

CALIFORNIA NATIVE PLANT SOCIETY

Chapter Council Meeting Minutes

March 12-13, 2011 – RSABG

Final

6/2/11

Prepared by Marty Foltyn, CNPS Chapter Council Secretary

Rv1. 5/1/11 sent to delegates and other interested parties; Rv2 6/2/11 – incorporated updates from Carol Witham and Betsey Landis 6/10/11 – final approved by Chapter Council

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A. March 2011 CNPS Chapter Council Meeting Minutes

Saturday meeting called to order at 8:45 am 3/12/11 by David Magney, CNPS Chapter Council Chair. Quorum present.

A.1 Agenda

Saturday March 12, 2011 agenda

- Greetings, Introductions, Summary
- December minutes
- Native Plant Week
- Board of Directors (Black/LeNeve), Raffles/Gambling Issue (Hall/Brown/Witham)
- CNPS Governance, CC committees (Magney/Longstreth/Bishop/etc.)
- Conservation Update (Suba)
- Executive Director (Hansen)
- Announcements, morning wrap
- Rare Plant Program (Sims)
- Logo competition (Longstreth/Levine)
- Education - RP Treasure Hunt, 2012 Conference, new curriculum (Crawford)
- CONCURRENT SESSION 1 - bylaws, education, membership
- CONCURRENT SESSION 2 - conservation/rare plants, finance, horticulture
- Session reports, awards, day's wrap

Sunday, March 13, 2011 agenda

- Membership Best Practices (Poh)
- Membership Fee (Hansen)
- Open discussion
- Logo (Magney)
- Strategic Plan (Magney/Hall)

A.2 Attendance

Chapter Council Delegates: Joan Stewart (Alta Peak); David Magney (Channel Islands); Nancy Morin (Dorothy King Young); Bill Hunt (East Bay); Sue Britting (El Dorado); Dorie Giragosian (Kern); Betsey Landis (LA/Santa Monica Mountains); Carolyn Longstreth (Marin); Tim Thomas (Mohave Desert); Rosemary Foster (Monterey Bay); Catie Bishop (Mount Lassen); Gerald Tomboc (Napa Valley) Larry Levine (North Coast); Nancy Heuler (Orange); Joan Jernegan (Redbud); Glen Holstein (Sacramento); David Varner (San Diego); Orchid Black (San Gabriel Mountains); Lauren Brown (San Luis Obispo); Judy Fenerty (Santa Clara Valley); Deanna Guiliano (Santa Cruz County); Robin Fallscheer (Shasta); David Berman (South Coast); Mary Frances Kelly Poh (Willis L. Jepson); Ellen Edelson (Yerba Buena)

CNPS Chapter Council Officers: David Magney (Chair); Larry Levine (Vice Chair); Marty Foltyn (Secretary)

CNPS Board Members: Brett Hall (President); Lauren Brown (Vice President); Carol Witham (Treasurer); Sarah Jayne (Secretary); Vince Scheidt (Director); Alison Shilling (Director); Laura Camp (Director); Ellen Dean (Director); Brian LeNeve (Chapter Council Representative); Orchid Black (Chapter Council Representative)

CNPS Staff: Cari Porter (Finance and Administration Manager), Greg Suba (Conservation Program Director), Aaron Sims (Rare Plant Botanist), Tara Hansen (Executive Director), Josie Crawford (Education Program Director); Amber Swanson (Project Coordinator)

Additional Attendees: Sandy McCoy (CNPS Development); Snowdy Dodson (LA/Santa Monica Mountains Chapter); Yas Osako (South Coast Chapter); Toni Gregorio-Bunch (Santa Clara Chapter); Anne Eli Rizzard (South Coast Chapter); David Sundstrom (South Coast Chapter); Charag Riam (San Luis Obispo Chapter); Celia Kutchner (Orange County Chapter); Karen Callahan (Redbud); Cliff McLean (San Gabriel Chapter); Gabi McLean (San Gabriel Chapter); Lesley Hunt (East Bay Chapter); David Bigham (East Bay Chapter); Kevin Bryant (Santa Clara Chapter); Jim Bishop (Public Policy Chair)

A.3 Announcements

- Cari Porter has a draft copy of the directory for review. Tara Hansen noted that positions may look different in this directory and all should look to make sure volunteers are in the right category. They are trying to automate the process.

A.4 Minutes

- Betsey Landis moved to accept the December 2010 minutes as corrected. Mary Frances Poh seconded. Motion passed unanimously.

A.5 Native Plant Week

- Nancy Morin introduced her committee.
- Native plant week will be the 3rd week of April every year. This year it will span two weekends April 16-24.
- Committee has made progress on a variety of activities including the printing of rack cards that have general information (no specific dates).
- Nancy requested that chapters send her information on what they are doing for CNPW. (nancy.morin@nau.edu). Hope chapters work with partner organizations like Botanic Gardens and Natural History Museums.

A.6 Board of Directors

Orchid Black gave a report on the February CNPS Board of Directors meeting. Orchid provided her contact information – orchidblack@charter.net 626-354-2240.

Topics discussed included the following:

- Setting up of a Board/Chapter Council liaison committee with members Brian LeNeve, Orchid Black, Larry Levine, and David Magney. Brett Hall and Marty Foltyn may be added.
- Billisoly investment strategy of investing in utilities (no coal or nuclear). Unclear on desert solar investments.

- Board directed staff to make budget with no cuts. Organization running at operational deficit but always does – living on bequests. Discussion on attracting younger and more diverse members – help build revenues.
- Bulletin may become electronic only due to costs – if you have concerns let Orchid know.
- Communications plan ratified
- Rare plant committee had productive meeting where issues resolved and are moving forward.
- Rare plant committee is in documentation process with Fish and Game so MOU will be less vague and there will be more understanding of process. Questions referred to David Magney.
- Board made motion to recommend not moving forward with new iteration of logo. Up to Chapter Council to decide on status of new logo.
- 2009 conference proceedings will be edited at Claremont College.
- HQ will not be changing offices – cannot find anything cheaper.
- Chapter Council delegates had discussion on management costs and how they are reported.
 - David Varner reported on concern expressed by San Diego chapter member that CNPS reported costs of 26% but these costs should not exceed 15%.
 - Carol Witham provided an explanation that the organization as a whole had varied management costs between 15% and 22%. Suggestion made to clarify administration percent as part of the budget and more clearly state operational budget, volunteer time and staff time. Carol recommended that those interested in CNPS finances and budget join the Finance Subcommittee.

Brian LeNeve summarized March 2011 BOD meeting and topics discussed, which included:

- Membership not covering expenses of CNPS and appeals not making up the slack. There are board restricted funds that are drawn on, currently have 3.2 years worth. To pay for programs would need 6,300 additional members. Much discussion on how to move forward.
- Conservation communications intern hired.
- \$20K approved for statewide rare plant treasure hunt coordinator
- Laura Camp, Vince Scheidt, and Tara Hansen working on horticultural program to be funded with outside funds.
- Board approved new education committee and membership & conservation committee.
- Board authored and funded assessment of what the organization is doing related to governance. Review of what was set up 10 years ago, what is working and what is not.
- Discussion on how to get input to chapter council delegates on board issues especially in those months of chapter council meetings where the board meets before the council. Brian and Orchid asked that Chapter Council delegates call them with their issues and concerns.

A.7 Raffles/Gambling

- Carol Witham led a discussion on raffles as they apply to CNPS. Raffles are covered by California Penal Code 320.5. There are an extensive number of regulations which apply so having raffles is discouraged. There are exemptions per Penal code 320.5(m). Carol will be sending an updated

policy on raffles to all chapters. If chapters follow the policy from the state CNPS they can continue to do opportunity drawings, minor fund raisers, etc.

A.8 CNPS Governance

- Jim Bishop, Program Policy Chair, led a discussion on governance and the operating process by which policy is made. There is an orderly process to make meaningful formal policy. Jim recommended having six volunteers on a logistics committee that would help oversee the process by which we have meetings, discuss and make recommendations on locations, and help chapters who are having meetings.
- Discussion held on where the next two Chapter Council meetings should be. Bay/Delta chapters that have traditionally held December meeting need to pass the baton. September meeting was planned for Monterey. Marty Foltyn offered to investigate holding a September meeting in San Diego and Brian LeNeve said he would be willing to investigate holding the December meeting in Monterey/Santa Cruz, as this could be considered a “Bay Area” meeting.
- Discussion on the cost of having meetings. Yerba Buena Chapter incurred a \$1,100 cost for the December 2010 meeting which they need help covering. Ellen Edelsen, who coordinated that meeting, asked for clarification for the future on who pays what (state/chapter).

A.9 Conservation Update

Greg Suba led an overview of the CNPS Conservation Program accomplishments for the last two years.

- Program has had 3 goals – 1) taking action (proactive and reactive); 2) cultivating partnerships with other organizations; and 3) coordinating and assisting chapter leadership.
- Focus has been mostly on #1 and #2. Now with a new intern who can help, the focus can turn to #3 and the chapters.
- Taking action activities are summarized in the Executive Director’s Quarterly Report, which is distributed to Chapter Council delegates before this meeting.
- Cultivating partnerships out of Sacramento has been very fruitful. Renewed ability for CNPS to plug in quickly at high levels at decision makers. Recent examples include involvement in Energy commission hearings with opportunities to educate commissioners on plant taxa and preservation, and funding of UC Davis for expedited review of 12,000 plants.
- Conservation planning process has resulted in more accurate vegetative measuring.
- Now it is time to turn to goal #3 – coordinating and assisting chapter leadership. Three actions were discussed:
 - Engage in specific conservation issues using conservation program guidance from Sacramento (timber, energy). This is a work in progress with room for improvement.
 - Engage at chapter level in continuous presence building by
 - a. Identifying projects needing plant conservation comments. Some conservation chairs need guidance while some don’t. Outlet for this is monthly calls on 1st Tuesday of month. There is also another opportunity for a “how to” document

- b. State office can direct notices received in Sacramento to chapters (without review). (scan and email)
- c. Identify projects in need of plant conservation within chapters by reviewing city planning and county planning department documents
- d. Provide plant conservation related comments on these projects by making oral/written statements on CNPS letterhead and as personal messages.
- Join in letter writing campaigns to advocate for targeted issues.
 - a. Start with letter writing campaigns – start now with Walker Ridge ACEC support letters to BLM. Should have received letters already.
 - b. WMA support letters to CDFA
 - c. Cultivate relationships – opportunity to get involved next year and a half - 8 of 12 coastal commissioners will turn over – get a coastal chapter list serve together- get a regular call going of local chapters. David Magney (representing CNPS) is interviewing candidates– he was asked to get involved.
- Build continuous CNPS presence at local level
 - a. Provide comments (CEQA NEPA etc.)
 - b. Leverage existing documents - conservation map is starting point tool. Greg will send email on a webpage – send info to this page – now has Channel Islands and East Bay. Get this info in one location.
 - c. Possible goal = inventory of CNPS conservation documents – downloadable document database, queryable based on key word searches (conservation project type, is it general or specific, EIR or EIS law regulates habitat taxonomic, etc), query/find documents relate to similar issue – cannibalize it – get ideas – ways to address issue – based on ways someone already has. Chapters write items – state can provide how to guidance.

A.10 Executive Director Report

- Tara Hansen summarized her quarterly report. The presentation has a new focus on results oriented by goals focused on the strategic plan fulfillment by state office. Five goals were presented with action items underneath. They are summarized below with details found in Tara’s presentation that is located at http://www.cnps.org/cnps/admin/pdf/qtr_report_indicators-201103.pdf
 1. Improve information about plants and plant communities; improving information and data delivery systems.
 2. Promote conservation
 3. Connecting with people and organizations
 4. Expanding CNPS resources and infrastructure
 5. Attracting, informing and energizing people.

Comments on the Executive Report included:

- New web template is running on first chapter site – <http://nsj.cnps.org>. Monterey chapter's site is upcoming. Who will be next? Question asked whether this new template has to be used if a chapter already has a website. The answer is no.
- Marketing branding logo – alternatives are being explored.
- A request was made to break out what chapters are donating. Tara will look at that. She mentioned that it is about \$10,000.00 this year, part of earmarked totals.
- There is a major donor plan program, led by Sandy McCoy as Fund Development chair. Board members are participating. Details in Executive Director report.
- Alison Shilling reported that Vern has posted a summary of legislation by bills on the website which is kept current. Check this link <http://cnps.org/cnps/conservation/legislation/>
- Joan Stewart reported that she has had sessions with the congressional representative representing the Alta Peak chapter area on local issues including management of national parks, countering erroneous information and beliefs.
- CNPS must have timely financial reporting. Reimbursement requests must be submitted within 14 days. Expenses submitted more than 30 days out will not be reimbursed
- A draft proposal for a full development of a horticultural program is being developed. The Horticulture Blog needs postings by authors.

A.11 Rare Plant Program

Aaron Sims gave a report on the Rare Plant program meeting in January 2011. The meeting produced 5 actions:

1. Written process for determination to assure transparency
 - a. Hope to have out by 3/21 a clarification of the existing process to determine what goes in inventory. Flow chart being revised.
2. Revise RPPC roles document
 - a. Currently being developed by RPCC
 - b. Once complete, RPCC will address acceptance of name change to the BOD, Staff, and Executive Director.
 - c. Consult with BOD staff, staff and Executive Director for approval of clarified review process and revised RPPC roles doc and conduct meeting with DFG
3. Address acceptance (or not) of name change
4. Joint statement from CNPS BOD, Staff, Exec Director, and RPPC
5. Conduct meeting with Department of Fish and Game
 - Question asked on the Chapter Council role in the revision of the RPPC roles document. Aaron responded that the meeting activities reviewed with Chapter Council at this meeting had been gone through with committee. The task was given to RPPC to make sure what happens to Rare Plant Program.

- Discussion on process and the bylaws stating that the responsibility for delivery of program work resides with Executive Director and BOD. The Program committee comes together to define roles and select the program staff person. Committee gathers together and recommends structure to BOD and the BOD approves. This is about a process of how to use scientific information to make technical decisions about the level of rarity of a native plant species and whether it needs to be listed.
- More discussion on who is responsible – no resolution

Aaron reviewed other topics:

- Petitions of CNPS 2B for state/federal listing –
 - RPPC not to sign as petitioner
 - RPPC can review science behind petitions and potentially substantiate data
- Establishment by RPPC of top 10 list of rarest plants endemic to California –
 - Each taxon have species account with life history
 - Most rare, not necessarily most threatened
 - Not formulated as list of candidates for state/federal status
 - Developing more in depth criteria for threats in the inventory
 - Potentially define rarity from a statistical aspect online
 - Potentially produce a CNPS rare plant phenology blog online
 - Question on any consideration adding any other information about rare plants. Looking into identification into plants that look alike- more info about perceived threats. repository for what is known about plants
 - Tara Hansen encouraged volunteers – lots of opportunities. Orchid Black suggested a list of projects. Tara agreed that that could be done.
- List/rank 2A and 2B developments
 - In October 2009 RPPC and rare plant botanists approved creation of a new CNPS list 2A and 2B
 - 2A
 - Plants extirpated in California but extant outside of state
 - 25 plants on list 1A presumed extinct in California
 - 54 plants on list 1A fit criteria for 2A
 - 2B
 - Includes all plants currently on list 2
 - List 2 plants fall under same protection as list 1B plants
 - Draw more attention to conservation and protection of taxa
 - Implementing List 2A and 2B will require changes in program and export to online inventory
 - Currently no individual or funding exists to make these developments happen
 - Question on locally rare – response - is a whole other List – maybe 2C

- Vince Scheidt noted that with only 54 plants that 2A status should not be monumental time involvement. Discussion on what can do. Aaron knows taxa – can easily change 2B but no one to implement and export Aaron’s database to online. Question on if someone changes access to the database. Aaron did not know about inventory online.

A.12 Logo Competition

Carolyn Longstreth and Larry Levine led the discussion.

- Job been simplified by BOD discussion
- Reviewed motion from last time – had intended to present with refined version
- However, while working on this, BOD has concerns pursuing logo update as it was not timely for organization. Concerns shared by Larry and Carolyn and question raised as to whether it was possible to revise current logo. Tara worked on that.
- Discussion on need to accept revising the logo or not and take the next step.
- **MOTION - Ellen Edelson made a motion to defer logo conversation to Sunday morning. Motion passed unanimously (A.12).**

A.13 Education

Josie Crawford presented the Education committee report.

- Overview of Education committee presented – there are several committees under Education committee – BigEd; LittleEd – stewardship and education ; under that children’s curriculum; also conservation conference under education; educational grants; plant science
- New curriculum and field guide available on cnps.org website. Title is *Opening the World Through Nature Journaling*. Observation based nature journaling curriculum. Develops skills in recording information by drawing and writing. Follows standards for science and English. Used in camps, nature centers, schools, home schools, and nature centers. Designed for 8 and up
 - Josie asked for evaluations – she will make adjustments.
 - Perfect for chapter to take out.
 - Applicable in school yard.
 - Need people to take it into schools; encourage education chairs; great way to bring in new people and foster love of nature. State of California has this as science resource. Access encouraged - need to put in email address.
- Field guide project- based on curriculum exercises, kids and adults make field guides to their neighborhoods. Post online linked to map of the state. Compare with kids – funded by Jiji foundation.
- Amber Swanson introduced as staff person responsible for Rare Plant Treasure Hunt. She introduced Duncan Bell – intern for treasure hunt.
 - Scope statewide and desert – desert expanded to include Colorado, Sonora Desert under grant from BLM and NFWF

- Focus of the desert – go into unprotected BLM lands- searching for historic populations of rare plants and new population in unexplored areas
- Also do joint trips with other organizations – Habitat Works; Desert Survivor Club ; Cal Wilderness Coalition – Sierra Club and more
- First trips have been very successful –in 5 trips found 17 different rare plant species.
- Several chapters are doing rare plant hunts
 - San Gabriel Mountains - continue lily springs survey project- chapter project and rare plant treasure hunt; update finds on website
 - San Diego – rare plant hunt on remnant coastal dunes – mandatory training of volunteers; relevant project
- When planning a trip – choose rare plant, location, or habitat. Contact Amber/Josie, publicize: update your website. Good idea for training – photos and backup plan keep track of volunteer hours, and turn in survey forms to CNPS.
- Get forms from treasure hunt website under rare plant program.
- Just got funding for part time position to support chapters statewide.
- Need more botanists to lead trips. we can provide ideas volunteers maps plant photos educational packets and lead some trips – send email to treasurehunt@cnps.org

A.14 CNPS Conservation Conference

- 2012 conference in San Diego – Town and Country Resort January 12-14. Workshops on January 10-11 and public day on January 14. Public day events include botanical art contest; photography contest; poetry/spoken word reading, banquet, silent art auction
- Agenda will include over 200 oral presentations; posters (chapters and research), three keynote speakers including Peter Raven, and at least 10 workshops.
- Call for Abstracts and Workshops out – closes June 1
- July 1 early registration opens
- October 15 chapter poster write-ups due
- October 31 early registration closes
- Chapter can participate with
 - Posters about successful conservation projects
 - sponsor students – chapters may make all arrangements or send \$\$ to state to arrange funding
 - CNPS chapter merchandise booth
- Get involved by volunteering, sponsor, or send someone, submit abstract, be exhibitor, donate to silent auction, submit poster botanical arts, photo, poem; register and attend
- <http://www.cnps.org/cnps/conservation/conference/2012/>

A.15 Awards

- Tara Hansen presented a Volunteer of Distinction award to Brad Jenkins in recognition of his services as project manager and for his financial support for the online inventory of rare plants. Laura Camp accepted for Brad.

Meeting suspended at 5:45 pm

Meeting resumed at 8:45 am on Sunday, March 13, 2011

B.1 Membership Best Practices

- Mary Frances Kelly Poh introduced examples of chapter successes in membership to illustrate how chapters can get and keep members. Presentation made is at http://www.cnps.org/cnps/admin/cc/files/membership_building-redbud-201103.pdf
 - Joan Jernegan spoke on Redbud chapter. The chapter has had large membership increases. New members in double digits. 2006 brought 27 new members; 2007 saw 48 new members; 2008 saw 52; 2009 saw 31 and 2010 saw 41 for a 15% membership increase
 - Began by putting applications on table at plant sales – 500 plus people – nothing happened
 - Added newsletters and Fremontias – people took copies no results
 - Got another person – greeted people – set up membership table near plant sale entrance and coordinated a pitch - welcome to plant sale, thanks for coming, are you familiar with our organization, who we are.
 - Recommendations:
 - Put smile in voice
 - Develop pitch you are comfortable with
 - Keep talking to engage close the sale
 - Refer technical questions to expert members for answers
 - speak with enthusiasm about benefits – use Wildflowers book Chapter produced and newsletter as sales tools; point out upcoming programs, hikes, wonderful knowledgeable people to learn from
 - Used literature as education tool and membership incentive
 - Membership applications in current Redbud newsletter, old Fremontias, bulletins, did a bookmark Redbud insert for membership apps with benefits listed info on website getting discounts
 - Could also have contact names and meeting times etc use newsletter to point out upcoming hikes and programs
 - Produced a book - Wildflowers of Nevada and Placer Counties –retail \$30.00 chapter members get 15% discount
 - Made a “brand” - the Redbud Chapter brand – got volunteer to do free design –got John Muir Laws – t-shirt - helps create sense of belonging and cohesion – sell t-shirt and tote bags – hang examples to attract members; Displayed and sold at both membership and selling tables to cross market tees and memberships
 - Add small free plants to membership table – shoppers come to see plant end up buying a membership – cnps state promotions – posters and tote bags – display so visible from

distance – everyone loves to get something for free – only get free with \$45 membership

- In 2010 received Billisoly grant of \$500 – paid graphic artist to do poster – put in libraries and store windows –and also running ad 3 times in newspaper – early admission for CNPS members
- Poster artist- christneelder.com – phone 530-470-0784

B.2 Membership Fee Sharing

- Tara Hansen led a discussion on returning some of the fees collected to member chapters.
- BOD is making a tool available to chapters – meets its strategic goal of expanding CNPS membership to 15,000 by 2012. Board authorized program for 3 years – pilot.
- Portion of the membership fees represented by new net growth will be shared with chapters.
- A baseline for paying out will be established
- Key definitions
 - Active members- members who paid minimum membership fee \$25 or more to sign up
 - Average organization wide membership fee- revenue for new members and renewals during calendar year less lapsed, - not penalized for lapsed members
 - Rate 15% of average membership fee – if 50.00 will be \$7.50.
 - Incentive period- each calendar year – January 1 to December 31
 - Baseline organization wide membership – total active membership for cnps at December 31, 2010 – 8,513 members
 - Will use baseline chapter membership –as of 12/31/2010
 - Net new members = represent total net increase in membership from the baseline membership level established 12/31/10
- Example - average organization fee 2010 was \$51.06 – amount could rise if more sign up at higher rates – encourage organizational member sign up.
- Fee sharing rate for 2010 - \$7.66 – word fee equals “dues”
- Question on organizational rate – go to <http://cnps.org/cnps/join/organizations.php> for information
- An example was presented: Chapter A in year 1 has 190 members on the date 12/31/2010. In 2011 the chapter adds 50 new members so the new total at the end of 2011 is 240. If the average sign up fee for 2011 is \$50, 15% of 50 is \$7.50, so the chapter fee sharing payment for 2011 is \$375.
- Joan Stewart made a point that basically it is not the number of new members that is as important as willing members that volunteer. Numbers alone do not tell the story of the strength of a chapter.
- If lose members the first year – no fee sharing payment first year
- Fee sharing will be based on membership growth or losses each calendar year
- Fee sharing payment will be paid on April 1, following end of previous calendar year

- Each chapter baseline membership for calculating net growth is membership for calculating net growth is membership total on 12/31/2010
- Do still have some free incentives for 2011 that can request from state office
- Betsey Landis raised question on chapters in urban areas which do not have defined boundaries. Tara Hansen responded that a member or prospective member requests chapter they want to be associated with. The State does not assign chapters. If member associates with more than one chapter, he/she could have a dual membership, but this program is based on primary chapter.

B.3 Open Discussion

- Meeting location for rest of 2012. Traditional Bay Area chapters not able to host in December 2011.
- Other ideas discussed – Sacramento and Bay Area swap Decembers every other year
- ***MOTION made by Brian LeNeve to move September 2011 Chapter Council meeting to San Diego and December Chapter Council meeting to Central Coast. Nancy Morin seconded. Vote Yes – 14; No- 5; Abstentions – 2; Motion carries. (B.3)***
- September 2011 – Marty Foltyn will check to see if San Diego can host – they will September 10-11
- December 2011 – Brian LeNeve will check to see if Monterey can host – they will December dates TBD

B.4 Logistics Committee discussion

- Discussion on committee- logistics – need members. Jim Bishop is happy to be advisor but the logistics committee chair must come from Chapter Council
- Larry Levine agreed to chair.
- Marty Foltyn, Bill Hunt, David Varner – Joan Stewart, Ellen Edelson, Nancy Morin, Judy Fenerty agreed to serve on committee.
- Jim Bishop will be advisor.

B.5 Logo

David Magney led a discussion on using a modification of the current logo as the interim logo.

- ***MOTION - Joan Stewart made a motion to accept the design shown as the interim logo and postpone the discussion of a permanent logo to an indefinite date. Lauren Brown seconded.***
- Discussion –
 - Question on financial cost for interim logo. Carol Witham responded that there was minimal cost, and there is need to reorder logo-imprinted supplies now.
 - Discussion on word “Interim” rather than set time and should there be a defined time
 - Betsey Landis requested an amendment to the motion to change indefinite to one year. Joan Stewart and Lauren Brown accepted the amendment to change “indefinite” to “one year”. David Magney will put this on agenda for March 2012.

- David Magney called for vote on motion.
- **Vote: Yes – 19 Opposed - 0 Abstentions – 1. Motion passes. (B.5)**

B.6 Strategic Plan

David Magney and Brett Hall led a discussion on the strategic plan. Slides presented can be found at http://cnps.org/cnps/admin/pdf/strategic_plan_dev-20110312.pdf.

- Have gone thru mission/vision/goals – focus on 3 of goals previously identified as high priority – committee of several working on identifying strategies and tasks they want to do to accomplish goals. Glad to open up for more ideas.
- Need to define what need to do to accomplish goals – strategize how to accomplish them. Will need to prioritize them based on resources and identify what need to expand resources.
- Not clear in bylaws who is responsible for planning in CNPS
- Chapter Council establishes the strategic direction of the society and by developing and approving the mission vision and goals of CNPS
- BOD in best position to evaluate resources in order for CNPS to achieve full force and benefits of strategic plan
- Committee timeline –meet every two weeks – and begin by working on 5 top priority goals – overall timeline September – get all 14 goals developed more fully by September – reporting as goes via email
- Will send out questions – need to think about them and discuss with chapters.
 - Request to include specific details on what it will mean to the council – many members not up on specific verbiage etc. higher bodies etc.
 - Also need to clarify if this goal adopted what it will mean for CNPS and chapters.
- Suggestion made to take the mission/vision/goals to chapters to get input before and while doing this activity.
- David reiterated that goals have already been set. They are
 - Increase public awareness about the importance of native plants and natural habitats and the need to protect them by expanding the resources of all CNPS programs.
 - Serve a greater role as a synthesizer and distributor of information about California native plants and plant communities by cooperating with diverse data providers, including public agencies, academic institutions, private organizations, and individuals along with CNPS’s own wealth of data in members, chapters, and programs.
 - Advocate for the maximum protection of native plants and increase CNPS’s presence and involvement in both state and regional land use planning efforts that support habitat and resource conservation.
 - Expand CNPS’s membership to 15,000 members by 2012.
 - Develop stable and sufficient financial resources.
- These goals have a 3 year life span
- Question was raised on “How will we get there?”

- Identify big picture where want to go – identify more short term – what do now – when present that what do now and in future- -
- Brett Hall asked for coordinated effort in chapter so David Magney has sense of who is responding. Want one response/chapter- Goal is to understand process- take back to chapters
- Strategic plan lifecycle - 2009-2012
- Question on life span – David Magney responded that it is to ideally mission and vision forever- will not revisit mission until after 2011
- **MOTION - Ellen Edelson made a motion to have the Strategic Plan be a 5 year plan from now and move to extend the timeframe of strategic plan to December 2015. Nancy Heuler seconded. Vote – Yes -18; No – 0; Abstentions – 1. Motion Passed. (B.6)**

B.7 Announcements

- Dorie Girasgonian announced that the next Chapter Council meeting will be in Kern County/Bakersfield area.
 - She will send out survey on food preferences. Options may be lunches on trays and making own sandwich
 - Meeting is June 3-5 at Bakersfield College
 - Will be list of field trips – may want to camp Sierra Crest Trail; giant redwoods- celebrate diversity of kern county. Value of special place.
 - Can expedite carpools -= can do Amtrak – train from north and bus from south
- Alta Peak Chapter is joint host with Kern County Chapter- Joan Stewart can pick up any travelers who come in by train.

Meeting adjourned at 12:20 pm

Appendix A. Motion Summary

The following summary of motions is provided as a convenience to readers and is not part of the official minutes. Motions are listed. The number at the end of the motion refers to the section where the motion is officially recorded.

- **MOTION - Ellen Edelson made a motion to defer logo conversation to Sunday morning. Motion passed unanimously (A.12).**
- **MOTION made by Brian LeNeve to move September 2011 Chapter Council meeting to San Diego and December Chapter Council meeting to Central Coast. Nancy Morin seconded. Vote: Yes – 14; No- 5; Abstentions – 2; Motion carries. (B.3)**
- **MOTION - Joan Stewart made a motion to accept the design shown as the interim logo and postpone the discussion of a permanent logo to an indefinite date. Lauren Brown seconded. Vote: Yes – 19 Opposed - 0 Abstentions – 1. Motion passes. (B.5)**

- ***MOTION - Ellen Edelson made a motion to have the Strategic Plan be a 5 year plan from now and move to extend the timeframe of strategic plan to December 2015. Nancy Heuler seconded. Vote – Yes -18; No – 0; Abstentions – 1. Motion Passed. (B.6)***