

Minutes [Approved]

Sacramento Audubon Society

Board of Directors Meeting

Date / Time: August 25, 2020 @ 6:30 pm

Location: Virtual

- I. Call to Order / Roll Call / Approval of Minutes
 - A. Call to Order: 6:33 pm
 - B. Roll Call
 1. Officers Present: Bill Bianco, Daphne Reimer, Harriet Saeke, Heather White, Mary Forrestal, Jane Van Kessel, Elliot Chasin, Nancy Gronert, Diana Hickson
 2. Officers Absent: Gesna Clarke
 - C. Approval of Minutes (June 2020) – Approved unanimously

- II. Guests / Public Comments: Cliff Hawley

- III. Presentation: Central Valley Bird Club, Birding Scholarship for Young People – Cliff Hawley
The Central Valley Bird Club Youth Birding Camp Scholarship Program provides annual scholarships for young regional birders to birding camps across the United States. CVBC typically awards between 5 and 8 scholarships annually at a cost \$1,500 to \$3,000 per scholarship. Scholarships are awarded regardless of income or background. The focus is on building tomorrow's conservation and birding community. CVBC would like to reach a more diverse audience and is communicating with Outdoor Afro and Latino Outdoors. Funds for the scholarship are raised through donations from members and the Central Valley Birding Symposium. Due to COVID-19 the symposium has been canceled this year.

- IV. Officer Reports
 - A. President
 1. Bobelaine Construction: Bobelaine is closed through September 23 due to the Levee Construction. Signs have been posted. At present, work is on schedule to be completed by the 23rd of September.
 2. Instagram: SAS now has an Instagram account being managed by Anthony Asay. A notice will be in The Observer announcing the new account. It has been added to the social media links on the website.
 3. SACTown Mural: After attending the virtual meeting, general impression is that there are too many ideas to be clearly communicated. At this point they are not asking for donations although they may approach us in the future. Will revisit if needed at that time.
 4. By-laws: Requested that all board members read through the by-laws and submit any suggested changes prior to the September board meeting. A copy of the by-laws can be found at <https://www.sacramentoaudubon.org/organization>
 - B. Treasurer
 1. Presenting a two-month financial statement. Dues are significantly higher than this time last year. Net income up. Fewer donation and sponsorship requests due to COVID-19.
 2. SAS will be filing an I-90 this year because of National's Support of Bobelaine.
 - C. Corresponding Secretary: Letterhead with new logo is being ordered

V. Old Business

A. Vote Status / Ballots

1. As of the August board meeting 60 members had voted on-line. Jane is receiving an email for each vote. A google document is also automatically created and filled with each vote.
2. Jane will continue checking for ballots at the post office through September 30.

B. Cat Policy

1. Discussion of whether to include a position on TNR (Trap/Neuter/Release) in cat policy. Of the policies presented as examples, few have a specific statement on this TNR. Very controversial as the alternative to TNR is Euthanasia.
2. Proposed not include position on TNR at this time. Daphne will work to develop a policy focused on educating the public about the harm outdoor cats cause to birds and natural habits. Policy will include statement opposing the feeding and maintaining feral cat colonies near wildlife areas with a goal of changing local regulations and ordinances to prohibit same.

VI. New Business

A. Promotion of CVBC Scholarship to more ethnically and culturally diverse youth

1. Discussion of whether to place conditions on donation to CVBC Scholarship Fund. Limiting use of the funds to applicants from disadvantaged backgrounds. Decision that donations should not be made with restrictions. Possibility suggested of establishing SAS scholarship in conjunction with Latino Outdoors or Outdoor Afro or offering more funds to CVBC when they work specifically with these groups. The need for measures to promote diversity in the birding community also discussed.
2. Motion: donate \$2000 for the CVB scholarship fund (Diana, Harriet 2nd), passed unanimously

B. Policies and Procedures

1. Updated with website protocols as of 6/28.
2. Additional updates to Bobelaine section have been submitted.
3. Guidelines re SAS Promotion of Fund Raising Events / Activities should be added to Policies and Procedures document.
4. Email any changes to Heather.

C. Grant Request - International Bird Rescue (IBR)

1. IBR requested a grant of \$2,000 to support direct program costs (such as animal care, nutrition, medicine, and veterinary medical supply costs) of their Wildlife Rescue and Rehabilitation Program serving Northern California. Both Elliott and Heather have had previous positive experiences with the organization.
2. Motion to donate \$2000 International Bird Rescue (Heather, Diana 2nd), passed unanimously.

D. Donation Request – Feather River Land Trust (FRLT)

1. Discussion: FRLT purchases land for conservation along the headwaters of the Feather River and in the Sierra Valley. The Feather River is a principal tributary of the Sacramento River. FRLT has protected over 59,000 acres of land critical to the Feather River since 2000.
2. Motion to donate \$500 to the Feather River Land Trust (Elliot, Daphne 2nd), passed unanimously.

VII. Committee Chair and Board Member Reports

A. Membership

1. SAS has received several donations from other charities, some of which wish to have a membership.
2. Discussion of how to reach the 2000 National members in our area that are not SAS members. Daphne and Jane will work on an email to send to these National members letting them know about SAS's new website.
3. Discussion of how the new website is impacting new memberships. Due to COVID and lack of outreach programs this year, a true comparison of year to year is not possible.

B. Website

1. Google Analytics is a free service through Square Space that tracks what visitors are looking at, how they are arriving at the site, and more. See attached Website Committee report for details.
2. Action Alert Members continue to grow. If you wish to be on the Action Alert email list, you need to sign up for it through the website.
3. On-line store: Seeking ideas for merchandise. SAS will not be maintaining inventory for merchandise but work through on-demand companies. Harriet requests to be involved in discussion with merchandise vendors. For more information on on-demand companies, Elliott recommended <https://www.shopify.com/blog/print-on-demand>. Suggestions from the board for merchandise items include a car sticker, face masks, and an "I'm Keeping My Cat Indoors, Bird Safe!" yard sign.

C. Conservation (Elliot)

1. American River NRMP survey went out in Action Alerts. Elliot also attended an informational webinar on that process. It is important way for people to get involved in what's happening in the American River.
2. Delta Tunnel continues to move forward. Shawn Worth is representing the wildlife groups. It is improving, down from two tunnels to one.
3. SMUD is working on a solar project. They are trying to find location and are speaking with a Ranch out in Rancho Cordova. Concern that location will have negative impact on local conservation efforts and wildlife.
4. Next Habitat 2020 meeting on the September 1. Anyone can attend, Elliott will send the invitation out to anyone who is interested in joining.

D. Other Board / Committee Reports

1. Monthly Speaker Meeting – To date only 13 people have signed up. Need to promote it on Facebook, Instagram, and Twitter. Recommendation to change News post title on website to reword title to "Register for Virtual Monthly Speaker."
2. Request included a list of Donations, Grants, and Sponsorships in December issue of The Observer of the past two years, allowing members to see how the money they donate is being spent. Moving forward propose reporting annually in The Observer.

VIII. Adjournment 8:33

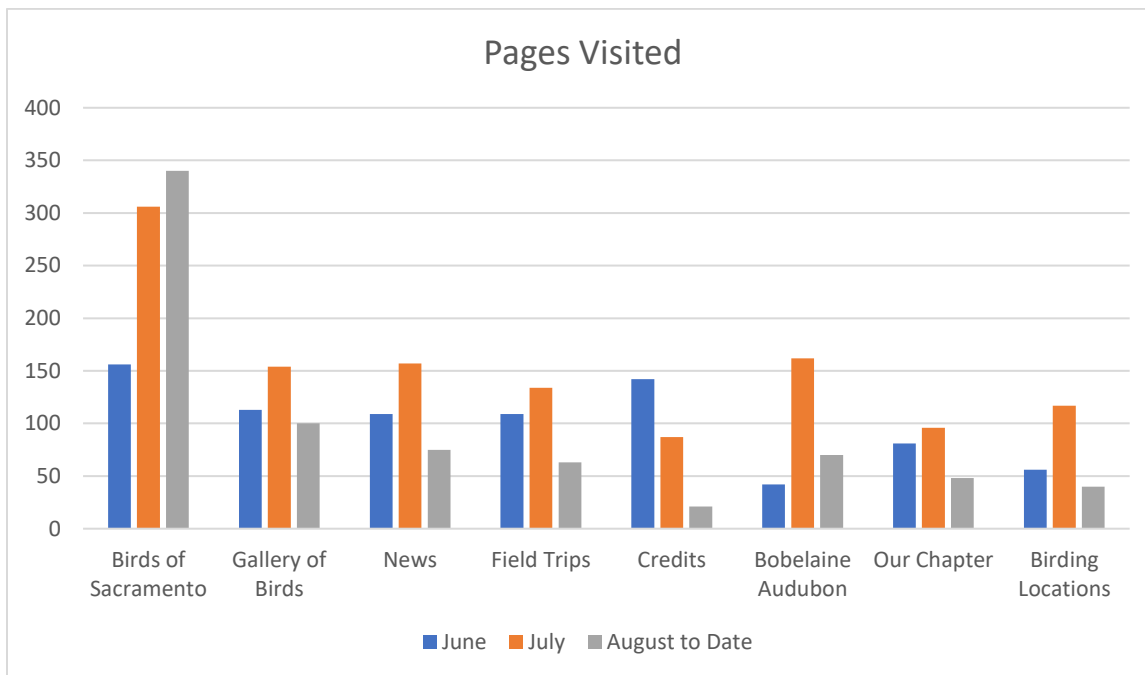
Website Committee Report – August 25, 2020

The new website launched on June 22, 2020.

As of August 22, 2020, there have been 3,637 visitors to the new site, viewing 8,646 pages.

Google Analytics

The home page is by far the most popular page on the website with 1,063 visits in June, 1,288 visits in July, and 661 visits as of August 22. But other pages are particularly popular as chart below details.



Google Analytics also reports the internet searches that lead people to our website pages. Searches with the words "Sacramento" and "Audubon" are the most likely to result in clicks through to our homepage. Additionally, the phrase "Birds of Sacramento" or some version thereof is the second most prevalent.

Action Alerts

50 people have signed up for Action Alerts as of August 22. Action Alerts are being sent on as needed basis. The focus for Action Alerts is on local and regional issues. 3 Action Alerts have been emailed. The most recent sent on August 12 asking for readers to participate in the online survey pertaining to the Natural Resources Management Plan for the American River Parkway.

Keeping the Site Up to Date

Currently all updates to the site are being done by website committee members from information emailed to webmaster@sacramentoaudubon.org. In the future, we hope to work with committee chairs and authors so that they can update their own pages.

- Homepage and Banner photos will be reviewed and swapped out in September.
- The Field Trips page will be updated on a monthly basis with the Field Trip Committee's recommendations for that month's places to bird. September's suggestions were posted to the site on August 22.
- Currently there are four blog pages that update monthly, twice-monthly, or more frequently.
 1. News – updated by the website committee, at least twice a month. The focus of the news blog is local, regional and chapter stories. Every time a new story is posted to the news blog, the picture, headline, and excerpt (if included) appears on the homepage.
 2. Recent Sightings – updated with Chris Conard's column in The Observer
 3. What's This Bird? – updated as available from the Education Committee
 4. Kid's Corner - updated monthly from the Education Committee

Major Projects in the Works

- Checklist of Birds – The checklist of birds is nearly complete and should be finalized at the next website committee meeting on September 10.
- Bird Gallery will be linked to the checklist of birds and has a deadline for completion of December 2020.
- Birding Locations is currently under construction to be completed by December 2020.
- On-line Store