

ForeverGreen Trails Board Meeting
Tacoma Nature Center
Minutes for April 11, 2018

In Attendance: Chris Beale (President), Terry Reid (Vice President), George Walk (Treasurer), Alan Carter Mortimer (Secretary), Jane Moore (Executive Director), Heather Rawley (Program Coordinator), Bob Myrick, Shawn Phelps, excused Mary Dodsworth

Guests: Roxanne Miles – Pierce County Parks

President Chris Beale called the meeting to order at 12:00 pm.

Introductions

Review and Approve Minutes Terry moved to approve the March minutes, Bob seconded. The motion was approved unanimously.

Financial Update Executive Director Jane Moore reviewed the written report. Current balance (all funds) is \$18,579.79.

Executive Director Report The staff report was sent out by Jane and Heather on April 9, 2018

Reports & Discussion

Fundraising report-

Terry gave an update on fundraising planning. Introduced a book by Erik Hanberg titled the Little Book of Gold as a good source of information on fundraising for small non-profits. Fundraising should be a standing item for the board. Reviewed some of Kristina Walker's input on fundraising from the last board meeting. Discussion about using staff time for fundraising and whether it is the best use of limited resources. Can consume a lot of time for staff. Discussion on how to best split fundraising between staff and board. Can board members take on more of the fundraising through tabling events and participation at other events that might be an opportunity for fundraising. Also discussed direct board donations to the organization and how it is typical for most non-profits.

Some elements of FGT fundraising plan:

Beer social event in conjunction with Pierce County Trails Day. Occur on Mon July 30th or Tue July 31st. Held at The Hub - Harmon Brewery. Donated food for up to 80 people. Cost would be \$25 per head. Pitch event as after party at all Pierce County Trails Day events. Reminder that we should try and have a board member at all PCTD events. Also additional fund raising opportunity by having people sponsor tables at the event for \$100 per table. This is in addition to the \$25 per head donation. One item was to approach Harmon Brewery about producing a PCTD beer to be sold during the week or month with some of the proceeds going to FGT.

The overall fundraising goal is to reach \$20,000. We have a distribution list of 250 people that can be included in fundraising efforts.

Raffles were brought up as a method of fundraising and if less than \$5000 they do not have to be registered with

the state. One type of easy raffle is a 50/50 split where the organization and the winner split the proceeds of ticket sales. The advantage being that the raffle produces its own prize.

We also have \$2000 in grant money to pay for a fundraising consultant. It was suggested that Erik Hanberg would be a good choice as a consultant if available.

Fundraising letters will be sent to the advisory board and to the general public. Letters are substantially the same and will be available for review at the May board meeting.

Current fundraising includes bag refund donations from the Whole Foods in UP. When people bring their own bags they can get the money taken off their bill or have it donated to FGT. Runs for the quarter starting April 1.

UPS Student case study-

Consulting program that was a senior project for 3 students. Topic of focus is organizational sustainability based on history and future direction. Interviewed 7 out of 10 active board members. Made three broad recommendations for organization. Final report has been sent out to all board members. Report covers both strengths and weaknesses of the organization and revealed internal disagreement within the board about the goals and direction that the organization has embarked on in the last few years. Resolution of these differences was discussed but not resolved.

Notes-

Discussion on how to stay involved with ongoing trails projects in the county. Included idea of having government agencies present on projects. Also possibility of seeing about trails specific direction within the framework of the park lead meetings convened by Mary. Need to follow up with Mary on this since she was not at meeting. Roxanne brought up that some of these can be difficult for county government to make the time for. She suggested asking park directors what FGT could do for them that they are not capable of doing with their own staff. Suggestions include the trails conference as a venue for showcasing regional projects, securing funding for trail projects as a non-profit which opens funding sources not open to governments, generate advocacy, highlight the regional trails plan that has been in existence but is still not widely known.

Meeting adjourned at 1:30 pm