

CNPS SAN DIEGO CHAPTER

BOARD OF DIRECTORS MEETING

July 5, 2017

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

DRAFT AGENDA

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

Known absences:

- I. **Quick personal reports & welcome visitors** (6:30-6:35)
Bob wins \$10,000 for the chapter!!!!
- II. **Mini Grant Presentation by Josh Long** (6:35-7:00)
Josh's Eagle Scout Native Plant Garden project is already installed. Josh is asking to be reimbursed \$466.87 for materials. Attachment 1 (includes photos).
- III. **Additions or Changes to the Agenda** – 1 min (6:35-6:36)
 - A. Vote to approve.
- IV. **Review of Minutes** – 5 min (6:37-6:42)
 - A. Revised April 2017 minutes – vote to approve.
 - B. June 2017 – vote to approve.
- V. **Treasurer's Report** – 15 min (6:42-7:00)
 - A. June Report – vote to approve.
- VI. **Committee Reports**
 - A. **Programs** (Torrey for featured speakers and Sue for Natives for Novices)
 - B. **Conservation Committee** (Frank) – 10 min (7:20-7:30)
 - C. **IT Update** (Joseph)
 - D. **Personnel committee** (7:30 – 7:40)
 1. Contract for Judie Lincer, Garden Native Workshop Director, has been executed.
 2. **Vote needed on:**
 - a. Job Description and cost for Plant Sale Director (Attachment 2)
 - b. Job Description and cost for Media Director (Attachment 3)
 3. Job Description/ Request for proposal for the Garden Native Director and the Volunteer Coordinator will be prepared by the Personnel Committee for approval by the Board at the August 2017 board meeting. These two positions will need to be advertised on our website and proposals will need to be reviewed before a contractor is selected. Shall the Personnel Committee act as the review panel for the proposals and make a recommendation to the board?
 4. Proposed by-law change that will allow Chapter to hire Board Members as Independent Contractors. Sample is in Attachment 5.
- VII. **Current Business:**
 - A. **CNPS Annual Report** (Bobbie)
 - B. **2017 Summer Retreat** (8:20-8:30)
July 15, 9 am to 1 pm, Audubon Society Conference Room, with refreshments.
Goal: To engage in a productive dialog, balancing native gardening, restoration, and the scientific interests of Chapter members. Encourage inclusiveness and sharing.

Topics:

- Strategic plan (30 min)
- Gathering new members from various ethnic groups, age groups, etc. (1 hr)
- Discuss how to expand volunteering and who may be good candidates (1 hr). Positions needing to be filled:
 - **Membership Coordinator/Committee**
 - **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.
 - **Instagram Administrator** (Chapter and Garden Native) See above.
 - **Outreach Committee** - 2 people to meet quarterly and schedule our outreach efforts, drawing from a 10 to 15-person list of potential volunteer help?
 - **Board member** - Could be generic or committee-associated.
 - **Education Chairperson**
 - **Librarian**
 - **Archivist** - A person or resource for archiving chapter materials: on our website, in a cloud-type storage, and on a computer.

- VIII. **New Business** – 10 min (8:40-8:50)
- IX. **Chapter Meeting Welcoming Table Assignments** (Connie) - 1 min
- X. **Chapter Council Mtg**
- XI. **Next Meeting Date: August 2, 2017**
 - Important agenda items?
 - Tasks to accomplish prior?
- XII. **Wrap up and conclusions** (8:50-9:00)

ATTACHMENT 1 – JOSH LONG’S PROJECT AND MINIGRANT REQUEST: Eagle Scout Cajon Park Native Plant Garden

Message from Josh Long:

Hi, I have recently completed my Eagle Scout Project as of June 17. I have attached some pictures below. I built a native plant garden featuring a plaque that numbered all of the plants in the garden so that teachers can point out each species and describe their role in Southern California's ecosystem. We also renovated a wood compost station and a cinder block mulching station which will provide the school's garden with all the compost and mulch they will need for any future projects. Now that my project is complete and I have exact costs for all the materials, I am asking for exactly **\$466.87**.





ATTACHMENT 2 – SCOPE OF WORK FOR 2017 FALL PLANT SALE DIRECTOR

Contractor: Carolyn Martus
4276 Manchester Ave.
Encinitas, CA 92024
carolynmartus@sbcglobal.net

Fall Plant Sale Director

SUMMARY: CNPS San Diego has held annual Fall Native Plant Sales since the 1970s. The plant sale provides native plants to our members and the general public for gardening. Gardening with natives has become popular in San Diego since the recent 5 year drought (which may continue) and native plants are scarce at regular nurseries, making the Fall Native Plant Sale the best location for purchasing a wide number of native plant species at the perfect time of year for planting in the San Diego region.

Our fall sale will:

- Provide native plants for purchase by our members and the general public at a centralized location.
- Create an awareness of native plants.
- Educate our members and the general public about gardening with natives.
- Provide information about growing particular native plants and their most suitable situations in the garden.
- Provide information to improve the success of native landscape projects.

GOAL: Our goal is to hold a fall plant sale every year.

SCOPE OF WORK: Contractor will provide professional services to the Chapter by coordinating a fall plant sale to benefit the regional community. Scope of work must be performed in cooperation with the Chapter's Garden Native Committee and the Chapter Board.

Services:

- Develop and manage the CNPS San Diego Native Plant Sale on October 14, 2017.
- Coordinate with the Media Director to develop a marketing, publicity, and communication plan for disseminating information about the sale.
- Submit plant sale information to the Newsletter Editor for publication in the Chapter's newsletter.
- Provide regular written communication to the Chapter Garden Chair and the Chapter Board regarding project status. Request Garden Native Committee assistance as needed.
- Recruit, coordinate and direct volunteers for the sale. Request Garden Native committee assistance as needed.
- Coordinate with Chapter Media Director to develop and electronically distribute online surveys to volunteers and participants (as applicable). Communication will include a note of appreciation for their participation.
- Together with the Chapter Media Director and the Chapter Treasurer, prepare a final report for the Fall Plant Sale. Results will include financial, volunteer, and participant summaries.

SCHEDULE:

- Services will commence with the latest signing of the contract with the State CNPS office.
- All 2017 Fall Plant Sale activities and the final report will be completed by November 30, 2017.

MANAGEMENT:

- Contract will be managed by the Chapter President, Bobbie Stephenson.
- Invoice(s) will be submitted to the Chapter President for approval, and to the Chapter Treasurer for payment.

CONTRACT AMOUNT:

Time and materials not to exceed **\$5,250**. This amount is based on up to 150 hours of work at \$35/hr.

Approved by CNPS-SD Board on **July 5, 2017**.

ATTACHMENT 3 – SCOPE OF WORK FOR MEDIA AND MARKETING SERVICES THROUGH SPRING 2017

Contractor: Joseph Sochor
4519 Derrick Drive
San Diego, CA 92117
joesoch@me.com

MEDIA/WEBSITE DIRECTOR

SCOPE OF WORK: Contractor will provide professional services to the Chapter by managing the CNPS-SD website and social media platforms, and by S special events.

Services:

Media and Marketing

- Email marketing (MailChimp) campaigns for four events (Fall Workshop (1), 2017 Fall Plant Sale, 2018 Garden Tour and 2018 Spring Plant Sale): 13 email campaigns.
- Write press releases and distribute for all four events.
- Manage ticketing for the Fall Workshop and Spring Garden Tour.
- Manage advertising campaigns on social media for all four events.
- Prepare and manage follow-up surveys for Fall Workshop and Spring Garden Tour, and create survey and results reports.
- Continue ongoing archiving of photos and written resources.
- Update website with all new information on events.
- Coordinate marketing for Workshop, Plant Sale, and Tour Directors.

Social Media Administration

Post an average of 47 times weekly on the following:

- Facebook CNPS
- Facebook Garden Native
- Twitter CNPS
- Instagram CNPS
- Instagram Garden Native

Website Archiving of Chapter Documents and Files

Upload files and systemize all chapter administrative documents and plant profile pdfs on the website.

Garden Native Website

- Merge the Garden Native website with the Chapter website.
- Redirect URL gardennative.org to Garden Native section on cnpsd.org website.
- Discontinue hosting for Garden Native site.

SCHEDULE

- Services will commence with the latest signing of the contract with the State CNPS office.
- All work for this contract will be completed by April 30, 2017.

MANAGEMENT

- Contract will be managed by the Chapter President, Bobbie Stephenson.
- Monthly invoices will be submitted to the Chapter President for approval, and to the Chapter Treasurer for payment.

COMPENSATION

- Not-to-exceed **\$8,350**, as broken down below:
 - Media and Marketing: \$2,475
 - Social Media Administration: \$4,875
 - Website Archiving of Chapter Documents and Files: \$500
 - Garden Native Website: \$500
- **OPTIONAL:** An additional \$550 for media and marketing for a second workshop, if one is approved by the Chapter Board.

Approved by CNPS-SD Board on **July 5, 2017**.

ATTACHMENT 4: SAMPLE OF BY-LAW REGARDING DIRECTORS AS COMPENSATED EMPLOYEES OF CNPS.

The following is a sample of a by-law that could be considered in amending the CNPS-SD Chapter by-laws:

SECTION 6. RESTRICTION REGARDING INTERESTED DIRECTORS

Notwithstanding any other provision of these bylaws, not more than forty-nine percent (49%) of the persons serving on the board may be interested persons. For purposes of this Section, "interested persons" means either:

- (a) Any person currently being compensated by the corporation for services rendered it within the previous twelve (12) months, whether as a full- or part-time officer or other employee, independent contractor, or otherwise; or
- (b) Any brother, sister, ancestor, descendant, spouse, brother-in-law, sister-in-law, son-in-law, daughter-in-law, mother-in-law, or father-in-law of any such person.

SECTION 5. COMPENSATION

Directors shall serve without compensation. They shall be allowed reasonable advancement or reimbursement of expenses incurred in the performance of their regular duties as specified in Section 3 of this Article. Directors may not be compensated for rendering services to the corporation in any capacity other than director unless such other compensation is reasonable and is allowable under the provisions of Section 6 of this Article. Any payments to directors shall be approved in advance in accordance with this corporation's conflict of interest policy, as set forth in Article 9 of these bylaws.