

Kalamazoo Area WildOnes – Executive Committee Meeting Notes Jan 19, 2022

Attendance: Jason Ballew, Ruth Caputo, Quyen Edwards, Ann Fraser, Ilse Gebhard, Mike Klug, Mel Luna, Kathy McGoff, Noel Ocen-Gorgone, Paul Olexia, Kim Patrie, Margo Rebar, Gail Simmons, David Wendling

1. Call to order; Changes to the agenda.

Jason called the meeting to order at 7:03 pm.

He said he would be leading the meeting on behalf of Jessie who had a family loss.

He will help organize sending something to her and her family on behalf of KAWO.

Jason requested one change to the agenda – Re: State of the Chapter from the national office.

- National contacted all the chapters as there is a report filled out. Jessie filed for an extension. The report is due January 25th. Jason will take the lead to complete this. It has questions about admin, leadership, finances, communications, and programs – He will be reaching out to appropriate parties for input and will send out a link to anyone that needs to be involved.

- Margo changes to Treasurers report

2. Approval of minutes of December 15, 2021 (from Secretary David Riggs)
motion by Kathy, second by Margo, all approved

3. Treasurers Report & Approval (Margo) – report attached
written last week, no changes to that.
motion by Kathy, second by Ilse, all approved

Margo said KAWO had additional \$120 donations for the Tom Small bench.

We also received an unsolicited \$150 donation from Pedal Pushers Garden Club, Ilse has given talks to the group over the years. They raise funds through plants sales and make donations to community organizations to share their love of gardening and growing. Their notes said, “Please use these funds to support garden initiatives in the community.”

Ideas of how to use funds? Paul suggested using it for a community project, to buy plants for Northglade Elementary school’s native garden project this spring.

4. Old Business

a. Final 2022 Budget (Margo)

- see second budget “For approval at January meeting”

motion by Dave, second by Ilse

5. New Business

a. Request to open a KAWO CafePress Shop (Quyen) – See report

Quyen made a proposal to for KAWO to open a CafePress site where those

interested could purchase items with the KAWO logo. It is a print on demand business, so there is no need to keep anything in stock and items ship directly to the customer. This is a very hands-off initiative for us. Quyen will check with the national office to see if we need permission to proceed as well as Ruth Oldenberg at River City WildOnes for feedback about how CafePress has worked for their chapter. Gail said she has ordered from them in the past and the quality was good. Kim said that national is pretty strict about that fact that chapter's should not alter the logo including the colors. She also asked if this was going to be income generating or more for visibility in the community. Consensus was it would be the latter. There was discussion about what other images could be used besides the logo – possibly the image on the garden signs or the image from the poster that RiverCity sells on their website. <https://www.cafepress.com/rivercitywildonesshop>

In the interest of time, Jason asked to table the conversation. Quyen will do some more research and follow-up with the group next month.

b. Request to discuss a proposal regarding Outreach and Education (Noel)

Noel said she is thinking about the future when Covid restrictions are lifted, what could we do to advance our outreach and education? In the past, we were being invited to table at various events. We also had an annual focus “One yard at a time”. I think we need to be more proactive than tabling and handing out brochures.

Doug Tallamy's presentation at OSU series

(<https://www.youtube.com/watch?v=nl92SeF4rfq>), he talks about his “Homegrown National Parks” movement. More proactive approach, actively support his concept and developing a process to help property owners to get involved. A new exciting direction for outreach. HGPNP – briefly, saying that a focus on native plants growing on privately owned property is key because that are is significantly more than national parks. Over 80% of property in the United States is privately owned.

Plant sale – we could put gold stars to highlight keystone plants

Ilse – comment about monarch waystations. This is also the goal!

Noel – opportunity to tie all these concepts together. Noel had endorsement from the group for plans for implementation. Dave would be happy to help work on it.

c. Request to discuss a proposal for spending fundraising money (Dave)

Proposing as the budget permits, a program revolving around starting local native plant gardens and have some experts as consultants to help design it and give a talk about the rationale behind the design. An educational opportunity. Look for places where this could happen.

Gail – would people apply for a garden makeover?

Ruth – programming committee was talking about something like this – a neighborhood coming together to work on it, sponsor, and maintain

Paul – Glenn Park has something like that started, removing invasives and planting natives. I will be scheduling some work days this spring/summer, they

will be giving a presentation to the group in December. We could use this as a model for other groups.

Quyen - <https://adaptecology.org/> This is a grassroots organization that started in the Ann Arbor area that installs native plant gardens for free on private property using donations and volunteers.

Mike – Minneapolis, Minnesota supply grants to homeowners to convert to native plantings

*** There is a lot of overlap between all these ideas. We will work to continue flushing out these ideas and have more discussion in the future.

6. Committee Reports / Ad Hoc

- a. Programs (Ruth) – See report
*footnote David Riggs will be on the panel
- b. Community Projects (Paul) – no updates
- c. Outreach and Education (Noel) – Proposal made
- d. Publications (Kim) – comment “The bookmark and flyer are still in process.”
- e. Site Visits/Mentorship (Dave) – See report
- f. Wild for Monarchs (Mike and Carol) – no updates
- g. Hospitality (Kathy) –no updates
- h. Membership (Jason) – See report
options for membership benefits, see plant sale
- i. Plant Sale (Jason) – Proposal
As a membership benefit, should we provide early access to the sale or a discount? The Plant sale will go from 10am – 3pm. Would the early access be 10-11am for KAWO members only? How would we enforce that? It is possible this will create some negative interactions with the community? Should we consider one free plant per member vs a discount on all plants purchased? Jason said the Plant Sale committee will continue discussion.
- j. Kalamazoo Environmental Council (Sharon)
- k. Fundraising
- l. Volunteer
- m. Newsletter (Mel) – no updates
- n. Website (Ann) – Request for National to Host the Website – See memo
Ann had a great conversation with tech support at national. They can host our website for free. Right now we pay \$200/year on WordPress. National would do migration to upgraded WordPress. Link would change some, we could customize. More secure. They will keep background software updated. Mike – issues with their site going down. Will that still be a problem? Ann will follow-up with that. They have gone through a lot of reorganization and the sense is that has been resolved. With support from the board, Ann will move forward with the migration.
- o. Facebook (Jennifer)
- p. Monarch Watch and Monarch Joint Venture (Ilse) – Will request materials as needed

7. General Announcements

a. Requesting that all members elected in 2022 meet at the end of January/beginning of February to review KAWO Operational Guidelines 2015 and National Policies and Guidelines 2020-01.

Jason leading and organizational policy makeover. Lookout for an email. Meeting adjourned. Motion by Kathy, second by Margo.

** Comments to Mel: Seedlings looks great! Mel responded she had great training from Kim.

** Comments to Gail: Thanks for hosting via Zoom and welcome to KAWO Executive Committee. Gail responded that she's happy to be a part of the group and help where she can.

8. Adjournments

>>> The next meeting: Wednesday, February 16, 2022 – 7PM – Zoom

Reports due Wednesday, February 9 – Agenda and Packet out Sunday, February 13