

MINUTES  
Sacramento Audubon Society  
Board of Directors Meeting  
Date/Time: November 26, 2019; 6:30 p.m.  
Location: Turley and Associates  
2431 Capitol Ave., Sacramento, CA

- I. Call to Order / Roll Call / Approval of Minutes. Call to order at 6:32
  - A. Roll Call:
    1. Board members present: Gesna, Heather, Bill, Harriett, Mary, Jane, Daphne, Diana, Grant
    2. Board members absent: Elliot, Sally
  - B. Approval of Minutes (October 2019): A few updates to the minutes. Approved with edits unanimously.
  
- II. Guests / Public Comment: none
  
- III. Presentations: none
  
- IV. President and Treasurer Reports
  - A. President (Bill):
    1. At Crane Festival, Bill spoke with Erin Hague who wants to do a Catio Tour in September of 2020. She'll send info to Bill (he hasn't gotten it yet). Daphne is interested and will help with outreach materials.
    2. Bruce Forman: We approved \$500 for him. He said not to send the check yet. Wants us to increase our donation by \$300. He suggests that SAS handle the refreshment stand to make money at the event. We have expenses coming up at Bobelaine so we can't commit to increasing our donation at this point.
  - B. Treasurer (Harriet):
    1. Financial statement: this year vs last year. Dues are up, donations are up. Email newsletters are saving us money.
  
- V. Old Business
  - A. Yahoo Group:
    1. Subhash was the moderator. He wants out and he recommended a couple of people from Field Trip Committee to do it. Field Trip Committee folks weighed in, don't want to do it, and feel like we can just drop the Yahoo group. Bill will ask Subhash to close the Yahoo group for us.
  
- VI. New Business
  - A. Jr. Duck Stamp Program
    - a. California Waterfowl Association. They've requested a donation from us for their program. Lowest level is \$500. We have Bobelaine expenses. Do not wish to donate at this time.
  - B. Bobelaine Tree Cutting
    - a. Bill has photos and descriptions of tree damage and trees that need to be trimmed or felled due to potential hazard. Also, removal of wood pile. He's getting 3 estimates from tree contractors and will let us know when he has a cost estimate for the work. Discussion about how much we need to do

about trimming these trees Neighboring property owner has concerns; we probably need to deal with the ones that he's concerned about, at least. Harriett is wondering if we insure it or if NAS insures it. NAS owns it. Harriett thinks it's NAS's problem (but we're responsible for maintaining it, so maybe it's our responsibility). Bill will look into whether we have insurance that covers Bobelaine or not.

- b. Harriett will come back next time with detailed accounting for Bobelaine expenses in the past.

## VII. Other Officer Reports

A. Corresponding Secretary (Diana): No mail.

B. Other Officers (if anything to report): None

## VIII. Committee Chair and Board Member Reports

A. Education (Gesna):

1. Gesna sent out Education Committee report (11/26/19); see attached. Internship program starting.

B. Membership (Jane):

1. Contacted Wendy about changing dues to \$35 automatically Jan 1<sup>st</sup>. She has it all set up and ready to go.
2. I brought up idea of having the post office give us new addresses when folks change their addresses. Other local nonprofits knew my new address but SAS's mail was forwarded with the yellow strip.
3. Discussion follows about having membership renewal be electronic. Currently if someone wants an electronic renewal, Jane scans it in. We'll discuss this more later.

C. Website (Gesna):

1. Gesna sent out Website Committee minutes (10/20/19); see attached.

D. Pelagic Trips (Harriett):

1. Harriett will contact Elkhorn Slough about leading an estuary trip.

E. Conservation (Elliot): Not here, but he wrote up a letter for Bridgeway Island in West Sac. Bill signed it and sent it. Edna did some good research about why they need to put a buffer between the warehouses and the Island. They prevailed; the City Council agreed to require developer to put up a fence and tree buffer.

F. Other Committee Reports (if any): none

G. Board Member Reports (if any): Bill: Sharon (Observer editor). We need succession planning for her position. She's been doing it for a long time and no one else knows how to do what she does. We should all keep it in mind if we come across someone that may be interested.

1. Daphne: We're on the list to get the application to apply for the Co-op's bag credit.
2. Daphne: They did their archive committee and got rid of quite a bit of stuff. We're missing board minutes for 1980-1993 and for 1996-2005. Some issues with the board minutes that are on the web now. Discussion of Observers and how far back they go; we're missing some issues of the Observer. Who will be scanning the items that need to be scanned? If we call for a volunteer to do it, Gesna wants to make sure we have oversight.

Daphne wrote a letter to the California State Library to see if they're interested in taking any of our archival info.

3. Jane: Big Day of Giving. \$85 registration fee due soon. Do we want to do it? Yes.
4. Grant: At meeting a few months ago, Daphne mentioned that she wishes we were more into activism. Portland Audubon Activist is a thing on Portland Audubon's website. Maybe we would be interested in something like this? We should look into this. To be discussed further later.

IX. Adjournment: 8:08

## **Education Committee Report November 26, 2019**

### **Kids and Teens Christmas Bird Count**

- Thanks to board officers and members for gifts to support the kids and teens bird count January 4-5, 2020. It's not too late to donate a bird related item( books, bird houses, games, puzzles, finger puppets, binoculars, etc).

### **Presentation**

- Renaissance Society: Sacramento State University
- Final session of *The Great Courses* on Birding in North America
- Date: December 6
- Presenter: Gesna
- Subject: Overview of SAS and Birding at the Local Level

### **Internship Proposal at Sacramento State University: Birding Club**

- The Education Committee Chair reached out to CSUS Environmental Studies Professor Michelle Stevens with a proposal for a student internship to establish a birding club on campus and in local middle and high schools.
- Professor Stevens is open to the idea and suggested offering an internship Spring Semester 2020.
- Plans are underway for a meeting with Professor Stevens to discuss details of how the internship will work.

## **Website Committee Notes from November 20 Meeting**

### **NAS vs SAS Dues**

- Jane recommends including text in the membership section of the new website to clarify that dues are required at both the national and local chapter level. NAS on line and printed communication states that a benefit of joining NAS is membership in the local chapter.

The master edit team will review text options, edit and finalize.

## Website Administration (WA)

- Structure: The web administrator ( John Harding) will work with a team of at least 3-4 members who will be authorized to update or post monthly website information – or other information upon requests. The person posting will alert other team members of their intent to post incoming information.
- Team Selection Process: Website Improvement Committee members will comprise the WA team during the initial transition phase from the old website to the SquareSpace platform.
- Training/ manual: John will become fully orientated to the Square Space platform and decide whether to follow the standard Bedford template or NAS' variation of the Bedford template. The next step is development of a test website and training and a procedures guide for the WA team.

## Outreach for Photos

- To date, only one photographer has submitted photos, so continued outreach is needed.
- John will develop specs and submit to photographers to get photos for banner pages and the landing pages.

## Content and Photo uploads timeline

- The preliminary target is December 31, but this depends on the number of suitable photos are submitted, and the master content editing progress.
- Gesna is scheduling a meeting with Wendy Money and John to brainstorm ways to 1.) get more photographers to submit photos and 2.) discuss how Wendy may be an important resource to help SAS successfully transition to a new website platform.

## Sac Audubon Logo Ideas

- Elliot shared several variation of the current SAS logo, developed by his wife, Reanna.
- Committee members voted on the top three, and then the top one that best represents the spirit of the Sacramento valley - with requests for slight modifications.
- Elliot will pass on the info to Reanna and provide updated drafts for the January meeting.

## Content Updates

- Gesna, Jane and Daphne reported on the status of their content since the last meeting
- Elliot reviewed his changes to the conservation section of “Programs”
- There is concern that some areas have too much text; these areas will probably be revised to eliminate extraneous text.
- The edit teams' key goal is to ensure that the content format and voice are consistent throughout the website.
- The edit team will confirm that all links to information work before submitting content to John.
- The edit team will convert all PDF docs to plain word text docs.

## Master Edits/Google Docs Demo

- Elliot's brief demo included showing members how to log into and navigate in google docs; send, receive, and edit shared documents.
- Elliot will establish a master directory for content categories and pages
- Committee members who are not on the edit team may log into a shared folder to review document edits.

- Elliot will assist members have difficulty logging in or navigating in Google docs..

#### Timelines

- John will share the test website with committee members for discussion at the January meeting, or earlier.
- The Board's review of the test website may move to the end of February.

#### Next Meeting

- January date is pending.