training update:

- Need to separate from regular governance meetings. Also there is a limit of 20 people for the session. Best to hold at Rollins College and video conference in those who can't make it.
- Timing and schedules – shoot for July.

New officer transition (optional)

- Review of roles/timelines – Handbook
- Review of Board and Committee structure and roles
- Ad Hoc Financial Committee - meeting schedule, leadership
- Intro to the Forum and posting guidelines
- Intro to Google Drive and officer folders (everyone could use a refresher)

Meeting adjourned 7:00 pm

SCHEDULED EXCOM MEETINGS (<http://fnps.org/events/events>)

July 4th – Gotomeeting 6:00 pm – need to reschedule (Susan and Juliet out-of-state)

August (TBD) –Go-to-Meeting

September 6th – Gotomeeting 6:00 pm

October 3rd – Gotomeeting 6:00 pm

November (TBD) – Gotomeeting 6:00 pm

December (TBD)

Minutes provided by Secretary, Jackie Rolly

I certify that these minutes were approved by the Board of Directors on March 21, 2019.

Signature

Jackie Rolly

Printed name

Title

Date of signature