

Minutes: Board of Directors Meeting      July 17, 2019

5:32 PM Meeting called to order

Members Present: Wayne Collins, Dave Bell, Pat Wilkinson, Madison Hill, Lynette Holtz (via phone), Shelby Baetz, Cindy Harding-Woodhull

Refuge Staff present: Kelly Purkey, Jennifer Brown,  
Caleb Thyer (seasonal fire crew member)

Others Present: Carol Bell and Twyla Grace (membership committee members)  
Chris Harper, Supervisory Biologist, Austin Ecological Services and  
(GCWA lead)

Refuge Report:

1. Caleb Thyer, who is a second year seasonal member of the fire crew, made the offer for friends group members and refuge volunteers to attend a demonstration of a controlled burn, and discussion of the useful aspects of fire at the refuge headquarters during August 6-9. Date to be determined closer to event due to fire and weather conditions.
2. Kelly Purkey introduced Chris Harper who is working to acquire approximately 1400 acres of the Igau Tract as part of a mitigation plan. The Friends group is asked to accept annual disbursements from an endowment through Texas Parks and Wildlife Foundation to assist with the long term management and monitoring of said tract. No action was required from the board at this time...
3. Kelly Purkey presented the Cow Creek Watershed Plan Conservation Prioritization. She explained how stakeholders had collaborated to develop this plan and discussed future plans for FOB members to present related topics of interest to stakeholders in the near future.
4. Jennifer Brown reported that the projected total visitation for this fiscal year is estimated at 128,552 visitors. This is a substantial increase from last years numbers.
5. Jennifer Brown reported that Refuge Day is fast approaching on October 19<sup>th</sup> and requested funding for FaceBook advertising, and raptor and reptile shows, totaling approximately \$900. The group verified funds were in place for said expenses and further expenses for the FOB being responsible for food vending and snow cone booth costs were discussed.

Review and Approve minutes from the May Meeting:

Motion made by Dave and seconded by Madison.. Motion passed unanimously.

Financial Report from Pat Wilkinson who reported the following:  
Based on accounts the end of June.

Checking Acct. 271,749.97      Money Market: 126,824.11

Old Business:

Funds investing: Update from Wayne explained that the group had decided to invest at Region's Bank, with accounts through Barclays at 2.00%.

Website update: Madison reported that the group suggested that hiring a contract website manager be considered to bring the website to the next level. Discussion included the possibility that the manager might also be responsible for administering other social media accounts such as Face Book, and Instagram. Madison will research further to determine approximate costs.

New Business:

Committees Organization/Reports

Activities: Dave reported a successful year for FOB activities with the exceptions when weather had an adverse impact on the event.

Membership: Carol brought to the group's attention the need to clarify a reference to having a potential membership list. This currently does not appear to exist. Discussions and suggestions for methods to create such a list followed. Madison will check to see if there is a way to incorporate this data from the website. Jennifer suggested that the Friends group could facilitate a list to be made available to visitors at Headquarters..

Land Acquisition committee? Kelly suggested that FOB consider establishing a Land Acquisition committee as current events suggest that this could be a prime time for the Refuge to acquire some lands. Lynette said she would look into that along with several other Friends group members that have experience and expertise in this field.

Strategic Planning and Brainstorming: Wayne shared the minutes from the June meeting. See notes attached to previous minutes.

Annual Friends Group Meeting: Dave and Madison, and Twyla said they would coordinate this meeting and set a date between October 26 and November 16. The group agreed that the meeting should coincide with the dedication of the new Pavilion at Doeskin.

Dedication of Pavilion at Doeskin see above

Communication Protocols: Dave reminded the group for the need for transparency in communications. Emails need to be shared and all board members should be amenable to communication from those both in and outside the organization..

Annual Appeal Letter: After much discussion the Board decided that the annual appeal letter needs to go out no later than the end of September. To have a successful appeal the letter needs to have a defined focus. Wayne tasked the group with referring back to the big ideas generated in the Strategic Plan and obtain cost estimates for one or more of the ideas generated in that plan. More thoughts and input are needed. Further discussion on other fund raising methods followed with Shelby agreeing to look into some of the associated costs for other methods such as bench plaques and/or paving bricks..

Other Business: none stated

Move to adjourn made by Dave. Seconded by Pat  
All members in favor of adjournment.

Meeting adjourned at 7:36

Respectfully submitted,

Cindy Harding-Woodhull