

## Nebraska Master Naturalist Minutes 1/17/2019

Attending: Andrea Faas, Mike Schrad, Dennis Ferraro, Bruce Krohn, Karen Klein, Chris Robie, Matt Jones, Austen Hill, Jason Gabel, Tisha Johnson, Ali Mayes

Chris motioned to accept the minutes, Mike seconded it

Budget update from Dennis:

the grant ends 6/30, he has set aside \$9,518 to be used to 'put Master Naturalists to work', defined as "if people need things, printing equipment, e.g.".

In the revolving account there is \$9,000 to be used for trainings. TNC is allowing Master Naturalists to stay in their Niobrara facilities for free, any money saved will be put directly into the Foundation's account.

Expenses:

Matt's salary, annually through 2022 and in 2019, \$5000 for Doug.

There was a conversation about calendar revenue, \$600, and a \$3500 calendar expense. Dennis' goal is to consider two options so that the expenses for the calendar creation services can be self sufficient in 2020.

Option 1) paying Nancy before 6/30, the end of the grant period. Last year she was paid later in the year closer to the calendar release date. Perhaps the timing of the payment be changed, so that it would be better aligned with the timing of her upfront costs, such as getting the calendars print-set, which per Karen Klein, begins nearly 2 months prior to the calendar release.

Dennis said what he'd like to see is a proposal for an invoice for \$1000 for calendar services payable to Nancy Hawkeotte and that it be invoiced at a time prior to the completion of the calendar.

Option 2) If the calendar is ready before 6/30, the printer could invoice \$1000 for the printer setup fee, and other printer services. ...

Conversation was tabled and further decisions put off until Nancy and the calendar committee could give their input.

Further Budget reporting by Dennis:

Matt Jones and Doug Wells salaries are paid through the grant that is ending 6/30. Doug's salary will be changing as he will be logging fewer hours.

Foundation is expected to contribute \$35,000/yr,  
new NET grant, good thru 2020 is for \$49,500.

NE Game and Parks allots Master Naturalists \$5000/yr.

In kind donations from multiple donors \$10,000/yr (I think he said \$20,000 total is in the account today).

Competition was very stiff for the grant application process, with the number 178 being the highest possible grade achieved, our grant was graded 150. Thanks to Bryce for his expertise, his commitment and congratulations to him for this outstanding accomplishment. The grant

money of \$49,500 will pay for 1/3 of the total Master Naturalist budget, and give the Foundation time to raise more money.

Planning committee, Bryce, Andrea, Mike and Krystal, update from Mike:

Board members on the committee decided on recommending 7 talking points that would guide the Master Naturalist program into the next 5 years. Per one talking point, the board discussed dues. What price would NMN charge for dues? Would it be invoiced to the chapter or individual based, and would partners be charged dues? Then, "instead of collecting dues, maybe setting up an additional fundraising activity would be easier".

There was a motion to approve the strategic plan of 7 points, with a caveat that additional verbiage be added to follow up with #3 and #5. The inclusion or further defining of the partner satisfaction bullet point for #3 and on the enter volunteer hours page, the replacement of acres with resource management. The motion was seconded and then approved.

A fair amount of time was spent talking about the importance of being in communication with our Partners, and not by email but by phone. A committee was formed to conduct follow up phone calls with Partners and its members are Chris, Matt, Doug and Andrea.

The By-laws were adopted! The motion was proposed by Bryce and it was seconded by Karen, Bill was approved. Many thanks to Karen and her committee, (they didn't know what they were getting into). Their persistence will be a bedrock for the organization for years to come.

Breakdown of members by Matt:

Most recently there was a winter social that had 30 members in attendance

There will be a Greater NE gathering 3/31, it will be in conjunction with the speaker series at the Crane Trust. They meet quarterly and Matt's working to get more volunteers to take over chapter related responsibilities. At their last meeting there were 20 people in attendance.

Winter Update, aka 3rd quarterly report

2600 volunteer hours, this was less than 2017 by 100 hours

Will be sending annual report to Partners, and another to all Master Naturalists that states their hours and whether they reached the organization's qualifications.

Matt is working on Pioneer Park program, he is also setting up or has set up the Crane Trust speaker on 3/30. Additionally, he reports that it is time to register for Earth Days again, and Programs are in the works for Summer or Fall.

Reunion will be 2nd weekend in August.

Master Naturalist conference will not be with the Legacy Conference this year, will be at Schramm and set up by March.

Have 152 members that have logged in hours, more this year than last year. Pleased with this as the average for the last few years has been 110.

There are 370 members on the list who receive information and there have been 450 people trained since the beginning of the program.

Partner meeting set up with Drew from Pheasants Forever for the 9th.

A board member stressed the need to actively recruit partners.

Marketing committee is looking for recruits.

Ali, membership committee, will be working on where to find partners.

Omaha's attendance was 10 people at Core Training and 11 in Niobrara, and 1 in Cedar Point. Central NE training dates are set. Recruitment from the website, NebraskaLand article, and sharing to WOM facebook page. Newspaper write-ups were also mentioned as an avenue for recruitment, as well as sharing on agricultural and/or nature based facebook pages.

#### Education committee

Dennis mentioned there is an education grad student that may possibly do her masters project on a design for Jr. Master Naturalists. It was decided there should be a new ed committee designated to research (perhaps use the Masters Project), and implement Jr. Master Naturalists. Austen, Chris, Jason and Ali responded to the call. An idea discussed was that teachers who are MN's would create a Jr. MN group in their own schools. Austen has ed experience through NRDs, and feels that students would engage if JR MN programming was available. Dennis mentioned that next year he will be teaching a 3 credit course to undergraduate teachers, and then there could be 50 teachers a year into the MN force.

Vice chair special election needed. Tisha to initiate this using Midge's emails as a template. Timeline 2 weeks to nominate, 2 weeks to elect.

Bryce mentioned the Firespring office for a future board meeting.

#### New Business: Andrea

Grants: Call to get grant writing help. Andrea has a list of potential grantors and Mike emphasizes that the need for grant writers is great, and that they be active right now.

Donor Asks: Foundation fundraising should be largely 'donor asks'. An idea was that donors should have a way to see MN's in action, then someone hit up Dennis for a GoPro to help with that. Sandy Douglas named as the person needed for the 'donor asks'.

Bryce informed the board that there is an Incremental website, that's a tool to make grant ideas score better when evaluated, and when NMN grants are written, this web tool is essential.

#### Foundation Update

The Memorandum of Understanding between the Master Naturalist program and the Foundation is that the Foundation will be acting as the bank. It will be taking donations and classified as a non-profit. In August/September the NMN foundation will be billed \$35,000 from the University. Given that the Foundation has \$13,000 in the bank from donations and gala, how will the NMN program function if the money to pay that \$35,000 is not raised by 7/1?

#### Event Stakeholders Update

Reunion

Conference - Matt, Dennis, Mike and Austen

Winter Celebration/Annual Recognition Event/Gala - Chris, Dorie, Alie, Deborah, Jan, Andrea, Kristine

Dates: 8/9 in Niobrara , possibly October at Schramm, January in E. Nebraska 

#### Next meetings

12:00-4:00pm Thursday 4/11/19 Pioneers Park Prairie Bldg, 3201 Coddington Ave., west end of park

8:00-11:30am Friday 8/9/19 possibly Niobrara

12:00-4:00pm Thursday, 11/7/19 NE Game and Parks, Lincoln, 2200 N 33rd St.

