

Golden Sands Resource, Conservation & Development Council, Inc.
Personnel/Finance Committee Meeting Minutes
May 18, 2017
Golden Sands Office, Stevens Point, WI

Call to Order: Ed Hernandez called the meeting to order at 9:05 a.m.

Attendance: Al Barden, Reesa Evans, Ed Hernandez, Deb Jakubek, Joel Kuehnhold, Ed Miller, Hugh O'Donnell, Amy Thorstenson. Bill Clendenning was also present.

Minutes: Motion made by Barden, seconded Jakubek to approve minutes of the last meeting. Motion carried unanimously.

Closed Session: None necessary.

Treasurer's Report: Thorstenson passed out the treasurer's report. It was noted that the credit card specifics had been left out, so they will be in future reports. Motion by Evans, seconded by Barden, to forward to the full council. Motion carried unanimously.

Financial Procedures:

2017 Budget: Thorstenson passed out copies of the 2017 budget. Items in green are unrestricted funds. Items in red are those not allowable in grants, but that still have to be covered. Those in yellow may not have full funding available. Consideration is being given to have GS staff wearing shirts with logos identifying them as GS staff. The promotional video made for the 40th anniversary could be updated to use for this year's 45th anniversary. Copies of the final 2016 budget were also available for any comparisons people wanted to make.

Joe Piechowski Memorial Fund: Spring planting has been done, although the smoke tree has not been planted. The interpretive sign is still pending and will hopefully be in by the July 2017 meeting.

Development and Fundraising: Kuehnhold is still working on fundraising and direct marketing issues, including grazing. He has been to all the county LCC meetings except Adams, Wood & Marathon. Marathon has been handled by phone at their request. Adams & Wood will be scheduled soon. Feedback has been generally positive. The business plan class has been completed, and the fee waived. He now has to complete a business plan within 90 days for GS to get free website assistance. An appeal for donations will go out soon. Information emphasizing the 45th anniversary of GS is being added to posters, the facebook, and other spots.

Staff & Membership:

New Treasurer: Cathy Guth formally resigned her position as GS treasurer. Gary Beastrom of Marathon County is willing to step in for the rest of her term. Unanimous vote by President, Vice-President and Secretary (Executive Committee) to appoint Gary Beastrom. The

appointment will be announced at today's full council meeting.

Dues Update: Letters for 2017 will be handed out at the full council meeting today. Thorstenson will forward specific project letters to the counties at a later date.

Council Purchases: GS needs some kind of public communications/donor software to make appeals more efficient. Mike Beacom is exploring software on this issue, such as Mailchimp.

Insurance & Benefits: Thorstenson presented the numbers comparing the cost of business auto that GS currently carries on its own and whether it would be more financially efficient to join the state RC&D business auto plan. Consensus of the P&F Committee was to drop the individual plan and join the state plan.

Personnel Policy & Procedure Handbook:

Communications/Marketing: the state RC&D recently discussed having all state associations cooperate in a unified communications plan, using similar color palette, similar font, etc. The theme chosen as "Conservation That Works!" A draft of the plan should be available for the July 2017 meeting.

Quarterly Newsletter: The mid-year appeal will substitute for the spring newsletter; quarterly newsletters will then resume.

Website: Kuehnhold is currently working on a number of potential changes for the website. Although the AIS part is fairly updated, some of the other pages need to be removed or expanded. It is too expensive to totally restructure the website, so he will try to make the changes work.

Other Business: None.

Adjournment: The meeting was adjourned at 9:52 a.m. upon motion made by Barden seconded by Jacubek.

Respectfully submitted,

Reesa Evans
Secretary, Golden Sands RC & D