

## CNPS Chapter Council Meeting Minutes

June 5, 2010

Butte College, Chico CA

### ACTION ITEM SUMMARY

- RE: CNPS Quarterly Status Report Agenda Item –
  - **Tara noted that there is a new blog on website and asked chapter council to advise members to post at <http://grownatives.cnps.org>**
- RE: CNPS Quarterly Status Report Agenda Item –
  - **Fiscal year end reporting – only 21 chapters have submitted. Tara requested delegates take the request for report submission to chapters.**
- RE: Board of Directors Report Agenda Item -
  - **Tara Hansen needs join dates and email addresses from the chapter. Don't have them for members joining before 1986. Also pass to chapters the fact that staff is still getting handwritten changes on address updates—but there is an online a button on the website – easy to enter making it easy to enter information. This can help office with workloads.**
- RE: Legislative Resolution Agenda Item –
  - **All delegates asked to contact their local representatives to urge support of Assembly Concurrent Resolution No. 173 – Relative to Native Plant Week**
- RE: Concurrent Sessions Report Agenda Item - Fire Implementation
  - **All chapters to send information on fire safety they have to Betsey Landis at LA Santa Monica Chapter.**
  - **All Delegates asked to follow up with your chapters - do you have a fire plan in your area? does it fit with CNPS policy?**
- RE: Concurrent Sessions Report Agenda Item Membership Committee
  - **Arvind Kumar asked that everyone please drop lapsed members from newsletters and mailings**

### Attendance

- Attendance was recorded on sign in sheets.

### Call to Order, Agenda Check-in, Introductions (Kevin Bryant, Chapter Council President)

- Welcome and thanks to Butte College for providing the venue
- Thanks to Redbud and Mt. Lassen Chapters for hosting

### March meeting minutes (Marty Foltyn, Chapter Council Secretary)

- Marty asked for changes to the minutes. Has incorporated written comments received to date.
- Larry Levine (NC) - page 15 change text to informal poll – Fort Bragg work despite distance from airports
- Betsey Landis (LASMM) has changes that need to be submitted

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- Minutes cannot be approved until Betsey Landis changes incorporated.
- Approval tabled for September meeting.

### **CNPS Quarterly Status – Dashboard Check-in (Tara Hansen)**

- Tara Hansen presented the executive director's report – refer to Powerpoint slide deck and Executive Director's report for details.
- New rare plant botanist Aaron Sims will be starting in June and will be introduced at September Chapter Council meeting
- **Action Item - Tara noted that there is a new blog on website and asked chapter council to advise members to post at <http://grownatives.cnps.org>**
- Native gardens brochure – chapters pledged \$5,125.00 and brochure has been reprinted
- Manual of California Vegetation 2 sales are now 600 copies
- Webstore - will not do major revision.
- Membership – Tara commented that a factor in the drop is due to change in accounting. System takes account of who is active January 1 as count, and as most members don't renew before membership date this number may be biased. Details in report.
- Tara discussed goal to get membership data to chapters every month. She has discussed intranet with CNPS webmaster Mark Naftziger where chapters would log in to get data.
- Betsey Landis (LASMM) commented on need for paper option – perhaps quarterly, as some may not have the bandwidth to log in.
- **Action Item - Fiscal year end reporting – only 21 chapters have submitted. Tara requested delegates take the request for report submission to chapters.**
- Tara discussed limited staff capacity – only two people running member services. Tara asked for patience. Board has approved part time intern to help with sales - Alicia Patrice.
- Communications – Tara reported that a communications plan is being developed. Tara encouraged delegates to distribute chapter reports to members – is looking at posting a public version on the website.
- CNPS website – discussion on why it does not look like others such as Defenders of Wildlife and Center for Biological Diversity.
- Tara reviewed comparison chart. Other two organizations are national organizations. Center for Biological Diversity is staff driven organization rather than volunteer driven like CNPS. CNPS works with them.
- Economies of scale is a benefit of growth. Only need one of the major team – executive director, conservation chair, etc.
  - Management costs may increase marginally but do not double.
  - With larger organization/larger membership – costs are spread out and can be applied more to programs

### **Board of Directors CC Report (Lauren Brown, Brian LeNeve)**

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- Brian stressed that CC members communicate any issues/problems concerns that they can bring to the board through the Board Liaisons
- Board report passed 3 bookkeeping issues – money allocated not spent – put back into budget cycle
- Budgeted \$5k for new server – Gene Doherty, Willis Jepson chapter president, has volunteered to reconfigure servers.
- Budgeted \$9,500 for part time staff/18 hours per week as needed.
- Cannot cut down staff and increase service – this is why Billisoly funds allocated to increase membership, awareness and donations.
- Legal issue – litigation committee had not given approval – tabled Redbud motion for litigation
- Joan Stewart (AP) asked if action initiated by chapter. Reply was yes - therefore must be approved by litigation committee before board approves
- Lauren reported that board of directors voted to supported chapter logo. Budget shortfall is 25%. Board job is to ensure financial health of organization – supporting move to broaden what we do.
- Budget chart was presented Lauren reported that expenditures exceed income – stressed that when look at cuts again – look at expenses out of general fund – plant science program very important – will look at cuts that are sustainable – so look at big items- must have balance. must move in direction that broadens base.
- Board decided that after catch up with Fremontia in 2011 – cut back to 3 issues year – save \$20K/year
- Larry Levine (NC) asked what are the elements in chapter services category – Tara will find out.
- Board is also discussing 3 chapter council meetings a year
- Chapter Council understands communication issues between Headquarters (Board and Staff) and chapters – look into intern to help with communications – we can help CC get more timely information.
- Ellen Edelson (YB) asked what is change in deficit structure-
  - Lauren - membership not changed but expenses gone up. staff less – but asking them to do more.
- Joan Stewart (AP) – issue with persons with very limited access to internet – if office could clearly identify message – would aid in communications.
  - Kevin Bryant said will be discussed in later session.
- Joan Jernegan (RB) asked if bulletin going online?
  - Lauren it is still on table –
  - Tara said are not doing yet because of email issue – slow download – do not have everyone email addresses of constituents – one year process to do – bulletin is less cost than fremontia.
- Discussion on having alternate membership category getting everything online – reduced cost – than getting printed materials

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- Tara stated that bulk of cost is editorial and production – costs scale down with more copies
- Lauren – encouraged further discussion with she and Brian - offline
- Brian – have received information that staff is getting antagonistic and insulting emails from Chapter members – believe this is a Chapter Council issue to handle – will need to deal with this
  - Kevin will discuss later
- Betsey Landis (LSM) – suggests more volunteer help in working with chapters – always working to balance volunteer vs paid staff. think about getting cushion of volunteer help.
- Larry Levine (NC) – asked for clarification on email address percentage that CNPS (25-30%). IF that is a goal – Chapter Council can correct.
- **Action Item Tara Hansen needs join dates and email addresses from the chapter. Don't have them for members joining before 1986. Also pass to chapters the fact that staff is still getting handwritten changes on address updates—but there is an online a button on the website – easy to enter making it easy to enter information. This can help office with workloads.**
- Orchid Black (SGM) – asked for online renewal. Response that this is available – Chapter Council should communicate to members.

### **Conference 2012 Update (Hall) - Vince Scheidt reported for Brett**

- Conference will be held in San Diego January 13-15, 2012
- Steering and program committees have been established – no additional members needed
- Conference topics that steering committee is vetting include climate change, planning tools, rare plants, transmontane botany, central coast and valley, Baja and cross border issues, address and mitigate project issues, issues on natural lands, plant restoration science, conversation genetics, equal protection for plants in CEQA, vegetation mapping and science, regional sessions, land acquisition, rare communities and hotspots, horticulture science session, renewable energy, conservation on tribal lands, ethnobotany, education and citizen science
- Call for abstracts – will go out – January 2011.
- UCDavis has volunteered to set up website and upload abstracts

### **CNPS Policy Adoption Process Revision (Jim Bishop)**

- No action needed until September Chapter Council meeting
- Policy adoption works fine –
- Two elements that go on after adoption that need to be clarified. Jim asked for email discussion
- What publically post – now do policy and statement of intent. (concise easily assimilated). Should we maybe post rationale? feedback wanted
- Want a process cross T's and dot I's after fact or add guideline or update or revise policy. how to define minor changes significant changes or revisions – what can policy committee do – need input

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- Larry Levine (NC) asked whether can vote on #1 today – Jim responded no would have to revise policy.
- Betsey Landis (LASMM) – asked for massaging, either/or – need option to expand or not. Do need suggestions. All policies are on website so can review.
- **MOTION - Larry Levine (NC) motioned to post the rationale section alongside the posting of the fire policy document. Betsey Landis (LASMM) seconded. Motion approved unanimously.**

### CNPS Brand Development: Update and Logo Vote (Marty Foltyn, Tara Hansen)

- Marty Foltyn reviewed the Brand Development process. Presentation given. Is part of the minutes package.
- Vince Scheidt (Board) and Carol Witham noted previous website used California poppy as logo in internet browser.
- Kevin Bryant requested that all Chapter Council delegates report the actions taken by their chapters on branding committee findings.
  - Santa Clara – no board meeting – 11 responders – 4 said great- 6 had reservations – 1 Panamint daisy – but ok with poppy –
  - Orange County – went for poppy – split for as is or tweaking
  - Willis Jepson– no formal vote – consensus need new branding – relaunch us as organization to younger audience- fits – hand and hills –said lot to us
  - Kern – like it not too much discussion – hand hills ocean – like pastel t-shirt
  - Sacramento Valley – biased, some want more discussion about it, understand concept of rebranding
  - Lassen – board – 9 responses email – talked board – positive overall – 6 for 3 against – against look to generic and corporate – too bland – positives tweaking – two strong focal points – only one should be bold – lighter 4 petal back – overall like design
  - North Coast – like to have board meeting discussion publicized after circulated to group – had a handful of responses all over map – expected ones – easy comments – based on personal opinion- sociologist wanted brand not to go astray – pitfalls in design. tweaking,
  - Redbud – got design late – board and design expert reviewed – only 3 responses – all positive – minor concern font – how looks in b/w, personally like it – hand – loved caring for plants – evocative organization- united way -
  - Dorothy King Young – did not get information until too late – no comments
  - Shasta – got it late – did not realize need to take to board
  - Alta Peak – time too short to do anything – talk to 3 or 4 people- did not say hill – black thing on logo (hand) overwhelming flower – not recognized as hill.
  - San Gabriel Mountains – had transition issue – not discussion at board – chapter got beat up by graphic designer on old logo –ready to move

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- East Bay – chapter did comment by email – before board meeting – topic on agenda – discussed – voted 6-1 to reject proposed logo. too corporate – needs to look like actual native plant – not abstraction – looked too abstract –
  - Milo Baker – nothing to report – did not have meeting –
  - Sanhedrin – first see it – board meeting two weeks ago – not aware
  - San Diego – sent out in mid May – organization problems – not get until last week – at board meeting – voted 6-0 to reject with abstention – liked the old logo meaning and history. resent spending of money for doing this – not needed
  - Marin – had email discussion – 8 or 9 feedback positive – main point – needs tweaking – word corporate was used – cartoony – water district- like to see better rendering of poppy – more graceful – realistic – other than that in with concept.
  - Channel Islands- email conversation with board – like concept with tweaking but not as presented
  - Napa Valley – had board meeting – step up from where are today – got into tweaking – everyone has different idea – looks like united way – too round compact – can go on forever – but no strong objection
  - Eldorado –email 8 people- evenly split – not characteristic to need something more inviting –
  - San Luis Obispo - board meeting – recognize that need to change logo – happy getting worked on – liked poppy idea – concerns about looking like other logos – hand used by several organization – request for \$\$ - Westways – find poppy thing doing – looks like that poppy – more sexy – did not reflect love we have
  - Monterey Bay – had someone on branding committee (Brian) - was devil’s advocate – CNPS has been at 8,000 to 9,000 members for a number of years – not sure if new logo bring members- but need something – will remember this logo – grab you. Voted 7-1 to accept
  - North San Joaquin – no board meeting so could not discuss
  - LA Santa Monica Mountains – long discussion – one artist – screamed bad – found problems – too much like registered trademarks – poppy listed as weedy escapee in 27 states – Tennessee obnoxious plant – one of mission – control of invasive plants – does not represent mission – board voted no
  - Yerba Buena – no meeting – could offer thoughts – thoughts would come out – lot of questions why – see logo as separate from membership outreach – connected but two different things – concerns about design and why – history of old one close to us
- open discussion followed
  - Kevin – asking for yay or nay on logo.
  - Sue Britting (EL) asked why not yay with reconsiderations.
  - Kevin - accept as is or send back for redesign
  - Vince Scheidt (Board) – pointed out that he is a member of the Center for Biological Diversity – a logo like that of the frog – don’t need to think about it

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- Patt McDaniel (Channel Island member) – not take much to make botanically distinctive – edge smooth – hint of wrinkling – still translate – smaller resolution – hand made more distinctive – translate better
- Nancy Heuler (OC) –size of hand is bothersome – should be 1/3 2/3 longer stem – consider oval with shape – hand
- Dorie Giragosian (KE)– also make stem taller and flower above – and thumb
- Alan Miller (NSJ) – agreed with all suggestion
- Charlie Blair (Recognitions Chair) – not keen on logo – attached on old one – growing on me – different resolutions - asked about replacement of Chapter logos
  - Tara Hansen - will not displace chapter logos – this is state only – umbrella for state
- Carolyn Longstreth (Marin) – committee rejection of re-rendering – simplistic – do understand translate to media – but work on more – hand replace with foliage – yellow shading – coast — similar graphic on scenic highways logo –
- David Magney (CH) – don't like the bold type and like serif
- Barbara Wolf (SAC editor of Hibiscus) – have been a designer for decades – agree with comments – need an update – this is an upgrade – marketing reaching new audiences- on right track – don't think this mark on the same level as other logos – feel it is cold when people say corporate – circle and sans serif font make cold tweaks suggesting help warm and get it grace. Need to consider living with it for 40 years
- Bill Hunt (EB)– with redesign incorporate ideas- make look like real plant – warmer – think chapter would go for it – can understand attachment for old – live with it get it right
- David Varner (SD) – comments valid – time for rebranding – on the right track – aesthetically almost there- worried that board not be on board something wrong with process coming up with this . why board rejected not on board with process.
- Jim Bishop – instead of marketing and rebranding – say reach out and graphic expression - want different terms –
- Larry Levine (NC) – amid all criticism are on track – b/w version needs more work to be useful – too monochrome –
- Nancy Heuler (OC) – agree need something – say cnps remember – native plants- love poppy -
- Betsey Landis (LASMM) – point of order – take tweaking advice – one more meeting –
- Kevin – chapter delegates responsible for voting for chapter – will vote today
- Arvind Kumar (Board) – mark did search on trademark office – no conflict with this design – united way – logo looks like hand – intended to convey double message – layers of meaning – hope see more into it longer look at it
- Orchid Black (SGM) – what hear from issues – people like to see logo reiterated – abandon old logo – and/or iterate it –
- Kevin will vote yes or not on this and yes or no on concept
- Alison Schilling (Board) – I thank committee
- Tara Hansen personal thanks to William Wayland for leading process

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- Dorie Giragosian (KE)– rushing because papers printed- what is in circulation in old brand – reprinting
- Brian LaNeve - appreciate all comments – fine tuning it - body not capable of fine tuning something – too many diverse opinions – but feel we will in same place in 3 months
- Larry Levine - very cooperative
- Carol Witham - speaking as chair of education committee would like to see this fast tracked – major k3-7 curriculum coming out – like to see a kid friendly logo – John Muir Laws written a curriculum – do not want to see old logo on it –
- Lauren Brown – understand need for fast track – is there an option for using it with tweaks.
- Ellen Edelson (YB) – cost involved in this process to convert old logo – want to see process do right –
  - Tara Hansen - project is funded by a Billisoly grant
  - William Wayland – in experience as marketing consultant branding can cost as much as \$200K all the way down to \$25K.
  - Tara Hansen – we have allocated -- \$12K rebranding effort- which includes letterhead and brochure – cost to reprint part of regular cost
- Sue Britting (EL) - concern about chapters who have not discussed and those who could do buy in – so if have affirmation in September – what is harm besides education waiting until September-
- Tara Hansen – logo membership – late July to reprint membership – drive membership – tabling – outreach events-
- Kevin Bryant ended discussion. Chapter Council will vote later in afternoon.

### **September Conservation Symposium in Ft. Bragg (Suba)**

- will discuss in breakout - go over current thinking what happen in September – and do deliberation on topics and speakers -

### **CNPS Insurance Policy Review (Patt McDaniel)**

- Patt McDaniel is the CNPS insurance agent.
- Her telephone number is 1-800-400-PATT (7288) – call anytime to speak with her about issues.
- CNPS is with Chubb group of insurance companies – will renew current policy as is on July 1
- If have new property or event contact Patt directly
- As Chapter Council representatives we keep in mind- premises liability (garden, office space, exclusive ongoing use or management) must be scheduled on policy (normal operations covered) and property (at location at office – members home - \$1k deductible) must be covered – can add those to coverage
- Certificates of Insurance- will send out to chapters what had last year – what have this year
- Joan Stewart (AP) - asked liability on field trips – carpooling (not advisable need to ride with someone else – recommended everyone to meet at certain place – and can arrange carpools

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themselves). Field trip – walk leader volunteer on behalf of CNPS – if held personally liable – they are covered under CNPS .

- Dorie Giragosian (KE) – who do you send information to – Patt responded we send to state – reports sent to chapter president. But anyone can request support.
- Patt McDaniel - people on walk – they are not covered under policy but if put in claim – policy will respond.
- Joan Stewart (AP) – good idea to tell elevation, difficulty classification, should scout walk early.
- Nancy Heuler (OC) – do you use liability form?
- Kevin Bryant - Santa Clara does and it is available on their website.
- Jim Bishop (Mt. Lassen member) – need to be responsible about informing about salient hazards. But can't ask to waive suing rights – so be informative so people know what getting into.
- Ellen Edelson (YB) – question on board meetings in people's home- if have meeting in location which is not CNPS – person has primary responsibility – and name them as additional insured. Often recommend if meeting at person home – name them as additional insured.
- Question regarding cnps booth at garden show – if did not organize event – are covered through activity – if they required named as additional insured.
- Patt discussed a recent Santa Clara Valley event – had large garden tour - sometimes can do small garden tour but if large tour – will need to get other coverage.
- 500 or more in attendance must get in touch with her for coverage – she recommends calling even if under 500

### **CC Business: meetings, email contacts, task tracking, etc. (Kevin Bryant)**

- Kevin discussed upcoming meetings
  - Fort Bragg September 10-12 – conservation focus
  - San Francisco December 10-12 by San Francisco State (Ellen Edelson organizing)
  - Kern will host June 2011 meeting – volunteered by Dorie Giragosian, Kern Chapter Council Delegate
- Kevin Bryant brought up the following points:
  - that meeting 4 times year is not enough – especially because some meetings only have scheduled half day (for example, September conservation symposium), therefore we need to be working on items between meetings.
  - need to be civil – have been some nasty emails lately.
  - need to touch base with people who are not regularly at meetings
  - need point person in area to engage by phone – regular schedule to touch base and get tasks accomplished – straw votes – can pass by teleconference – has to be unanimous.
- Larry Levine i.e. if we have policy – expect chapter to get phone call – whether taken it to your board. – won't be waiting until next meeting to find updates – needs coordination/focused effort- understanding have tasks in between meetings

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- Jim Bishop - have through history spread burden so that one person does not need to hold multiple roles. Encourage think about regional coordination/support.
- Larry Levine – every piece of chapter council business carried on between meeting – have task tracking coordinator team to help chapters be aware and participate in process.
  - Dorie Giragosian (KE)- will do all chapters touching Kern
  - Betsey Landis - will touch Riverside and South Coast.
- Marty Foltyn – will have action item summary in meeting notes
- Kevin and Larry will be reaching out to all members
- Orchid Brown (SGM) suggested handout sheets – that chapter council members could use to go to Brian/Lauren
- Carol Witham – asked for Bylaws committee volunteer – no volunteers at this time

### **Legislative Resolution - Vern Goehring**

- Vern presented an assembly concurrent resolution that would proclaim the 3<sup>rd</sup> week of April each year as native plant week in the state. Actual resolution will be provided as a PDF.
- **Action item – all delegates asked to contact their local representatives to urge support**

### **Volunteer Recognition Awards (Blair)**

- Charlie presented volunteer recognition award to Janet Fanning – member since 1992 who has served in many leadership roles in Alta Peak chapter. Joan Stewart accepted for Janet.

### **Afternoon Concurrent Sessions Review**

- **Native Plant and Garden** – Laura Camp summarized working on data project- funded by Billisoly – database for native garden – preliminary list of data attributes – went over list and how to recruit volunteers to get started this summer. Also discussed blog and eNewsletter
- **Fire Implementation** – Betsey Landis trying to get guidelines and information for fire safe landscaping on web –
  - **Action item – all chapters to send information on fire safety they have to Betsey Landis at LA Santa Monica Chapter.**
  - There are fire safe councils in area already – get grant to put together plans for fuel modification and keeping areas fire safe. is lacking good coverage for state. If have list of fire resistant plants – would like to have them. Question asked on goal – get guidelines for the state – want links of firesafe councils in area, fire resistant plants – etc. – and other things – will go on horticulture website.
  - Kevin Bryant– fire wise communities website – focuses on immediate area – not much info on California. Chapter Council members should check.
  - Need to have PR materials ready for the next big one
  - **Action item- all Delegates asked to follow up with your chapters - do you have a fire plan in your area? does it fit with CNPS policy?**

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- **Membership Committee** had two agenda items
  - Business – membership committee being reformed into those who do work, volunteers still needed, program goals, objectives, and priorities being drafted.
  - **Action item - Arvind Kumar asked that everyone please drop lapsed members from newsletters and mailings**
    - Question from Larry Levine on whether better to keep lapsed members – Arvind said this is contradictory as they get benefits without needing to belong
  - Now if have change of address – at join button is a link called change of address
    - Vince Scheidt (Board) asked for “Renew or Modify membership’ button rather than having people need to click a Join button to change membership information as this is a change button – should be more intuitive
  - Members who have recurring membership need to sign up for NetSolutions
  - No longer group membership level at \$75/rate
  - Barbara Wolf from Sacramento Valley made presentation on type tells a story and other desing tips for notable newsletters. Arvind Kumar has forwarded the presentation.
- **September 2010 Chapter Council meeting** – discussed briefly topics- most discussion on two issues list 2 taxa and local flora taxa list – do we do both topics? Decision made to move the local flora list discussion to subcommittee strategy discussion that happens between now and September. Focus in September on List 2 taxa with emphasis on how protection of List 2 taxa strengthens protection of local flora.
  - Also discussed speakers for science behind list 2 tax and development of list 2 lists.
  - Greg will be asking chapters to contribute to speaker fund for September so that we can get top notch speakers.
  - Carol – important to get chapter conservation chair jazzed to come

### **Conservation Program Overview, Discussion and Q & A (Suba)**

- Has jumped into forest plan revisions with Sierra Forest Legacy coordinating development of conservation strategy.
- Advocating conservation goals –
- Greg will need help in identifying of the 119 IBs 2s state and federally listed plants in 11 national forests –some are already on sensitive species list – those not – will look at which occur on alpine margin most at risk with changing climatic conditions and which are G1 and G2 (global rarity rankings from NatureServe) – and highest priority on list- and develop one or 2 pager on each. Conservation chairs in these areas will get a call to help.
- Greg discussed his current projects-
  - September conference,
  - statewide vegetation mapping – Greg and Tara met with stakeholders to lay foundation with Vern to establish through legislation statewide vegetation standards. right now a recognition for specific level of minimal mapping units. – when does behoove state to

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make them a requirement tied to state funding. – doing cost/benefit analysis for statewide

- Friday vegetation committee meeting in Davis
- Chapter issues – Wilkins Harebell (1B) (last summer slopes of Mt. Shasta 2 occurrences and also inholding within Forest Service land – horse group cuts through inholding – re did trail – took out harebell – disconnected interflow through meadow. Shasta chapter sent letters to landholder not responsive. Private landholder was Sierra Club Foundation. sending letter that it is possible to reconnect hydrology of meadow – getting soil is issue . Chapter will grow plants but can't do trail reconstruction.
- Calystegia and the sheriff department (Nevada County sheriff graded land they needed – got exemption from CEQA – violation – look at what do legally – Redbud Chapter – working with country facility program manager.
- Greg would like to know other challenges in the state so can feed off each others' efforts.
- In absence of creating regional meetings which are on pause button – will start conservation conference calls next week – two hour at most calls – first Thursday June 10 for Northern. Southern is June 14.
  - Bristlecone considered part of Southern group – but they say they are on the East.
  - Meet and greet over phone – what are your issues, tell what is happening at state office to improve communications. Invitation sent to chapter presidents and chapter conservation chairs. will be at least quarterly. not adverse to monthly. will be 2 hour call to begin. Greg will copy Chapter Council delegates. is a 25 user limit on Webex.
- other big project – working on is renewable energy, wildlands, and rare plants -
  - Sanhedrin/Sac valley – Walker Ridge wind project on BLM land in progress – would widen roads. CNPS working with Tuleome – close to establishing a conservation area – from Berryessa to Snow Valley – Greg could use help preparing arguments. – field trip by Sanhedrin rare plant treasure hunt – led by Peter Warner – spent Saturday up there. Greg will get in touch.
  - San Diego – awaiting preliminary decision on Ivanpah – San Diego chapter agreed to take on interveners in Imperial Valley solar project – Tom Beltran of San Diego Chapter representing CNPS. Vince reported that San Diego assembled list of 65 plants should be looking for – while they only had 12. Goes into record for future against CEQA.
  - Bristlecone – Solar Millenium Ridgecrest – 5 Gigawatts – talk to Steve McLaughlin, Chapter president of Bristlecone, for details
  - CEC proposal – predictive habitat modeling for desert taxa – received funding – Jepson Herbarium working with UC Berkeley and Davis.
  - DRECP – on the fast track. NCCP/HCP – 23 million acres. Independent science panel creating report for guiding principals for conservation plan. CNPS giving them information on vegetation communities. Greg working to get on stakeholder advisory group. Nick and Greg refreshing impacted special status plant list to identify covered

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- species candidates. DRECP wants a timeline draft plan for CEQA/NEPA review by 12/2012 and approved plan by 12/2013.
- Katie Barrows presented Coachella Valley story. – said plus and minus way too fast. but if slower deal people may be gone .
  - Question – working on solar for while – and in DRECP process- as chapters find out what is happening in desert- an eye opener.
  - East Bay made a resolution to find a public way to protect natural resources in desert.
    - Greg is asking Chapter council to 1) honor the energy coming out of fellow chapters to make a public statement and 2) help state level leverage energy – to put into to something strategic to move project forward. several boards have passed resolution for cnps to make public statement for solar.
    - Greg would like resolution to take talking points – which will be reflected in science report in office to form a press release to endorse science recommendation report coming out in August that will be covering issue and planning process – view at [cnps.org/cnps/conservation/pdf/re\\_talking\\_points.pdf](http://cnps.org/cnps/conservation/pdf/re_talking_points.pdf).
      - Betsey Landis (LASMM) – suggested asking chapters for funds to produce video that show before and after. Politicians have packets – have to be able to present to all politicians - should ask chapter council to help.
      - Kevin Bryant – suggested resolution discussion by email.
      - Betsey Landis (LASMM) glad to help with putting together packet for many types of materials.
      - Sue Britting (EL) – does not need to be motion to chapter council – this is campaign we’ve been pursuing with op-ed for one year.
      - Bill Hunt (EB) - East Bay had two motions- 1) let’s decide on message; 2) important to get message out – in talking with Greg Suba it became apparent that talking point offers opportunities – and already on track. If a report is coming out in August – we want to be ready to support that - what they are doing in an advisory capacity to someone else making decision. Next steps for us to sell it to decision makers so if need a motion do it .
  - **MOTION - Bill Hunt (EB) made a motion to adopt the CNPS renewable energy talking points for use in press release and other PR efforts so that our membership and other concerned citizens can press decision makers to adopt the talking points as incorporated in the scientific recommendation report for DRECP. Joan Stewart (AP) seconded the motion.**
    - Sue Britting (EL) – concern that this sets a precedent that we need motions from chapter council – will this impede our work
    - Greg Suba (staff) - for state to put out press release- don’t need a chapter council vote – would cripple. this is about honoring chapters and my learning curve.
    - Betsey Landis (LASMM) – if money not part of it – don’t need motion.
    - **Vote taken as courtesy vote – majority in favor - one nay based on precedent.**

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### **Membership Outreach Event: A Horticultural Symposium (McDaniel)**

- McDaniel gave a report on a February 20, 2010 Channel Islands native plant landscape symposium – 217 attended. 112 CNPS members. Profit \$5,160.00 and got 57 new members. Patt had a great plan, process and program. She is documenting it for placement on the CNPS website. Channel Islands plans to repeat the event next year.

### **Voting on Logo – Kevin Bryant**

- Kevin thanked everyone for their civil comments
- Kevin called for straw poll vote for this logo as is – short of majority, then asked how many can vote for concept with few things changed – majority of delegates said yes – supermajority of council.
- Joan Stewart (AP) – suggested add phrase to suggestions this morning
- Kevin Bryant – some not specific: cold. corporate
- Marty Foltyn (CC Secretary) – all comments documented in minutes
- Kevin opened up discussion on how can vote on concept with changes
  - Laura Camp (SJC) – what we need is methodology to forward comments to committee – have 3 representatives and chapter council – should be email – suggest Marty and Hazel comments – and should be forwarded as one document from each chapter.
  - Discussion on a timeline being 2 weeks
  - Dorie Giragosian (KE)– suggested use simple one for some things and more complicated one for other things
  - Hazel Gordon (SAC) – please copy all chapter council delegates
  - Vince Scheidt (CNPS Board) – asked for clarification on the decisions in front of the Chapter Council –Supermajority vote on concept to change logo from Panamint daisy to new design – majority likes with tweaking – suggest Chapter Council let committee make ultimate decision – all input be considered – refine and come up with final design.
  - Kevin – worked very hard – should have ability to approve.
  - Larry – like idea give each chapter opportunity to make input – some have not had opportunity - concerned about criticism as all over the map – would not want opportunity to turn into free for all where personal preferences get mixed in and considered equally as other suggestions.
  - Carolyn Longstreth.(MA)- would be preferable to give Chapter Council ability to finally sign off on design – logo issue provoked passionate opinions – would be better to have committee do job – have review again in September.
  - Charlie Blair (SLO) – want to see option of individual chapters have logo – noted that the individual chapters ability to use their own logo not being discussed here.
  - Ellen Edelson (YB) – agreed with what Carolyn said
  - Betsey Landis (LASMM)– suggested an artist, if chapter wants to send the design to an artist they can submit it

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- Arvind Kumar (Board)– hope everyone reviews the creative brief – the requirements document – the artist tries to translate it – separate your 20 year experience from CNPS and look at it from the target audience.
  - Orchid Black (SGM) – all comments not over map – even themes seem indefinite can communicate something – fine to use temporary
  - Gene Doherty (Willis Jepson) asked for presentation to go out with comments –
  - Alison Schilling (Board) asked what if not do old logo
  - Carol Witham (Board) – concerned not reinvent ourselves with temporary logo – if not vote yes – all reprint materials just sit
  - Bill Hunt (EB) - want any motion to be clear. i.e. that committee will revise etc.
  - Vince Scheidt (Board) – this logo will be subject to future modification – panda bear logo has gone through changes – logo goes through changes –
  - Barbara Wolf (SAC editor of Hibiscus) – referring back to what Arvind said – brief presents a problem – designer solves problem – frame feedback – tell designer what is my problem – here is the problem to have –designer must solve with his tool and skills.
  - Sarah Jayne (Board) – speaking as member of committee – artist – sensitive to nuances of what means by CNPS – going with concept – designer will come up with revisions – committee will look and make a final choice – two choices – this one or that one –
  - Brian LeNeve (MB) – when said Chapter Council could not make decision – is not like text – in September cannot tweak at meeting – get vote on what present – can we vote it sooner.
  - David Varner (SD) – can't do by email without 100% participation.
  - Lauren Brown (SJC) – can do straw poll by email –
  - Orchid Black (SGM) – don't think incremental bad –
  - Larry Levine (CC Vice Chair) – good to get substantial suggestions debate out of the way
  - Laura Camp (Board) – would like to add email to the proposal
  - Bill Hunt (EB) – could accept if committee asks for straw vote and agrees to go with result of straw give them formal right to make decision.
- **MOTION- Dorie Giragosian (KE) - Move that the chapter council accept as general idea this logo, and that the results of revision input be voted online by chapter council delegates as straw poll, and the results of this poll be interpreted as revision guidance by the Brand Redevelopment Committee with delegation to the committee the final approval on the logo.**  
**Gene Doherty (Willis Jepson) second**
    - Betsey Landis (LASMM) – need to get information to all chapters
    - Ellen Edelson (YB) - don't want to jeopardize or circumvent the democratic process.
    - Carolyn Longstreth (Marin) – approved the overall concept of design presented direct commit to forward suggestion to artist for reviewing committee would narrow revisions down to 1 or 2 choices submit to chapter council for straw poll, if clear consensus emerges from stray poll authorize Committee to finalize – would go to September chapter council

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- Sue Britting (ED) asked drop dead points –for logo
  - Stacey Flowerdew (Staff) end of July –
- Lloyd Chasey (Napa) asked for structure - 5 suggestions to improve on this concept
- Discussion on process with various suggestions including single document for chapter – within two weeks – when comments – when poll – process comments – when make selection – clear timeline – changes or additional to creative brief
- Alison Schilling (Board) – may not be ready by mid July –
- **Vote taken - favor 15 opposed – 8**
- Kevin Bryant – thank all

### **Fellow Presentation – Carol Witham**

- CNPS Board passed resolution at June 4 board meeting – 2010-01 motion to recommend Sue Britting as fellow for CNPS.
- Jim Bishop, Vern Goerhing, Greg Suba spoke in support and appreciation.
- **Chapter Council approved motion unanimously.**
- Sue expressed her thanks and belief she had learned a lot from group