

# CNPS Board of Directors Meeting

September 10, 2021 2:00pm-6:45pm

## OPEN SESSION

1. Minutes June 4, 2021 meeting, open session, approved.
2. Minutes June 4, 2021 meeting, closed session, approved.
3. Minutes August 30, 2021 meeting, closed session, approved.
4. Director's Reports included land acknowledgements, and the following activities: lots of Committee work- BIPOC, ED selection, Strategic Plan, Finance, Diversity, Equity and Inclusion, Staff Liaison, and Interim ED; brainstorming sessions, planning events, attended class by Theodore Payne- California Landscape Certification, Chapter horticulture, teaching Intro to Ecology and develop Interns and future Board recruits, develop video on lawn removal and restoration, develop youth interest in natives, botany, and High School Advisory Board, manage 18 public gardens, new job at Herbarium, working with Bolsa Chica wetlands
5. Executive Director's Report -Vince
  1. ED first interviews with 6 qualified candidates.
  2. East Bay has a new Conservation Analyst.
  3. Calscape has a new coordinator.
  4. Education and Horticulture strongly funded, and Hort Webinar with 1000's of views.
  5. State supports Cal-IPC Symposium, as well as many Chapters.
  6. The Inventory of Rare Plants is new and improved.
  7. *Dudleya* Legislation has passed two houses and in Rider Bill to Governor.
  8. Walker Ridge legislation- it can't be developed.
  9. CNPS Conservation Conference is one year out. Need more sponsors.
  10. Facebook followers at ~51,000 without memberships.
  11. Rare Plant Program is collecting seeds. Forests service closed so currently cleaning seed.
  12. A legal settlement leaves CNPS with \$25k per year for plant protections.
  13. Annual report going digital this year.
6. Redbud Resource Group/Indigenous Engagement. Sam Young explained the need for this group to help build trust and reciprocal relationships, strongest at the organization level, not the personal level. This group will help liaison with Indigenous groups as a part of our DEI efforts and other consultant- Avarna. Board voted to support Redbud who will first train staff, and Chapters later on. This is a good beginning for our goal of engagement with California's diverse population.
7. Development. Christine Pieper guided the Board in thinking about membership growth. Add to our current 11,000, and what do we want to accomplish? Current metrics include: 70% retention rate, more giving per member (average is \$74), 65% of membership is female, average age is 68, Chapters bring in most new members especially- East Bay, San Diego, Santa Clara Valley, and Sacramento, most welcome email, about half give on line, and 16% give monthly creating a reliable income. We can all imagine a younger membership.
8. Gift Acceptance Policy. Christine presented a revised policy, modeled after other organizations, that clarifies procedures. Complex gifts, such as property, will be reviewed by a committee. The Board approved this development/financial policy.

9. Financials. Steve Schoenig/Brock Wimberly presented the overall, “Rosy Picture” of revenue sources ending June 30- donations, bequests, grants, and memberships. Net assets stand at \$9.6M. The PPP loans are planned for forgiveness. Unfilled positions saved money. Organizationally, 3-months of reserves is desirable- we have ~3 years’ worth, so-funds will likely move into safe accounts earning income to work as an endowment.
10. Banking Resolution passed by Board. The thousand+ checks deposited each month by staff will go through a Direct Mail Process by an intermediary bank, saving time and money.
11. CNPS Diversity Resolution is supported by the Board, and will move to CC for first vote.
12. ED Hiring Update. Cris covered the process of 6 first interviews, a diversity check, and plans for next round of questions to the very qualified candidates. One member mentioned this is the most structured hiring process seen out of 16 years of involvement.
13. Strategic Plan Update. Bill Waycott/Cris Sarabia. The Committee worked word-by-word to hone the Draft Plan- now out for review, and first vote by the Council. The Plan goes into effect 2022 with Action Plans to be developed to support Mission, Vision, goals and strategies.
14. Invasive Plants Committee. Steve Schoenig will coordinate with Chapters who have Invasive Committees to enhance participation in weed work and restoration efforts. A presentation is planned for the December meetings.
15. Elections. Bill reminded all of the October 1 deadline to file self-nomination forms for the vacant positions. There has been recruiting, and the Leadership Development Committee will meet soon.

**No CLOSED SESSION**

**NEXT PROPOSED MEETING FOR 2021**

December 3 (Zoom meetings until further notice)

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