LHAS Finance Working Group Minutes

When: July 27,2023 10:30 AM

Where: Kevin and Marla Kerr residence, 3928 Forest View Avenue Sioux City IA

Present: Rex R., Marla K., Bill H., Pam S., Sharon P.

Honored Guests: Maria R., Randy W.

1. Thoughts for the next season – Rex R.
	1. Suggest early arrivals for the general meeting to gather in the DPNC exhibit area
		1. if they do not wish to sit through the remainder of the board meeting.
		2. Lower noise level for the in-progress business meeting.
		3. Responsibility of greeter to inform guests that a meeting is in progress.
		4. Place sign at entrance stating “*Meeting in Progress. Enter Quietly*” or something similar.
	2. Should we have an earlier start time for the board meetings?
		1. Will need to check with working members.
		2. May be issues in getting a quorum for an earlier start especially with working elected board members.
		3. Board meetings have been running long it seems we could use the extra time.
	3. Large LHAS display boards
		1. Boards currently stored with Dr. Banagale
		2. Property will be sold so LHAS needs to do something with the boards
		3. Bob L. has no strong feelings or attachments to the displays per Bill H.
		4. Bill Z. could make something out of it? Recycle?
			1. Donation to Habitat for Humanity?
			2. Another recycling source could use the displays?
		5. LHAS needs have changed
		6. Need to check with Dr. Banagale to see if everything is still present
		7. Motion made by Pam S.:
			1. Move the displays and donate to Habitiat or another recycling entity
			2. Second by Sharon
			3. Enough elected board members present to make a quorum
			4. Carried by unanimous vote
	4. Track and distribute the regional and national reports to share at meetings.
		1. Information comes from National Audubon, Iowa Audubon Council, and other conservation and wildlife organizations (i.e., IOU, DPNC, NOU, SDOU, etc.)
		2. Suggestion made to have a condensed version sent by MailChimp to the LHAS list
			1. Possibly begin with a weekly announcement if appropriate information available.
			2. This could reach a wider audience and generate further interest in chapter activities.
			3. Marla noted there is a limit of approximately six (6) MailChimp email campaigns per month that can be sent with the free MailChimp account LHAS is currently using.
		3. Randy and Marla will work for a condensed “LHAS Conservation Notes” and send a compiled version to general membership.
2. Review Financial Report for Fiscal Years 2022-2023 – Sharon P.
	1. See report emailed to board members on July 5, 2023.
	2. A comparison of last year’s
		1. Income – $2,561.35
		2. Expenses - $5,348.67
	3. This year’s
		1. Income - $2,733.40
		2. Expenses – $5,267.92
	4. Chapter Memberships and Donations were higher than last year, Birdathon totals were lower than last year.
	5. No word yet on William Vust bequest
3. Finalize 2023-2024 Budget - Sharon P.
	1. Budget was approved “as is” at 6-15-2023 retreat
		1. Further discussion needed regarding amount budgeted for Grants/Pledges
		2. Additional budget amount required for Google Domain Name item
		3. LHAS board recommended removing Safe Box item from budget
		4. Reminder - $1,000 needed from Grants/Pledges for INHF 2nd payment
		5. $1000 to Dave Swanson’s Motus tracking project if he gets other sources
		6. 1st revision of 2023-2024 Budget:
			1. Grants/Pledges $4000.00
			2. Honorariums $300.00
			3. DPNC Meeting Room $300.00
			4. Google Domain Name for LHAS website: $20.00
			5. Miscellaneous $100.00
			6. Outings $200.00
			7. PO Box Rent $200.00
			8. Projects $200.00
		7. Estimated Total Expenses: $5520.00
	2. Discussion regarding Mini-Grants
		1. Reluctance to end the program or diminish the program.
		2. Following discussion, LHAS will remain with the availability of $4000 for the mini grants.
		3. This is a possible amount, not all grant applications need to be awarded, not all grant applications may receive full funding requests. This will be left to the discretion of the Projects Committee and the LHAS board.
		4. Will need to keep our pledges in mind (see above).
	3. Donation to Iowa Audubon
		1. “Membership” of $100.00 at the start of each fiscal year
		2. Motion by Sharon to provide these funds
		3. 2nd by Pam
		4. Unanimous vote to provide this donation to Iowa Audubon
	4. Motion by Bill H.:
		1. Accept budget with recent changes
		2. Second by Pam
		3. Unanimous vote to accept the budget
4. Birding Backpacks from *Audubon* magazine, Summer 2023: <https://www.audubon.org/news/dont-have-binoculars-go-birding-try-borrowing-pair-library>
	1. Marla can check to see if there is a similar program at our area libraries
	2. Suggestion made to use with area nature centers as opposed to public libraries
		1. Put the birding backpacks where they are most likely to be used
		2. Could have better control of the supplies
		3. Have the birding packs as single-day use, check out and back at the nature center.
	3. Expenses with backpack, binoculars field guides and will need to explore for costs.
	4. Could be used when applying for grants or Birdathon pledges for LHAS
	5. Will need to see what Adams Homestead and DPNC currently have available, if anything. LHAS could supplement their supplies to produce some loaner birding packs.
5. Fundraising results, discuss prior recommendations, and produce an achievable goal for 2023 – 2024
	1. 2023 Birdathon
		1. Only donations were from the participants and one targeted business – The Feed Shed ($100 donated).
		2. Announcement was only sent via MailChimp and to a few targeted businesses.
		3. Need a broader, more coordinated, and systematic approach
		4. Having a specific fund-raising target will help (see above)
		5. Pursue recruitment of small, medium, and large corporate donors for Birdathon
	2. Direct mail fund-raising campaign
		1. Bulk mailing rates are available through the post office – at least 200 items need to be sent.
		2. Check with The Mail House about bulk mailing, this organization was used with our *More from Loess* newsletter mailing.
		3. Come up with a promotional piece which lists upcoming LHAS projects and LHAS donations for the mailing and for the targeted Birdathon requests.
		4. The donors can see where their donation or pledge is going.
	3. Work with Sierra Club or Loess Hills Wild Ones for a joint fund-raising event
		1. Joint auction with Sierra Club.
			1. Auction in separate area (upstairs) during the Sierra Club chili feed (in basement) in January 2024.
			2. LHAS members needed to assist at closing time of the auction.
				1. Help needed to distribute purchases
				2. Pick up items that were not sold.
		2. Suggestion to move to a different, separate venue.
			1. This may require rent whether it is a church or another setting.
			2. Could this be expanded if at a different venue?
				1. Associate this with another event

Guest speaker or presentation

Tom Till

Ty Smedes

Don Poggensee

Art Council speaker clearing house

Beer sampling?

Do not want to compete with Nature Calls

Do not want to compete with Sierra Club

Partner with Smithfield Foods or Coca-Cola – Maria has worked with them previously for other events

Catered meal with the Sioux Chef or another indigenous chef

* + - * 1. Check with Brian Hazlett to see about a coordinated event with Briar Cliff?
			1. Alternate venue possibilities:
				1. SC Art Center
				2. Briar Cliff
				3. Stone Park
			2. This could be combined with a possible photo exhibit at Betty Strong Encounter Center
				1. Randy is still contacting photographers
				2. If we provide an exhibit, Betty Strong will allow one or the other:

Allow for a presentation.

Allow for a reception.

* + - * 1. A reception might be combined with a silent auction at the event.
				2. Exhibit may be in very late 2024 or early 2025.
	1. Restart bird food sales?
		1. Bill H. will discuss with Jerry P.
		2. Move to suet and suet feeders? They would be less bulky than others bird foods.
		3. Sell at our monthly programs.
	2. Possible coffee sales
		1. Jody M. still looking at coffee sales with Stone Bru.
		2. Could check with another roaster/distributor.

President: Rex Rundquist Secretary: Jerry Probst

Vice-President: Bill Huser Treasurer: Sharon Polifka

Director 1: Kari Sandage Director 4: Jody Moats

Director 2: Marla Kerr Director 5: Jeri Watkins

Director 3: Pamela Miller-Smith