

GREAT OLD BROADS FOR WILDERNESS!

RETREAT MINUTES

Board Retreat, August 18-21, 2014

Island Park, Idaho

In Attendance: Shelley Silbert, Rose Chilcoat, Di Allison, Karen Ryman, Lee Verner, Saralaine Millet, Suez Jacobson, Lois Snedden, Caroline Munger

Absent: Cristina Harmon

Action Items:

Saralaine to contact Joe Breddan to see if he will submit an application for Board membership.

Lois will give gift membership to Debbie Sease.

Caroline to connect to talk to friends at St. Marks church in Dallas about African American interests in environmental issues.

Saralaine will contact Ruthann Dawson about a Board application.

An abbreviated description of a Board member's qualifications to be posted on the website.

Profile Viola Fisher's gift and planned giving in the newsletter.

Executive Committee and Rose and Shelley to draft clear understanding of expectations of the requirements for membership on the "Advisory Board" or "Counselor of the Board" position.

It was agreed that our national position, mission, and vision statements as boiled down to 2 to 4 pages be sent to members for comments.

Lois will talk to Karen Boeger about Board application?

Saralaine and Caroline will pull together a Board Policy from various memos and minutes from the past to have in one place. Saralaine started on this last year.

Minutes - Tuesday, August 19, 2014

Began meeting with ground rules and an Agenda review.

Added to the Agenda - Lois wanted a discussion of Advisory Board functions.

MOTION - MINUTES from April, 2014 – Lois made a motion to approve the April,

2014 Minutes, seconded and approved by all.

Caroline had a brief discussion of the minutes format. In the end, it was agreed that that "Action Information" be added and only important details be recorded. An effort would be made to eliminate extraneous information.

ELECTION OF OFFICERS (Terms begin at end of retreat) - see official document attached.

Nominating Comm. Chair – Saralaine Millet

Chair - Di Allison,

Vice Chair – Karen Ryman,

Treasurer - Cristina Harmon, and

Secretary -Caroline Munger.

Confirmation Votes was held for Board Member-elect Cristina Harmon and Suez Jacobson.

MOTION: Di nominated Cristina to the Board and Karen seconded, all approved.

MOTION: Di moved to elect Suez Jacobson to the board, Saralaine seconded, unanimously approved.

Saralaine made the nomination to the Board for the election of the Officers.

MOTION - Lois made a motion that the Officers be elected by acclamation, all agreed.

Note - - Lee and Lois go off the Board after this retreat. Saralaine goes off the Board after the 2015 retreat. With the addition of Cristina and Suez to the Board there are now six members of the Board.

Di suggests we need nine Board members to meet all the responsibilities of the growing organization.

Potential Board Candidates

Saralaine has approached Jana Rankin and Chris Shaver to join the Board recently, but both were unavailable currently. Jana Rankin was Chair of Wilderness Law at the Carhart Center and Chris Shaver is a former EPA employee and lawyer.

Diversity issues were discussed and ideas were mentioned on ways of broadening our organization and Board.

Joe Breddan is on the Advisory Committee and has been on Board of Conservation Colorado. Di moved and Caroline seconded with all agreeing that we contact Joe Breddan to see he will submit an application to the *Broads* Board.

Louisa Wilcox - worked with Center for Biological Diversity on Grizzly Bear issues in Yellowstone (Shelley to contact).

Action Item - Debbie Sease - Lois to give gift membership
Action Item - CKM to connect to talk to St. Marks church in Dallas
Ruthann Dawson - Saralaine to contact.
Rue - Urban African Outdoor contact
Rep. Raul Grijalva - Shelley to contact through her son for any recommendations.
Paula Carrell - State Legislative staff person for Sierra Club

Website Update of Board Qualifications and Duties

Di requested that Board Qualifications and Duties be redrafted and finalized so that they maybe posted on the *Broads* website.

Saralaine and Lois were tasked with redrafting Board qualifications and duties and provided the information below:

- “Is a member of Great Old Broads for Wilderness and has attended one or more national events or is involved in local Broads events;
- Has a passion for the mission of Great Old Broads for Wilderness;
- Is interested in focusing on organization-wide issues;
- Can commit to attending one in-person Board meeting per year (lasting three to four days with intense working sessions);
- Can participate in computer-supported and telephone meetings as needed to conduct the business of the Board;
- Is willing to work between meetings, mainly by e-mail;
- Has email and can usually respond within 48 hours;
- Accepts that the financial health of the organization is the responsibility of the Board of Directors;
- Is self-motivated and able to take responsibility for a Board committee; and
- Is able to work as part of a cohesive, dedicated, hardworking team.”

MOTION: Lois made the Motion to Approve the above statement to be placed on the website. Di seconded, all agreed.

Trends and Needs in the Coming Year

Staffing – Messaging suggestion from the Board about the departure of 2 staff members - Ellen’s we should given a farewell publicly. However, with Melissa, who was with us for such a short time and did not move past her provisional period, it was decided that there was no need to make a public announcement about her departure.

Hiring Process – *Communications Director*. Shelley discussed the national search undertaken for the Communications Director position. Salary limits have been problematic in the hiring process. Shelley suggested that we now want to pursue a more targeted search of those who had applied. Such as, Susan Kearns is graphic designs person from California; Amy Maestas, Durango Herald SR editor.

Leadership potential is key for Communications Director especially given the size of the staff and the need for versatility. It was agreed that the job description should be re-reviewed.

Broadband and Membership Coordinator. 90% on broadband only 10% on new memberships or development and membership.

Question arose as to appropriate job title: Wilderness Advocacy Volunteer or (Broadband) Coordinator

Staffing of broadband position - is there anything different we need to see in restructuring this position? It was decided this staff person will need great flexibility and openness.

Circuit Rider – This is a contract position and it is the Circuit Rider’s job to travel and visit Broadbands. Shelley Spalding is the Circuit Rider and has worked less than 10 hrs a week. Once a year she would go around the North West and travel to visit leaders and recruit new leaders. Shelley has been on the Board and has been a Broadband leader. She had \$8K allocated last year but didn’t use all of this funding. And, she is very effective.

Increase advocacy involvement/action alerts – How to best Relate our Accomplishments Effectively.

Ties to communication again - how much time do we put into twitter, blogs, and other media? Should *Broads* be emailing the entire organization instead of sending *Broads* members to other organization’s websites? We need the right software, etc.

Social Media - Facebook (3550 friends) - great Facebook page, Pinterest, Twitter - how much do we do on each of these media platforms, what are our priorities? Value of Twitter - the media follows twitter, they follow these news feeds. Also, should *Broads* staff be blogging on the website? And, possibly these blogs should be limited to subscribers.

YouTube video – we have none to date.

Aligned Efforts - Fiscal Agent of Projects

Note: Fiscal agency, also know as fiscal sponsorship, allows an organization without Internal Revenue Service 501(c)(3) tax-exempt status to receive funds via an established nonprofit with 501(c)(3) tax-exempt status. While a nonprofit acting as a fiscal agent can offer numerous services as part of the arrangement, it must at least retain supervision and control over funds, making sure they are used strictly for the sponsored group's charitable work; keep records proving that funds are used for tax-exempt purposes; *and insure that funds are used in a manner that furthers the fiscal agent's own charitable work.*

Pros and Cons were discussed in agreeing to accept fiscal sponsorship of another’s funds. Fiscal agency affects *Broads* overall budget. Fiscal agency may appear to bloat *Broads* budget and could limit grant applications when budget limits are considered by grantees. However, it was reasoned that fiscal agency could be explained and, therefore, it was not foreseen that grant funding would be harmed. Some fiscal agent jobs do require lot of

staff time. Each project is different. Percentage paid for fiscal agency is negotiated depending on amount of work required.

MOTION: Di moved to authorize *Broads* role as a fiscal agent, Lois seconded and all approved.

Harvey Productions and Suez Jacobson have applied to *Broads* to be a fiscal agent for a 60 minute film about wilderness issues. The film is a “Ken Burns” format, but is still in the very initial phase of development. Audience for the film will be a PBS-type audience as well as film festivals. Budget for the film is \$200K for the 60 minute-long piece.

Wilderness Workshop will share their footage. This film is intended to add to the wilderness film genre. It will focus on the spiritual aspects of wilderness and how this spiritual connection to wilderness could be a tool to affect our economic model(s) (e.g. wilderness is a catalyst for societal change to think differently about a materialistic society). The film will look at the ethical elements of wilderness and the legal systems ...Suez sees all of these tangents really create one argument.

[Discussion pursued with Suez out of the room.]

Conflict of interest discussed if the film creators and *Broads* seeking funding from the same sources. Also discussion pursued about *Broads* role as the fiscal sponsor and its feasibility.

MOTION: Caroline made a motion to accept a Harvey Productions and Suez Jacobson film fiscal sponsorship proposal, Saralaine second, all approved.

Recapture Film by David Byars. “Me the People” is the working title of the film. Byars has footage of the ATV protest at Recapture Canyon. The protest ride was held on May 10th and his film was shown at Mountain Film in Telluride in late May. The film was selected to be on the Mountain Film tour. Byars has requested that *Broads* act as the project’s fiscal sponsor and his planned budget is \$300K. It was agreed to proceed at this time with further discussion on the matter.

Master Leasing Planning on oil and gas — *Broads* is getting involved in a few places on BLM Master Leasing Planning (MLP). Grand Junction and Moab Broadbands are already involved. The Denver Mile High Broad Band is looking at water quality effects of MLP development.

Broads received \$10K due to this Broadband work from Western Energy Project. Western Energy Project will likely want help with coordination of oil and gas drilling messaging related to the Greater Canyonlands drilling.

Grazing Reform Network - Mary Obrien a member of the Network and Rose has participated in meetings. This is a group of 40 people who are working together while trying to fly under opponents’ radar. No real “agreement” exists among the entire group. But the Network has formulated a multi-pronged plan, which is: advocate increasing un-

grazed land, increase the cost per cow assessment, and to begin to develop political clout. Wilburforce has contributed \$5K to *Broads* to support Rose's work on the Network.

FUNDRAISING TRAINING, COMMITTEES, BOARD MEMBERS

Committee Check In – Reports given by the chair of each committee and written reports should be attached.

Board Committees:

Executive Committee - Di (Chair), Caroline, Cristina, Karen

Program Committee - Saralaine (Chair), Rose, Shelley Spalding

Membership Committee - Lee (Chair), Di, Joyce, Amy Johnston

Finance Committee - Cristina (Chair), Risk Management (Caroline), Suez to work on Investment Fund

Nominating Committee - Saralaine (Chair), Karen Cox, Shelley

Fundraising Committee - Karen (Chair), Suez

Litigation Committee- Lois (Chair) - Matt Kenna, Caroline, Shelley, Rose, Suez

Fundraising Committee discussion: How can the board and members be more engaged in raising auction items?

Talking points from Rose were requested. Talking points, such as, 6000 *Broads* get our emails and retailer's website can be linked to this large group of *Broads*.

Di and Karen commit to the Outdoor Retailers show in 2015 to seek auction items.

Some companies you can't double dip from (Patagonia), but you can approach REI. It was asked if we should approach Golite.

Auction - Rose reviewed what sales in the auction, including the home stays, adventure travel, jewelry, shoes, and gift certificates. Art doesn't sell well. Also, she suggested if it weights a lot and has to be shipped, ask if the donor can ship directly to the winning bidder.

How do we increase bidders? Make posters available to print and slips available to print.

Broads contract Auction Coordinator is Samantha Brow. Currently submissions are around \$34K, behind where we were at this time last year.

50th Anniversary

Accomplishments were discussed.

More productive ways to use committees

Shelley led this discussion. And suggested that if you are a committee chair you take ownership of your committee and do the contacting, as well as have ideas and agenda items ready. Generally it is the job of the Committee Chair to take charge of the committee meetings.

Fundraising Needs and Board's Role – Shelley lead this discussion.
Budget and Opportunities – Auction 2014 action needed - Another Quilt?
Brainstorming New Ideas - donor trip, use the offer of a Doug Smith Yellowstone wolf trip as a Donor Trip with invitation only?

Advisory Board – It was decided that more involvement would be sought from Advisory Board and an effort would be made must clean up expectations of this position. It was also suggested that we consider a change name to “Counselor of the Board” instead of Advisory Board.

Planned Giving Program – An amazing recent development occurred when a check came in from the Viola Fisher estate of -\$49K. It was a surprise. In the past, a \$1,500 was given from Viola's sister. All agreed that Viola and her gift should be profiled in the newsletter as a way of highlighting the Planned Giving program.

[Break for the evening.]

WEDNESDAY [NOTE - Continuation of committee discussion.]

Lee decided to chair the Membership Committee for 2015.

Staff Development and Support - Team building for the staff is recommended. And, Mt. Peale Inn's Teague Eskelsen has offered to work with the staff. Challenges of staff turnover and recruitment were discussed as well as the frustration of things/goals not getting done.

Efficiency and burnout is a concern. The Board and staff requested that Lee be an HR and staff liaison...BROADS LEE-ASION. It was also agreed that a standing-desk would be supplied in an effort to help Shelley Silbert.

Sabbatical policy - we have one – 3 months or 6 months? Rose is considering one - Shelley suggested that a sabbatical is acceptable if the time taken was in an endeavor that would benefit the organization.

Human Resource issues/liaison - - Suez suggested in the interview process to request applicants write a one page response to the mission statement.

Creating future part-time Membership position or full-time Administrator was highlighted as a need from staff.

Broadworks - Conservation Corps - may want to partner with Broads - When they partner with us the cost of the project for the Corps is much cheaper. It reduces their need for participants to 2 or 3. They can use their whole organization to raise funds to hire a staff person to work for Broads and do a pilot project. It was questioned how many volunteers do we have for these projects and whether it appears we have enough?

Broadwalks - 2 a year

Communication and Media Discussion – Snapshot of M'Lissa's first four and decision to make her a permanent employee.

Communication Strategies and Tools. Website was reviewed and group brainstormed elements of the current website. Staff shared ideas and elements of the redesign plan. Redesign is being postponed until the website can be fully revamped.

Organizational Strategic Review

Board members as communicators. How skills, networks, and active participation of each Board Member is vital to the organization.

Prioritizing our efforts – how to we measure value, strategically?

-Wild lands, off-highway vehicle use, grazing, energy
-Broadband initiatives vs. staff initiatives how does this play into our Strategic Review. Healthy Lands Project rejuvenation - travel planning monitoring - but with advanced technology - gps kit on iPhone - but we don't want to loose name - and we can create a kit to monitor, report and empower. (But this will be on the back burner right now)

Interconnection of Broadbands to the organization - what are we and how are integrated? We discussed the League of Women Voters Model. E.g.: the National League, State League, Local League, and the mission is the same at each level. So whatever the national mission is, that becomes the local mission. But the local organizations create the consensus, and from there the Nation League of Women Voters has to consider the local opinion and cannot disregard local opinion.

ACTION ITEM: Board and Staff agreed hat our National Position Statements, Mission Statements, and Vision Statements needs to be boiled down to 2 to 4 pages and sent to members for comments.

BUDGET

Review of 2014-15 Budget – Shelley and Rose lead this discussion.

MOTION: Caroline made a motion to approve the budget, Lois seconded the motion, and all approved.

Discussion on flexibility of the budget and previous resolution that stated the budget could not be changed if the budget changes created financial peril.

BUDGET POLICY ISSUES

MOTION: Motion by Suez - POLICY ISSUE - The Board will approve the staff created

and recommended budget with the provision that it may be adjusted by staff -- within a 5% range -- without additional board approval. Lois Seconded, AND all agreed.

ALSO Revisited and Reaffirmed the following MOTION — J. Saralaine moved, Libby seconded, a resolution that staff will formally notify the Board if the organization's financial status of current assets drops below six weeks of expenses in order to assess the need for financial adjustments and/or contingency planning; approved unanimously. This change replaced a specific dollar amount to account for the changing size of the budget.

Washington DC – Lobbying Sept. 15 - 17, 2014 - Wilderness week in D.C.

Wilderness 50 National Committee - plans for activist meeting, Smithsonian exhibit of photography we are sponsor of this.

Board Participation - all are invited to come for an opportunity to lobby. Hearing aids from *Broads* discussed as a “congressional drop.” Note, given time and staffing constraints, this idea, though loved, was put on hold.

Events and lobbying. It was decided to hold-off on lobbying- given lack staff at this time for the Wilderness week in DC.

WILDERNESS 50TH NATIONAL CONFERENCE – ALBUQUERQUE

- Logistics, lodging, social input by board - registration deadline for reduced rate Sept 15.
- Our impact at the event
- Tabling booth & raffle - Exhibit Hall Event help needed staffing the booth where the quilt will be.

Saturday Plaza Event - Rio Grande Broadband will have a booth on the Plaza during the Wilderness festival event

WILDERNESS HAPPY HOUR - Thursday Oct. 16 Marble Brewery - hospitality event

☐ *Broads*-specific open house at hotel Broad have room on-site from Oct 15-17

PROGRAM PLANNING IN THE COMING YEAR

Membership creating increase in numbers - trending slightly up.

Integrating climate change into all programs - ongoing, overarching statement. Shelley discussed the Federal Forest Carbon Coalition (FFCC), of which she is on this committee. The FFCC is looking at how to increase carbon storage within the forest...looking at a forest most at risk from a carbon perspective... New air emissions work.

Cowspiracy - domestic livestock carbon emission is greater than all transportation output. Reoccurring programs vs. new program objectives – e.g. Youth Conservation Corps partnering, *Broads* Boots on the Ground Volunteer Program, Major Donor Needs.

Broadwalks for Next Year

Arkansas River Valley, Browns Canyon - Obama Monument is ripe, Cedar Mesa Monument request is ripe which included the Navajo proposal
Devils Staircase in Oregon (hard to get people here)
Wyoming Range - north and west of Pinedale - Rockcreek Recreation Area

NEXT BOARD MEETING

After Wilderness 50 and the Rendezvous (week after)

Adjourned 3:00

Great Old Broads for Wilderness
Board Committee Participants Oct. 2014- Oct. 2015
Updated August 20, 2013

Executive Committee

Board: Di Allison, Karen Ryman, Cristina Harmon, Caroline Munger

Program Committee

Board: Saralaine Millet, Shelley Spalding

Staff: Rose Chilcoat

Advisory Board: TBD

Membership/Communication Committee

Board: Lee Verner, Di Allison

Staff: Joyce Thomsen, Amy Johnston

Advisory Board: TBD

Finance/Personnel Committee

Board: Cristina Harmon, Suez Jacobson, Lois Snedden

Staff: Shelley Silbert, Rose Chilcoat

Advisory Board: TBD

Nominating Committee

Board: Saralaine Millet, Karen Cox

Staff: Shelley

Advisory Board: TBD

Fundraising Committee

Board: Karen Ryman, Suez Jacobson

Staff: Shelley Silbert

Advisory Board: Ronni Egan

(Libby Ingalls, Linda Liscom- ask needed)

Issues and Litigation Committee

Board: Lois Snedden, Suez Jacobson

Staff: Shelley Silbert, Rose Chilcoat

Advisory Board: Caroline Munger, Matt Kenna

Special Projects Board Committee Participants
50th Anniversary of the Wilderness Act Committee
Staff: Rose Chilcoat, Shelley Silbert, Office Staff Person

Adjunct Member:
Lee=aision - Lee Verner