Loess Hills Audubon Society

Finance Sub Committee Agenda

February 12, 2024 1:00 PM

Rundquist Residence, 3131 Norman Drive, Sioux City IA

Present: Sharon P., Bill H., Maria R., Rex R., Randy W., Marla K., Pam M-S.

Absent: Jody M.

1. Call to order at 1:08 PM by Sharon P.
2. Financial status:
   1. Current balance in checking account is $5,388.43
   2. “Estimated” expenses for remaining fiscal year:
      1. Speaker compensation-$225,
      2. DPNC room rental-$300;
      3. Motus pledge (depending on Dave Swanson obtaining additional funding sources)-$1,000 (see below).
   3. Income expected during the remaining fiscal year:
      1. Proceeds from Silent Auction,
      2. Birdathon,
      3. Chapter memberships,
      4. possibly a National Audubon payment and
      5. donations to LHAS
3. Source of Income: “A Warbler’s Journey” Book
   1. LHAS members Jan Null and Jerry Von Ehwegen each donated $125 ($250 total) towards the purchase of a 2nd box of “Warbler’s Journey. Their donation covered the cost of another box of “Warbler’s Journey.
   2. Jan and Jerry’s generous donation ensures that additional books are available for purchase. The books will continue to sell at $12 each and the income from these books will be donated to LHAS.
   3. Jan will be donating one of the books to a church and one to a school. These donations could also be considered as outreach possibilities.
4. Source of Income: LHAS Auction during Sierra Club Social Fundraiser
   1. Silent auction was held on February 10th.
   2. 102 items were donated by businesses and individuals for this year’s auction.
      1. $1868.00 earned from the auction – total!
      2. This number also includes:
         1. New memberships
         2. Renewal memberships
         3. General donations to the chapter.
   3. Evaluation:
      1. Whole church area upstairs was used.
      2. Perhaps need to have more space if we have similar numbers of items for the next auction.
   4. Sierra club was pleased with what they had earned.
   5. 2025 Silent Auction
      1. Chapter had previously discussed having a silent auction with the opening of the LHAS photo exhibit at the Betty Strong Encounter Center (14 Jan 2025 through 23 Feb 2025).
      2. No reception yet scheduled.
      3. Discussion followed: Keep auction with the chili social on the second Saturday in January 2025 (January 11, 2025).
5. Source of Income: Birdathon 2024
   1. At the last finance meeting in October, several suggestions were made regarding requesting donations for Birdathon.
      1. Suggestions included a specific purpose for a donation,
      2. Need specific information when applying online at corporate sites.
      3. How the donation will benefit the tri-state area
      4. Include information on past accomplishments and future plans.
   2. Has a donation request letter been developed? Here are some ideas:
      1. What is the specific purpose for requesting donations?
         1. Is it still the birding backpacks, which would include binoculars and bird guides?
         2. The application for the Junior League of Sioux City (JLSC) grant covered the cost of birding backpacks as well as patches.
      2. Some questions to address when asking for donations:
         1. How does the donation benefit the area?
            1. Provides a resource to get children and families to explore nature together,
            2. Encourages children to be outdoors,
            3. Helps children to focus on details,
            4. Connect what they see in pictures with what they see in nature.
         2. A statement something like “Want to get children outside and away from their phones?
         3. How about photos of events and maybe a quote or two from a parent or teacher, maybe a parent who attended one of the outings with their child?
      3. Include information on our past accomplishments (from Randy’s presentation at the Christmas picture show,) would show how LHAS supports young children:
         1. Sponsoring the new spotting scope at DPNC,
         2. Co-sponsor of educational displays at Adams Homestead,
         3. Birds of Prey show for middle school students in LeMars.
   3. At LHAS board meeting on 1 February 2024, Bill mentioned trying a competition among birders (see below).
   4. Continued discussion on exploring an email fundraising campaign.
      1. Sharon believes it is worth a try.
      2. Need to factor the cost of printing the letter.
      3. Need to factor cost of postage.
         1. Bulk mailing may be available through the Mail House.
         2. This organization handled our printed newsletter.
   5. Do we need a different focus for fundraising other than Birdathon?
      1. Birdathons are a bit passe.
         1. It has become chapter members and Birdathon participants donating to the chapter.
         2. No new source of revenue.
      2. Team competition?
   6. Be more specific regarding donations. Donate this amount will provide these supplies for this project.
   7. There was a sustained discussion regarding an objective to request corporate donations.
      1. USD Motus project was discussed.
         1. Motus project is not fully funded.
         2. Per email from Dave Swanson:
            1. Proposal is due 23 February 2024
            2. Likely to be 4 to 5 months before a decision is made.
            3. If approved, proposal start date would be 1 September 2024.
         3. Do not wish to request corporate donations for a Motus project if the major funding for the project is declined.
      2. Expand with birding backpacks as objective.
         1. Junior League grant may not be available until mid-April (see below for more information).
         2. Will seek Birdathon corporate sponsors using our birding backpack project as well.
            1. This may allow for more packs to be assembled than the original five which were requested under the Junior League Grant.
            2. We should be able to find other facilities interested in acquiring these packs.
         3. Motion to spend monies necessary to begin building five (5) birding backpacks to pilot this program. Items will include: LHAS patches, backpacks, one (1) set of binoculars per pack, one (1) bird guide per pack. The total price is not to exceed $900 for the 5 packs and associated equipment and items.
            1. Motion by Bill H.
            2. Second Pam M-S.
            3. Unanimous approval by five elected board members present.
6. Source of Income: Grants/Bequest
   1. An on-line application for the JLSC Mildred Anderson Community Grant Program was submitted requesting a $900 grant for 5 Birding Backpacks and 1,000 Patches.
      1. The deadline was 15 January 2024.
      2. A reply concerning the outcome of our grant can be expected by mid-April.
      3. Participants involved in grant application were Rex, Marla, Pam, Maria, and Randy.
   2. Sioux Land Big Give (www.siouxlandbiggive.org) is generally held in October each year and applicants should start applying by this spring and early summer.
      1. Jody and Kari have agreed to start the application process.
      2. If an application is approved, information can be uploaded to the Siouxland Big Give website.
      3. Jody has been involved with this process before. However, other LHAS members may be needed to help with the application.
   3. Are there other grant opportunities? Do we need a Sub Committee in place for writing grants?
      1. Standing Committees are defined in the chapter’s by-laws (https://www.loesshillsaudubonsociety.org/constitution).
      2. A “Finance Committee” probably should have been formed.
      3. Finance committee duties are split between the Projects Committee and the Chapter Activities Committee.
      4. A committee can be established but the by-laws will need to be re-written.
      5. Per Article VII, Section 3: The President, with the approval of the Board of Directors, may appoint Special or Task Force Committees whose terms of office will be determined by the length of the assignment to be done.
      6. Perhaps looking for grant opportunities could become a duty of one of the directors?
   4. Vust Bequest: Letter from Jennifer Wippert, Attorney for William Vust estate in response to timeline for final distribution of assets.
7. Source of Income: Promotional Items
   1. Pamela shared a fundraising opportunity at the 1 February 2024 board meeting involving the sale of bird-friendly coffee from Council Oaks Coffee Supply.
      1. Pam has networked with both owners and the marketing manager.
      2. Big idea to pre-sell the coffee then roast the beans according to what has been pre-ordered.
      3. Details:
         1. Business owner (Nick) is willing to come to meeting to discuss more details.
         2. Perhaps have a Finance subgroup meeting at Council Oak Roasting.
         3. Pam will arrange a meeting with Council Oak in March.
            1. This meeting should address a label (?) to be added to the coffee package.
            2. Determine a name for the product.
            3. The best way to promote the coffee.
      4. Projected cost from Council Oak would be $10 to $12 per bag. Mark up would be LHAS decision.
   2. Should the purchase of future promotional items be temporarily deferred to the next fiscal year?
      1. This is dependent on incoming funds.
      2. Some of the LHAS patches can be used for promotion in addition to being placed on the backpacks.
8. Adjourn at 3:18 PM.