

Notes from CNREF Meeting 8:21 A.M. PDT June 19, 2009

Participants:

Peter B. Lewis, Chairman
Darrell Lewis, Treasurer
Debby Chenoweth
Rich Deline
Dave Wahus
Marilyn Jones, Secretary

REPORTS:

1. President's Report:

- a. Reminded the Board, he is President of the Board of Directors and not president of the Foundation. Suggested the Foundation continue to work toward hiring an executive director (ED).
- b. Keep a separate, running task list. As a task is identified, the Board will also assign someone to the task.
- c. Create an Administrative Assistant position to assist with paying bills, keeping track of a budget, etc. Marilyn will contact Elaine Brubaker for interest. This person would need to become a member of the Foundation.
- d. Responsible for getting funding going for other projects.
- e. Monthly calls are working and Marilyn coordinate dates and times.

2. Treasurer's Report:

- a. February 20, 2009 Annual Financial Report donate net value of \$2,195.00.
- b. The Credit Card and Checking account will stay with Bank of America for the obvious reason of stability.
- c. Dave's travel will come out of the current bank balance of \$4,198.83. Dave noted he will turn around denote the reimbursed amount to the Foundation.

3. Membership:

- a. Debby stated she has started the process to aggressively pursue corporate memberships, specifically those who have business ads Corps' annual report.
- b. Debby suggested for the 2010 Environmental and Natural Resources Conference, when someone shows interest in becoming a member, the Foundation must be prepared to take credit cards and information right there, closing the sale.
 - Be prepared to let individuals know what's in it for them.
 - Going green.
 - Relationship building.
 - Networking with others.
 - Mitigation for now or future
 - Be able to show what the Foundation has done and is a viable organization.
- c. Debby moved to establish new corporate membership at the three levels of \$1,000 for Basic, \$10,000+ for Sponsor and \$50,000+ for Sustaining Sponsor. Peter 2nd and

called for discussion. In answer to the one question asked, the tiered scale will start effective immediately. Darrell called for the question, motion called and carried.

Communication/Outreach:

1. Membership General:

- a. The Foundation has 50 members listed, but they haven't heard from the Foundation since the 2007 ENR Conference. Getting the membership card. Completed would be an advantage for the renewals. Debby will contact Bryan Davis who was working on developing a card.

2. Newsletter:

- a. Get articles into Debby for the newsletter. Assignment due in two weeks:
 - President's Letter by Peter, mentioning the stimulus and how it is impacting field level personnel in the Corps.
 - Dave will contact George Tabb to do a feature article for the "Member Update".
 - Debby will do an update on the projects that have been funded.
 - Marilyn will provide a mini-version of this week's meetings minutes.

3. Website:

- a. Marilyn will be the filter for what is sent to Frank Star for the website.
- b. Put the article that was in the Engineer Update on the website and in the news letter.

4. Communications and Outreach Committee:

- a. Debby moved to create a Communications and Outreach Committee for the Foundation. Dave 2nd the motion. Motion called and carried.
- b. Debby suggested Mary Webster to chair the committee, with Kevin Ewbank, Frank Star, Keith Hyde, and Kathy Perales as potential members.
- c. Peter suggested the first task for the Committee would be to develop a policy for the Foundation concerning how they should represent themselves to the public, ensuring there is a differentiation between the Foundation and the US Army Corps of Engineers as an agency.

Status of Projects:

1. Debby reported Barren River Friends group's website was now up and running and able to recruit members and volunteers for the group.
2. Caesar Creek got stimulus to build the building (\$900k) in Phase I and they are currently working on Phase II project proposal for furnishings and supplies to be forwarded to the Foundation.
3. Rich Deline reported that he hasn't talked with Ken Wilk about Kansas City District Proposal. He noted Ken will contact Cobalt next year for grant money for this project. Rich said he will

contact Ken to get an update on the project, if Ken is getting any stimulus funding to print the water safety materials and then determine the next step for this proposal.

4. Darrell pointed out the Foundation should have some type of contract between the Foundation and the grantee, to include administrative costs for any grant \$100k and over.

5. Make sure the new project application has been posted on the website

Board Membership:

1. Suggested that the Roles and Responsibilities for Board Members be reviewed and updated as needed.

2. Darrell moved to ask Mr. Dan Troglin to be a board member. Dave 2nd the motion. Discussion provided some background about Mr. Troglin. Motion called and carried. Debby will invite Mr. Troglin.

3. The Board should also have a representative from a Friends Group (e.g. Caesar Creek, St. Louis Area, and Raystown Lake). Debby will ask Kevin Ewbank to use his list serve to send out a message to the NRM Community who they would recommend as a Friend's Group representative.

4. A private sector representative should also be included on the Board.

Board Member Liability Insurance:

1. The Liability Insurance kept for Board Members is \$1,600 per year. This item was tabled until a future date.

Executive Director Job Description:

1. Darrell provided a draft description which can be further modified by the Board. Of note:

- a. The description should be used as an attachment to the Employee Contract.
- b. The Director would start out about 20 hours per week, working their position into fulltime, depending on their fundraising.
- c. Salary discussed was \$50k for part time and \$100k for fulltime, with 30% of the salary being set aside for benefits.
- d. The Director will report to the President of the Board.
- e. The President with feedback from the Board to the Director and provide annual performance review for the Director.
- f. No geographical location to be considered.
- g. Will need office space.

Business Plan

1. Darrell provided a draft Business Plan. The Plan must address Revenue Generation. Once identified, the Board can articulate what the needs of the Foundation are to Major Donors. The Board believes the budget of \$200k will financially support a fulltime Executive Director and with only \$100k, a halftime Director.

2. Objectives for Organization:

Objectives	2009	2010	2011	2012
	1+ board members	2 new board members	Maintain 9 members	
	Additional revenue \$5,000	Additional revenue of \$25,000-\$50,000 dues, donations, grants & Admin fees.	Additional revenue \$200,000	
	Operation Plan written & finalized. (Chapter on Communications)	Executive Director Advertise & complete Job Description	Executive Director on Board Fulltime	
Communications (Communication / Outreach Committee will figure these things out.)	Website Functioning & Current. Internet visibility. Press Releases on Projects that have been funded & follow up on article. Put this follow up in the contract; Update the brochure and include a block "where did you hear about us".	Initiate reach out to at least one user group & one industry group. Write articles for magazine publications. (Outdoor Magazine; Workamper News; Good Sam Club, Thousand Trails, and other travel clubs)	Reach out to 5 more user groups & 5 more industry groups.	
		Apply for grants for Board Development.		
Alumni	+10	+30	+50	
Employee	+15	+100	+200	
Friend	+1	+4	+8	
Lifetime	+1	+?	+?	
Corporate	+10	+10	+10	
Honorary (Chief of Engineers, Congressional...)		1		
Memorial Fund		Announce at the ENR Conference		
Endowment Fund			\$100,000 by first of 2012, set up an Endowment Mgmt. Board.	
		Liability Policy		Participate in ENR Conference
Proposals for Foundation				

*In 2010 could provide total revenue of \$17,300.

3. Darrell moved for the Foundation Board to create a trust fund in which Memorial or Endowment contributions could be deposited in. Dave 2nd the motion. Motion called and carried.

4. Peter moves to postpone the summit until 2012, to begin work in 2011. Dave 2nd. Motion called and carried.
5. Darrell requested an ad be sent to Martin McDonald for the Bass Pro Catalogue.

Advisory Committee:

1. Darrell suggested the creation of the Development Advisory Committee to include Amy Mossett, Hal Sterns, Martin McDonald (from Bass Pro) and John Luzader. He further suggested that John be appointed as Chair of this committee. Other individuals suggested for membership to this committee were General Carl Strock (ret), potentially a Country Music industry star and Rick Klunn as a retired competitive bass fisherman.
2. The functions of this committee were outlined as:
 - Respond to issues raised by the CNREF Board.
 - Present issues to the Board.
 - Respond to our need for advice.
 - Provide diverse perspectives.
 - Connection for resources.
 - Connection to experience.
 - Respected.
 - Specific expertise.

Recruiting:

1. Recruiting is needed for the following:
 - Board Members – Debby will contact Dan Troglin for membership to the Board.
 - Executive Director
 - Advisory Committee
 - 5 Members, 2 from the Corps Foundation Board or close friends, 3 heavy hitters in related diverse areas and needed, add specialists for specific concerns.
2. Utilize the Environmental Natural Resources Conference in 2010 as an opportunity to speak at the Conference about the Foundation and membership to the Foundation. Further, the Board should have a booth to disseminate brochures, applications for projects and solicit and close the loop for new memberships,

The meeting was adjourned at 3:47 P.M. PDT.

Respectfully submitted, June 24, 2009
Marilyn K. Jones, Secretary

Revised and Approved for dissemination on July 28th, 2009
Peter Lewis