

CNPS SAN DIEGO CHAPTER

BOARD OF DIRECTORS MEETING

June 7, 2017

Audubon Offices, 4010 Morena Blvd. Suite 100 San Diego, CA

AGENDA

Call to Order: 6:30 p.m. (Quorum = Six Board Members)

Known absences: Sue Marchetti

Visitor: Cindy Hazuka (~7:00 pm)

- I. **Quick personal reports & welcome visitors** (6:30-6:35)
- II. **Additions or Changes to the Agenda** – 1 min (6:35-6:36)
 - A. Vote to approve.
- III. **Review of May 2017 Minutes** – 5 min (6:37-6:42)
 - A. Vote to approve.
- IV. **Treasurer's Report** – 15 min (6:42-7:00)
 - A. May Report
 - B. Information: State's Annual Financial Report for the State is complete. Copy forwarded to the Board and on the CNPSSD website.
- V. **Committee Reports**
 - A. **Seed and Bulb Committee** (Cindy Hazuka)
 1. Seed Programs– Attachment 1 (7:00-7:10)
 2. Partnership with National Charity League (NCL) Seaside Chapter (Cindy Hazuka) – Attachment 2 (7:10-7:15)
 - B. **Programs /Garden Committee** (Mike G)/**Natives for Novices** (Sue) – 5 min (7:15-7:20)
 1. November program: can we change the meeting to November 14? Chris McDonald cannot present on 11/21. Program is connecting native plants with wildlife friendly backyards by Chris McDonald PhD (Natural Resources Advisor/Co-Director, San Bernardino County, UC Cooperative Extension)
 2. Sue reported she does not have a Native for Novices for June, but will try to schedule something.
 - C. **Conservation Committee** (Frank) – 10 min (7:20-7:30)
- VI. **Current Business:**
 - A. **Proposal: Establish a personnel committee** (7:30 – 7:40)
 1. 2-3 Board Members
 2. Consider a By Law change that will allow Chapter to hire Board Members for Independent Contractor Positions.
 - B. **Independent Contractors (Connie)** (7:40-7:55)
 1. Approval of Contract for ASLA Grant (Greg & Kay) - both working under Greg's business
 2. Approval of Contract for Joe Sochor - upgrade the Website (merging GN and Chapter sites)
 3. Approval of Contract for Judie Lincer - Garden Native Workshop Director
 4. Job Description/ Request for proposal - Plant Sale Director (advertised via our website)
 5. Job Description/ Request for proposal - Garden Native Director (via website)
 6. Job Description/ Request for proposal - Volunteer Coordinator (via website)

7. Job Description/Request for proposal – Media Director

C. Grant for Cabrillo NM project (Connie)

D. Board Representation from the Garden Committee (7:55-8:00)

Joseph was to communicate with the Garden Committee about coordination with the Board. Update? Judie Lincer has expressed an interest in serving on the Board.

E. Other Volunteer Positions (8:00-8:20)

1. **Programs** (Torrey?)

2. **Membership Coordinator/Committee**

3. **Facebook Administrator** (Chapter and Garden Native) Right now, Joe is running these at a very minimal level. We could identify an intern from a college for a fixed period of time.

4. **Instagram Administrator** (Chapter and Garden Native) See above.

5. **Field Trips Chair** - Tom Oberbauer? We are currently scheduling via newsletter and Meetup group for most trips. The Meetup website recruits members and is very helpful in reaching outside the choir. Those inside the choir are encouraged to join the Meetup so that they get to-the-minute details.

6. **Outreach Committee** - 2 people to meet quarterly and schedule our outreach efforts, drawing from a 10-15 person list of potential volunteer help?

7. **Board member** - Could be generic or committee-associated.

8. **Education Chairperson**

9. **Librarian**

10. **Archivist** - A person or resource for archiving chapter materials: on our website, in a cloud-type storage, and on a computer.

F. Retreat, July 15 (8:20-8:30)

1. **Location, time, attendance. In addition to the Board Members, who else might be invited?**

Topics:

1. Complete the strategic plan if not yet complete.

2. Discuss how to expand volunteering and who may be good candidates.

3. Engage in a productive dialog - balancing native gardening, restoration, and the scientific interests that exist in our Chapter.

G. Books Loaned to the Baja California Chapter (Cindy Burrascano) (8:30-8:35)

1. Cindy notes that the Chapter had loaned a number of books to the Baja Chapter for sales there. Since many of these books remain unsold, the Chapter needs to determine the status of the loaned books. Tom O. was to talk to Cesar García about what he wants to do about the loaned books. Update?

H. Strategic Plan (Mike Evans) (8:35-8:40)

Mike E. and Frank Landis were to review the current draft and correspond to finalize a draft plan.

VII. New Business – 10 min (8:40-8:50)

A. Cavity Conservation Initiative - **Attachment 3** (Mike G).

B. CNPS Annual Report

C. Cox Conserves Heroes

Bob Byrnes received a Cox Conserves Heroes award from Cox Communications, carrying with it \$ 5,000 to be given to the 403(c)(b) nonprofit organization of his choice. The awards go to "volunteers who create, preserve or enhance the shared outdoor places in our communities." He was one of the 3 finalists receiving the award and who are competing for the first place award. The first place award goes to the finalist who gets the most votes in a web

vote contest. If Bob wins, the award goes to \$10,000. His choice of organization is CNPS-SD. Arne Johansen nominated him. Mike Gonzales and Bob will be in a web video discussing volunteer work. Cox has already filmed footage.

- VIII. **Chapter Meeting Welcoming Table Assignments** (Connie) - 1 min
- IX. **Committee Reports:**
- X. **Chapter Council Mtg**
June in Big Bear. Who is going?
- XI. **Next Meeting Date: July 5, 2017**
Important agenda items?
Tasks to accomplish prior?
- XII. **Wrap up and conclusions** (8:50-9:00)

ATTACHMENT 1 – Seed and Bulb Team Proposed Programs

The Seed and Bulb team would like to bring to the attention and garner approval from the CNPS Board two programs for which we give away free seeds and propose one new program:

Program 1: Make your own California Native plant wildflower seed mix. This project was assembled with the guidance of Michael Gonzalez for use at CNPS outreach events, particularly those with children. We purchased 12 small spice shakers and filled them with excess bulk seed we had left over from the fall sale, printed plant fact sheets and labels, and provided envelopes for the booth. Under the supervision of the booth representative, people visiting the booth shake a few seeds of a few species into their own envelope to take home. Feedback from the activity is positive in that many people become engaged and excited about growing CA natives in their yards. This activity can continue to be stocked with bulk supply of seed we purchase for our sales at minimal cost or < \$50 depending on demand.

Program 2: When non-profit entities request seed for community gardens, we provide up to 10 free envelopes of seeds for their use. If their needs are greater, we will provide at a discount. We do not currently promote this program. To date, we have provided seed to: Old Town Native Plant Landscape, North County chapter of the San Diego Food Bank, sPADe (Planting at Diegueno), Hope Elementary School in Carlsbad, and the CNPS SD Propagation committee.

Program 3, proposal: Free seed for CNPS member wildflower sowing tests.

We propose to carry out tests to learn how to improve results when people sow native/indigenous wildflower seeds. We hope to motivate up to 3-6 gardeners to run tests on their property. This effort is a response to expanding the testing conditions and data collected by Lee Gordon whose results differ from the conventional wisdom. He's found that:

- 1) Seeds sown in September do better than seeds sown in November.
- 2) Covering them with soil inhibits growth (at least for some seeds).

Here is a write up of his experiments to download:

<https://www.dropbox.com/s/4ca7qjlzblw5sx/Wildflowers.pdf?dl=0>

While we do not have any idea if there is an appetite for scientific experimentation in the gardens of CNPS members, we hope to encourage it by offering seed to folks who would like to systematically test

the basic variables of seed sowing: month of sowing, depth of soil coverage, supplemental watering or stratification conditions. Based on the response, Cindy Hazuka and Lee Gordon will coordinate with gardeners to prepare tests, to evaluate results, and to report results to CNPS. Then we will reevaluate the program's merit for continuance in 2018. Costs would be no more than \$25 for seed and possibly \$10-\$15 for postage.

We would send out this announcement on the listserve:

Wildflower seed scholarship: How would you like to grow local wildflowers and at the same time, advance our understanding of how best to grow them? If you have space that you can divide into two or three parts, then we can mix wildflower seeds local to your neighborhood for tests and send the seeds t...

Cindy Hazuka
California Native Plant Society
San Diego Chapter
Seed and Bulb Coordinator
cnpsd.seeds@gmail.com
<https://www.cnpsd.org/seeds-and-bulbs/>

ATTACHMENT 2: National Charity League (NCL) Seaside Chapter

I am reaching out to you as a member of the National Charity League (NCL) Seaside Chapter (<https://seaside.nationalcharityleague.org/>) to garner board approval to partner with our organization as a resource for supporting the California Native Plant Society (CNPS) San Diego Chapter in community volunteer events.

The National Charity League, Inc. is a national non-profit organization comprised of mother and daughter members in Chapters across the United States. NCL, Inc. It's goal is to foster mother-daughter relationships in a philanthropic organization committed to community service, leadership development and cultural experiences. Philanthropic activities are focused around supporting other philanthropic organizations with volunteer hours and support. The California Native Plant Society is a statewide nonprofit organization seeking to increase understanding and appreciation of California's native plants and to preserve them in their natural habitat through scientific activities, education, conservation, and restoration. The NCL Seaside Chapter of ~180 women aged 12 yr.+ feel like CNPS would be a valuable organization to support. We support other environmentally focused groups such as San Diego Audubon Society, I Love A Clean San Diego, and Wild Willow Farms so enhancing that list with an organization dedicated to CA native plants would be a great compliment.

The partnership model is simple, when there are upcoming activities or events where CNPS could use untrained volunteers to help, NCL will communicate the opportunities to our members and provide instructions on how to sign up. In exchange for the opportunity to volunteer, our members receive credit for volunteer hours within our organization.

There are several events CNPS hosts throughout the year that could possibly use extra volunteer support such as plant sales, the garden tour, seed sorting, propagation, garden work parties or community outreach. Being involved in any of these would provide our members exposure and education to the importance of the preservation, restoration, and horticultural use of CA native plants in our environment and for local fauna. In particular, the opportunity to expose our daughters (grades 7-

12) to native plants might create then opportunity for some of them to establish a lifelong interest in CA natives.

If this sounds like a program CNPS would like to support, I would be a liaison to the group for communication. As the Seed and Bulb Chair for CNPS SD as well, I can personally say that I would love to encourage NCL to help at seed sorting parties etc.

As the NCL Seaside Chapter is part of a national group called National Charity League, the corporate offices require us to obtain the following documents from the philanthropies with which we work:

- A copy of the Tax Determination Letter stating that the philanthropy is recognized by the IRS as a 501(c)(3)
- A Financial Statement, Annual Report, Professional Audit, 990 Tax return or a letterhead statement identifying the percentage breakdown of how the funds are used for the organization.

Please let me know of your interest and when I have the above documents will be able to ratify it with our Board.

If there is anything else you would need from us, please let me know.

Thank you in advance

Cindy Hazuka

Vice President Communications, NCL Seaside, nclseasidecommunications@gmail.com

<https://seaside.nationalcharityleague.org/>

510-381-7652

Cindy Hazuka

California Native Plant Society San Diego Chapter Seed and Bulb Chair, seedsandbulbs@cnpsd.org

<https://www.cnpsd.org/seeds-and-bulbs/>

ATTACHMENT 3: Tree Care for Birds and Wildlife project

FW: An update from the Tree Care for Birds and Wildlife project

6/2/2017 10:41 PM

Michael Gonzales

Hi All – please see the bullets at the end of this email from the Cavity Conservation Initiative.

Specifically,

- Would CNPSSD EC consider making a donation to support the outreach efforts of this organization?
- Would CNPSSD EC consider allowing me to coordinate with this organization and with Joe Sochor to advertise “Tree Care for Wildlife” training opportunities and related products on the CNPSSD website and social media?
- Would Mike Evans be interested in having this organization recommend him as a potential consultant to arborists?

Thanks!

Mike G.

From: Gillian Martin [mailto:gillian.martin@cavityconservation.com]

Sent: Wednesday, May 31, 2017 11:44 AM

Subject: An update from the Tree Care for Birds and Wildlife project

We are excited to share the following:

In early May several members of our team attended the annual conference of the Western Chapter of the International Society of Arboriculture (WCISA) in San Diego. Ryan Gilpin and Gillian Martin were among the presenters. About 60 people attended their respective programs on Tree Care for Wildlife, and The Wonderful Life of a Dying Tree. The project hosted a booth to promote its mission and materials. About 20 new people signed up to participate in the project. We were delighted by the level of interest, as well as encouragement from WCISA to promote new partnerships with organizations outside the tree care industry. How many times do we see evidence that we are more impactful if we work together?!

Attached below is the most recent draft of our Tailgate handout designed for crews working in the field. It is a "cheat sheet" as it were for the BMPs, and not meant as a substitute for a fuller wildlife aware training program. When finalized this summer, it will be translated into Spanish and downloadable from on our new website.

A new website suited to reach our key audiences and provide our resources will be developed over the summer. The current one (established primarily for project participants) will be discontinued when it is launched.

After invaluable input received from many of you, the BMPs will soon be in the hands of an outside editor for final review, expected to be completed in August. The BMPs are meant to be used as guidelines, not "laws." Experience in the field will reveal whether they will need further revision.

Your assistance with the second phase of the project is requested:

- Would you or organization make a donation to support our outreach efforts? \$5,000 is the sum we need to raise. The Britton Fund generously provided \$10,000 of our estimated budget of \$15,000. Your name or organization's name would be listed on our website.
- We welcome the names of organizations or individuals within your network to whom we can market tree care for wildlife training opportunities and related products. Please submit your list to gillian.martin@cavityconservation.com
- We welcome names of Wildlife Biologists whom you can recommend as consultants to arborists.
- If you have an interest in assisting with the outreach phase of the project, we'd be delighted to hear from you.

Please save these two dates:

The next workshop will be held as a **webinar on Wednesday, August 16, 9:00 to 11:00**. Information about this will be sent closer to the time.

The next in-person **workshop will be Thursday, October 19, likely at West Coast Arborists in Anaheim.**

Gillian Martin

Program Director

Cavity Conservation Initiative

949-412-0588

www.cavityconservation.com

[Facebook page](#)