



Wood-Pawcatuck Watershed Association

MINUTES of the **August 18, 2016** **Board of Trustees Business Meeting**

Attending: Peter August, Antonia Bryson, Alan Desbonnet, Walt Galloway, Jennifer Mackenzie, Brenda Rashleigh, Thomas Ferrio, Donna Walsh

The business meeting was called to order at 6:31, Alan Desbonnet presiding. Desbonnet was acting secretary.

1. Tom Ferrio made a motion to accept the minutes of the July 21st board meeting as presented; Donna Walsh made a second to the motion, which was unanimously approved.

2. BUDGET UPDATE

- a. Alan Desbonnet gave a summary budget update, noting that the membership income was on target to its budgeted \$26,000 goal, thanks in large part to the Membership Committee renewal drive. Donations are also on target to budgeted goals, cash flow is good as an influx was noted in July.
- b. There were some questions regarding overall budget shortfall status, and the cause of the increase from water quality monitoring changes. Alan will request of Chris an accounting for the September meeting.

3. OFFICER NOMINATIONS

- a. Peter August made a motion to elect Jennifer Mackenzie as Treasurer; Antonia Bryson made a second to the motion. There was discussion of Jen's perspectives on the WPA budget, budgeting process, and role of the treasurer. The motion was passed: August, Bryson, Desbonnet, Galloway, Rashleigh and Walsh voing Yes; Tom Ferrio abstaining.
- b. Peter August suggested the Executive Committee meet quarterly with the WPA accountant (and Chris) to go over budget details, then bring this back to the board at meetings, noting that this process worked very well in the past. Pete also suggested that it may be a good idea to implement the "3 Budget Scenario" (shortfall, anticipated, overage) on a more consistent basis in the budget review process. All agreed with Pete's sentiments.
- c. There was discussion of nominations for the post of Secretary, with no nomination coming forth. Brenda Rashleigh agreed to discuss with Antonia duties of the post, and will consider that role.

4. MEMBERSHIP COMMITTEE:

- a. Donna Walsh reported that the committee met, and wants to pursue a Christmas membership gift campaign, and will discuss this further with Chris to craft goals, and an implementation strategy. The committee also will be discussing with Chris the use of an envelope with tear off remittal slip for membership renewals.
- b. Donna reported that the MDC wants to revisit a "membership attributes" survey conducted previously, as noted in past meeting minutes. No use of survey results are reported in later minutes; Donna will ask Chris about access to the surveys.

5. FUND DEVELOPMENT COMMITTEE

- a. Walt Galloway reported on the status of the campaign to raise funds around water quality monitoring. Four prospective donors, all very familiar with WPWA, and very friendly, will be targeted first as "trials" to the ask methodology. Two of the 4 have been contacted, with one meeting being set for September 8th (Harold Ward). The final 2 are expected to be contacted soon.

The business meeting was adjourned at 7:20 pm.

WORKSHOP NOTES

1. A discussion was held to spark ideas about building the board; several noteworthy thoughts were developed:
 - a. Specific skill sets we should be looking for: marketing and/or public relations; CPA or similar fiscal experience; lawyer/legal backgrounds; fund raising experience; media (various types) experience.
 - b. It was generally acknowledged that it would be good to attract at least some board members under the age of 50. Perhaps WPWA could host a "Business After Hours" or "Young Professionals" event either at WPWA, or even at a different venue.
 - c. It would be good to have a standard WPWA presentation of some sort so we could reach out to Rotary Clubs or similar groups as a way to market WPWA, mine for board members, and expand new memberships.
 - i. Brenda agreed to look over the WPWA website section listing "similar groups" and make suggestions for updates. These groups could be one place to look for board members and/or potential presentations.
 - ii. Antonia agreed to look over other environmental non-profit board memberships and mine them for potential board members.
 - iii. Alan agreed to talk to Chris about what is available for images, videos, and Powerpoint presentations for use in putting together a standard WPWA presentation.