



Executive Committee Meeting

Tuesday, January 11, 2011

9:00am PT

Present: Matt Clifford, Bill Mitchell, John Shepard, Kimery Wiltshire & Jenny Corlett

Not able to attend: Holly Hartmann, Lillian Kawasaki

Immediate action items:

- ▶ Year-end financials will be distributed to the Executive Committee by the end of this week.
- ▶ Board & Team dinner: Thursday, January 27, 2011; 6:00pm; Ar Roi Thai Noodles.
- ▶ Team strategy meeting: Friday, January 28, 2011; 8:30am - 4:00pm; Galleria Park Hotel, San Francisco.
- ▶ Healthy Headwaters working group meeting will be held in Denver on March 25, 2011.

Next call: Tuesday, February 8, 10:00am PT

TEAM STRATEGY MEETING

- ▶ Rather than identifying specific scientific models and studies, John suggests we frame the science section as an opportunity to brainstorm among the dynamic group of people present. Take a step back and think more broadly about the theme of uncertainty - what does the group see as potential game changers? It is more important to understand what science will emerge within the next two years that will either influence the debate or provide some new information.
- ▶ Rather than holding an explicit discussion about Carpe Diem West's methodology and how it has evolved over the past three years, Kimery will describe this in an opening statement. While we need to provide the group with guidelines for what has changed in the larger landscape, how Carpe Diem is changing as a result, and how it will affect our campaigns, the "what is Carpe Diem 3.0" conversation is not a discussion for this group.
- ▶ John suggests segregating the discussion around the five current projects and developing initiatives. First, structure time around what to do with the Healthy Headwaters and Colorado River Accord campaigns, discussing networking strategy and communications opportunities within that section. Once we've focused on the two priority projects, allow a second discussion for the remaining projects. Structure the Water, Energy & Climate Change discussion as a brainstorming session in which we download information and suggestions from attendees but don't have a tactical or strategic discussion.

- ▶ Since Steve Malloch cannot attend, Dan Chu is the logical person to invite from the National Wildlife Foundation; he has a broader view, and understands the network knitting aspect of our programs.

FINANCIAL OVERVIEW

- ▶ When Matt was hired in September 2010, Carpe Diem West had six months operational funding in the bank. We are on track with that projection, and currently have core funding through February 2011.
- ▶ Some year-end financial assumptions did not materialize, such as how quickly staff and Board members would be able to move on major donor fundraising, the establishment of a corporate sponsorship program, and securing funds from the following foundations: Compton, Martin-Fabert, Schmidt Family, and Firedoll.
- ▶ The Campbell Foundation *may* come through with a grant by the end of this month, but Carpe Diem West needs to focus on finding a funding bridge until the remaining \$200k of the Kresge grant is received in mid-April.
- ▶ Monthly expenses average around \$30k, \$20-22k of which is staffing.
- ▶ Executive Committee members suggested either putting a hold on the \$2,000/mo. Resource Media contract or reducing their hours.

KRESGE CHALLENGE GRANT

- ▶ The Kresge challenge is due by March 31, 2011.
- ▶ 100% of Board members donated to Carpe Diem West, tripling their contributions from last year.
- ▶ Approx. 45% of the Core Team gave year-end contributions, ranging from \$50 - \$1,000.
- ▶ Over 60% of year-end donors were first-time contributors.

PROJECT UPDATES

- ▶ The Healthy Headwaters meeting will be held in Denver on March 25. Under Secretary Harris Sherman has committed to this date.
- ▶ Carpe Diem West will approach the Healthy Headwaters working group for suggestions about hosting and funding the meeting.
- ▶ The next issue of Confluence will feature Doug Kenney's Colorado river report, and will be released next week with responses from John Entsminger and Taylor Hawes.