

Note to Committee:

I would like to simply include the committee reports in the minutes, adding my summary of live discussion as necessary. The minutes need to be in a format that is readable by any member of the committee, no matter what brand or what power of device they are using. Therefore, I need to have the committee reports in a straightforward prose format. The best way to do this is to write prose and copy your prose into the body of an email. Any special formatting, listing bullets, colors and so forth defeat the purpose of universal access. And make it necessary for me to go through all sorts of reformatting to get the information into simple prose. Thanks.

KAWO Executive Committee Minutes of April 21, 2021.

Present: Alysia Babcock, Jason Ballew, Ruth Caputo, Jessie Davis, Ann Fraser, Ilse Gebhard, Mike Klug, Kathy McGoff, Noel Ocen-Gorgone, Paul Olexia, Kim Patrie, Margo Rebar, David Riggs, Neil Sikora, Tom Small, and Dave Wendling.

1) Jessie called the meeting to order at 7:02.

2) We approved the minutes of March 17, 2021.

3) We currently have \$16,432.99 in our checking account. We approved the Treasurer's report, with the correction that one sponsorship is from The Garden Guru not Alysia.

4) Committee Reports

a. Publications (Kim). Plant exchange information will be in the next Seedlings. We are not going to have a promotional video in time for Earth Day. However, we hope to put this together for future use, and we still need more photos of work days, school groups, your garden, plant sale, etc. We need more people to write articles for Seedlings.

b. Kalamazoo Environmental Council (Sharon) – No report.

c. Hospitality (Kathy) – We have three possible bidders for the banner. Kathy will forward the information to the committee.

d. Operational Guidelines (Neil). No additional updates to report.

e. Facebook (Jennifer). "I am posting info on the plant sale pretty regularly this week and next. We have the Sales Flier up, plus species/kit highlights scheduled to go up the next few days. The Pollinator Kit Highlight post written by Alysa went up Tuesday. So far Facebook thinks it has been seen by 1100 people, shared 18 times, and generated 66 clicks on our website link. I've posted a Facebook Event with the sales info, but I can only make the event last 14 days. I plan

to make a second "event" for the last two weeks of the pre-order window and pick up dates. Please let me know if we have items sold out, or needing a boost for this event. The current "event" has 97 responses ("interested" or "going") so from my end it seems like people like the plant sale and want to buy stuff."

f. Monarchs (Mike). "Provided 100 each of Common milkweed seed packets and Information, and caterpillar pin materials for PCCI's Spring Break Kits. Currently have 1600 Milkweed transplants for the KAWO and PCCI Monarch/Pollinator plant kits. Completed 5 hour Monarch monitoring and rearing training. Continuing planning for Monarch BioBlitz at PCCI. Getting display material ready for when and if in person programs occur this summer. Slowly pulling together a committee."

g. Programs (Ruth). We have put together a list of activities that members may wish to consider participating (via Zoom) in this summer at Southwest Michigan Land Conservancy, Pierce Cedar Creek, and Lillian Anderson Arboretum. This is being published in Seedlings and on social media.

The program for Wednesday, April 28 at 7pm by Zoom is ready. Information for the May 26 meeting has been forwarded to Kim and Jennifer for Seedlings and our Web page. The Program Committee met April 20 to begin planning for next year.

h. Plant Sale (Dave and Alysia). "The Plant Sale system went Live April 5th. We will be putting the kits together earlier in the week of the sale. We will be picking up and sorting the plants another day that week. Looking for volunteers to help put the kits together and sort the plants. We are meeting this Thursday and will have the days and times set and can let you know after the meeting. Only 2 orders out of 110 have been ordered by mail, the rest paid on-line with a card. For next year we should have online only orders, because plants can sell out by the time the mail orders arrive. There has been a learning curve for us as well as customers. We have sold over \$11,000 in plants and counting."

However, the money is not yet released from Paypal, probably due to having a new account. Kim is discussing the problems with Paypal, and expects to have things resolved shortly. We are doing well, perhaps nearly double prior volume. We have already sold out of about 35 species, and all 50 Monarch Kits.

Since Randy Counterman will be out of the tree business after this season, we are looking into new sources of woody plants.

We need volunteers to help with preparations for the plant sale on the 17th and 20th of May.

i. Outreach and Education (Noel). The write up of resource information was provided for website publishing.

j. Site Visits (Dave). 30 requests have been received, and many have already been done. There is a surge of interest this year.

k. Membership. There are 145 members currently, compared to about 130 before the pandemic. Jason has volunteered to assume the role of chair of the Membership Committee. Jason has had excellent discussions with Margo about the transfer of the membership materials. He has discussed details with National about accessing their membership information for our local chapter, and is looking into talking to other chapters about how they are dealing with this kind of work. Jason will attend a Zoom workshop at National and hopes to learn more at that time.

Jason has volunteered to contact non-members who make plant sale orders about becoming members and will also reach out to recently lapsed members that spoke with Jessie and stated they would be interested in renewing.

We discussed how to encourage people to become members by offering them more benefits. Suggestions included offering discounts at the plant sale and some form of better access to the plant exchange. Mike will bring 200 membership brochures to Dave to be given to non-members when they pick up their plant sale orders.

l. Community Projects (Paul). Paul has been unable to source trees needed for planting at the Axtell Creek project. Dave offered to help, including working with Randy Counterman and looking into the use of any trees leftover from the plant sale. The Committee has a new volunteer.

## 5) Old Business

a. Jessie asked again for more input about defining the Vision of KAWO.

b. Mentorship program. We may want to revive this program, but we will need to promote it and we still need someone to volunteer to take this on. Dave will provide materials to that person.

c. Volunteer Committee. One person has expressed some interest in joining this group.

## 6) New Business

a. Margo has a copy of the form letter for acknowledgment of gifts and dues, including our tax id number.

b. The email for KAWO PayPal business (kawodonations@gmail.com) is being used only for PayPal. Kim is handling the PayPal account, and will transfer this task to Margo (as Treasurer) after things are ironed out with Paypal.

c. We discussed the need to have the minutes of past meetings available to the Committee. We will take this up at the next meeting.

#### 7) General Announcements

The speaker for the program on Wednesday, April 28 at 7pm (on Zoom) will be Phyllis Higman. The topic is "Biodiversity Matters: What's Up with Invasive Species." Paul Olexia will introduce Phyllis.

#### 8) Call to Action (Jessie)

Jessie continues to work on finding the best way to handle the board and committee information and decision flow. She has requested committee reports in advance to make the meeting shorter and focused more on matters that require the entire board, leaving the detailed discussions at the committee level. We are still new to this new system of reports in advance of the meeting, but the committee is in favor of this system, and will continue to work to make it smooth.

#### 9) Meeting adjourned at 8:10

>>> Next Meeting: Wednesday May 19, 2021; 7 PM, on Zoom.

Submitted by David Riggs, Secretary