

SUSTAINABILITY ACTION NETWORK, DRAFT MEETING MINUTES

Tuesday, 17 January 2017, 6:30pm

Lawrence Public Library, 7th & Vermont St., Lawrence 66044

facilitator: Steve Mann

attendance: Teresa Wilke, Steve Mann, Michael Almon (secretary)

Next meeting date 17 January 2017, 6:30pm, Lawrence Library, Room C
January or February date for Annual Meeting, TBD

We set the following agenda

AGENDA - HOUSEKEEPING ITEMS

- December 2016 Minutes – Michael
- Financial matters
 - bank statement report – Michael
 - year-end financial statements – Becki DeRusseau
 - D & O insurance: \$410/yr.
 - Community Grants Program of DCCF, Feb 1 deadline
- Website – Steve
 - Steve's work has achieved orbit, Mail Chimp transmitting
 - social media strategy – Steve Mann
 - loose ends, and Rae's payment

AGENDA - ACTION ITEMS

- 2017 Annual Meeting – group discussion
 - potential new Director candidates (especially: Treasurer, Webmeister)
 - ballots – Michael
 - election protocol – who conducts it?
 - Welch intro – MC?
 - member renewals
 - table literature & signage
 - tabling for new arrivals
 - dinner utensiles
 - projector, computer, screen, cables
- Essential positions to fill
 - Webmeister – job description and RFQ
 - Development Director – job description and RFQ
 - pay level for each

DISCUSSION - HOUSEKEEPING ITEMS

December 2016 Minutes

December minutes were presented by Michael

Action taken: moved by Teresa to approve, seconded by Steve. Approved.

Financial matters

Treasurer's report: Michael presented the checking account statement. The balance as of today is \$8384.34 (\$850 of that is not ours, but grant money for the Makerspace Mural Project, and simply parked in our account). Payments were made to Aweber (last one), and to Blue Host (annual domain registration). Income was \$500 grant to Diesel Health Project from the Kansas Sierra Club, and \$2000 grant from GreenWish.

Action taken: moved to approve by Steve, seconded by Teresa. Approved.

Becki had e-mailed the 2016 final financial statements, which are attached. Revenues had increased by \$1052.11.

Action taken: moved to approve by Michael, seconded by Teresa. Approved.

We had wondered if our D & O insurance was needed or worth it. Because a decision to keep or drop it could impact each Director, we decided to defer this discussion until the Annual Meeting when all the Directors (including newly elected ones) will be there.

Anticipated action: we will discuss on 10 February

The Douglas County Community Foundation grant cycle has a 1 February deadline. We have Program areas that could use money. Steve Mann will look at it for possible Food Not Lawns funding, or maybe for a speaker.

Anticipated action: Steve will investigate.

Website

The site was launched on 2 January, 4:39pm, mostly through Steve Mann's work to reconfigure what Rae had provided, adding lots of content, and teaching Michael about using the site dashboard. Thank you Steve!!! After years of begging for someone with competence to fix our inadequate site, Steve's work comes as a welcome relief.

Rae has integrated Mail Chimp with the site for publishing the newsletter. Michael successfully published the 3 January newsletter, encountered some confusion with the 10 January one, but today's went out without a hitch – again thanks to Steve for setting up the template.

Steve Mann provided some Google analytics for the website, and Mail Chimp analytics for the newsletter. The numbers so far for hits, opens, and clicks look quite good. He wants to use these social media as tools to target our audience and communicate more effectively.

Anticipated action: Steve Mann will monitor the analytics

Steve also wants to do a survey of newsletter subscribers.

Anticipated action: Steve Mann will put together questions for Michael to post in the newsletter.

There may be a few loose ends, but it's complete enough to pay Rae the balance due of \$250. Installing things like PayPal buttons on all pages and setting up the Chelsea Green Book Affiliate Program is doable by Steve.

Anticipated action: Michael will send a check to Rae Petersen.

Anticipated action: Steve Mann will contact Chelsea Green for the app to use.

DISCUSSION - ACTION ITEMS

2017 annual Meeting

We don't have many prospects for new Directors: Steve suggested Christina Holt, Coordinator of the Community Tool Box at K.U., and Amy Bolton(?), a Lawrence writer. Michael said that Becki wants to continue just as bookkeeper and not be Treasurer, and that his call to Sandy was not returned. Teresa suggested trying to find someone from other local environmental groups. Keep asking around, and we can take nominations from the floor as well.

Anticipated action: Steve Mann will contact Christina Holt and Amy Bolton

Anticipated action: Michael will contact someone from the Bicycle Advisory Comm.

Anticipated action: Teresa will contact people from other organizations.

Michael will make the ballots, with Eric and Steve Mann as two-year candidates, and Teresa, Michael and Steve Moring as ongoing, halfway through two-year terms.

We considered who we want to conduct the election, and who to introduce Bryan. Teresa might introduce Bryan, but it's iffy whether she can get away from another event in time. We nominated Eric to be MC for both items.

Anticipated action: Teresa will contact Eric and ask him to MC.

We need someone continuously at the entrance table to sign in members and collect dues, as well as to hand out info and sell books.

Anticipated action: Michael will set up and staff the table, bring literature and signs, and make a current member sign-in list.

There's the problem that Laurie still has a box of literature, our 8 foot vinyl banner, donation jar, business cards, and checkbook.

Anticipated action: Teresa will contact Laurie to get all these things.

The pot luck will be downstairs in the kitchen with no food in the sanctuary. White wine is okeh, but not red (stain concerns). Teresa has some utensils to bring, and Michael has the organization box of utensils.

Anticipated action: both Teresa and Michael will bring utensils.

Bryan is doing a Power Point, with a flash drive.

Anticipated action: Michael will bring the screen.

Anticipated action: Steve Moring will bring a projector, computer and cables. He'll arrive early to set up everything and test it.

Essential positions to fill

A Development Director position is in our budget, paid 5% of their grant awards. We need to write a proper RFQ, and figure how to publish it in the best venues. We discussed if we need a Webmeister. The old site was always stale, and failure to update plug-ins crashed it. Steve Mann said he will regularly do "back-end" checks for plug-ins, etc. The "front end" requires continual posting, content management, and strategy management. Historically, only Michael posted occasionally, and the rest was never done. Can we handle this ourselves, or do we need a Webmeister? Deferred to the March meeting.