The Prairie Enthusiasts
Board of Directors Meeting

August 20, 2007
"Special Meeting" of the Board of Directors

ACTION ITEMS IN BLUE

Attendees

Directors: Nick Faessler**,** Rich Henderson**,** Kathy Henderson**,** Evanne Hunt**,** Jack Kussmaul**,** Dan Mueller**,** Jim Rogala**,** Jim Rachuy

Visitors: Amy Staffen

The meeting was called to order at 7:00 p.m.

Purpose of meeting: To decide how to keep TPE moving forward following the resignation of our Executive Director, Renae Mitchell, in August 2007.

Discussion

- Evanne presented three possible Board goals to discuss:

    1. Hire an Executive Director
    2. Hire a Development Director
    3. Hire an Administrative Assistant

<u>General Comments</u>

- Rich recommends adding a fourth goal to above list: Hire an Outreach/Public Relations Director

- Everyone seems to agree that we need to replace the executive director, but there is concern that since money is tight, thus we may not be able to draw from a large pool or qualified people.

- Evanne proposes slowing down in hiring new Executive Director. Instead identify specific roles that need to be filled and tasks that need to be completed on a priority basis

- Agreement was unanimous that keeping Claudia on the payroll is essential.

- Keeping lines of communication open is vital (newsletter, donations, annual report).

Comments relating to Administrative Assistant

- Functions/roles/tasks identified as important:
    - Compose annual report, bookkeeping
    - Keep track of landholdings and assoc. documents
    - Manage money (budget, accounting, incoming and outgoing $$), customers, contractors
    - Thank-you's, fill out forms, land database (oversight if not actual data entry)
    - Renae did a lot in forming the org's structure, needs someone to maintain momentum of this process.

- Could Admin. Assistant serve as newsletter editor? Or at least help solicit and gather articles? Whoever does this job should also serve as a 'reporter,' seeking out stories themselves.

Comments relating to Outreach Coordinator

- Outreach would hopefully generate funds, not just information dissemination and goodwill.

Comments relating to Development Director

- General discussion on which comes first on priority hire: Executive Director or Development Director?
    - Evanne: Thinks that we need a Development Dir. to generate revenue to pay Exec. Director, ranks that as higher priority.
    - Jim Rogala: Thinks that we need to hire an E.D. first to identify fundraising goals and set strategic plan for organization.

- Discussion on where to find a Development Director, nature of position:
    - Recent graduate could do this? Make half-time?
    - Based on our financial situation, we are forced to settle for half time. We need an experienced Development Director.
    - Consider intern approach, where student develops the process of fundraising as part of their learning experience?
    - Evanne reminds that it is the Board's responsibility to fund staff positions. She thinks that the Board could work as they did five years ago to develop a bank of money for an Executive Director.

- Develop timeline for fundraising goals and successful funding procurement?

- Can we hire a Development Director on commission?

Final Decision:

1. Keep Claudia and her services
2. Seek part-time Administrative Assistant, to work in Madison office
3. Hire a Development Director

To-Do List

Based on list sent by Renae and "top 14" list that Rich presented. Listed in order of priority, with key individuals indicated to execute or delegate tasks.

1. Annual appeal – Tom Brock
2. Admin Assistant
    - Amy will inquire at E.W. office.
    - Evanne will ask Claudia if she knows of anyone.
    - Madison people will seek tips and advertising venues in the Madison area. Perhaps seek out retirees specifically?
    - Evanne may advertise on WI Match-Up website
    - Kathy will look into Retired Teachers Assoc. newsletter
3. Approach major donors
    - Amy should find Renae's list in office, type up, send to Evanne.
    - Board needs to evaluate geographic region of each donor, breakdown by chapter
    - Each Chapter President needs to come up with a list of name for annual appeal. 20 names requested for $100 each.
4. Fill Board positions of Secretary and Treasurer – Evanne and Board Development Committee
5. Fill positions of members-at-large on Board -- Evanne and Board Development Committee
6. Get Board handbook updated -- Evanne and Board Development Committee
7. Find newsletter editor
    - Reminder: Deadline Aug. 25 – send articles to Amy
    - Evanne will seek editor, possibly in WI Match-Up and equivalent website in Minnesota where one can advertise volunteer needs
8. Start a serious membership drive
9. Develop Treasurers Handbook
10. Annual Report
11. Land Database – Eric Tarman-Ramchek will continue. Needs supervision.
12. Easement monitoring system finalization – needs to be linked to database. Perhaps should precede #11.

Other

- Rachuy: Fundraising and Endowment Committee needs a plan! Evanne points out that they have one. They have a number of proposals and resolutions that will be presented at the September Board meeting.
    - Evanne will email Jim a copy of the recent plan

- Start looking for Development Director
    - Evanne wants to discuss at next Board meeting. Add to Sept. meeting agenda.
    - Board Members consider strategies and goals.
    - Evanne will contact Gathering Waters to seek guidance and recommendations.

Next Meeting

The next two board meetings are

- Wednesday September 5, 2007 via Teleconference 7:00 p.m.
- A Board and Chapter Retreat is being planned for September 29th.
- Wednesday November 7, 2007 via teleconference 7:00 p.m. *Note: This date needs to change.*

Recorded by Amy Staffen