

**ForeverGreen Trails Board Meeting  
Tacoma Nature Center  
Minutes for June 13, 2018**

**In Attendance:** Terry Reid (Vice President), George Walk (Treasurer), Alan Carter Mortimer (Secretary), Jane Moore (Executive Director), Heather Rawley (Program Coordinator), Andrew Austin, Mary Dodsworth, Buzz Grant, Bob Myrick, Shawn Phelps, Roxanne Miles

Guests: Erik Hanberg

Vice President Terry Reid called the meeting to order at 12 pm.

**Introductions**

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

**Financial Update** Executive Director Jane Moore  
Full accounting emailed to Board 6/10/2018  
Sound Credit Union \$5325.66  
GTCTF \$16382.52

**Executive Director Report** Jane  
Full report emailed to Board on 6/10/2018  
Jane highlighted meeting with AT COI manager, meeting with TPCHD and Metro Parks Tacoma about park prescription program, attended D2D meeting with Heather, meeting with Jason Sullivan from Bonney Lake about certified trails community, finished fundraising appeal letters and sent to donor list and advisory board. ForeverGreen had submitted three grant applications to watershed councils. Puyallup WC rejected grant application. Waiting to hear on others.  
George and Terry completed Jane's annual review.  
Heather highlighted a meeting with Humane Society about a future partnerships and Pierce County Trails Day event. Trails and Ales had 46 people in attendance. The mayor of Puyallup did a nice review of trails in the city. Chip Jenkins with Mt Rainier was a no show.

**Reports & Discussion**

A motion was made at Jane's suggestion to alter her pay structure from hourly to salary. The salary will be \$1000 per month. Shawn moved to approve, Bob seconded and the motion passed unanimously.

A motion was made to increase Heather's hours from 20 to 30 per week at the same present rate of pay. Buzz moved to approve the motion, George seconded and the motion passed unanimously.

A motion was made to have Terry assume the role of President of the Board until the end of the year in light of Chris's resignation. Mary moved to approve the motion, Buzz seconded and the motion passed unanimously.

The position of Vice President of the Board is vacant with Terry becoming the President.

Based on the resignation of prior president and election of a new president, I move that ForeverGreen Trails

instruct Sound Credit Union to remove Chris Beale as an authorized signer on all ForeverGreen Trails accounts and replace him with Terry Reid. Jane Moore, Executive Director shall continue as an authorized signer on the accounts.

Either Terry Reid or Jane Moore may authorize funds to be withdrawn by checks, drafts, or debit given signed in the name of ForeverGreen Trails.

Each (Terry Reid and Jane Moore) is also authorized to draw and accept drafts and execute contracts and other agreements between the corporation and the credit union and to make, collect, discount, negotiate, endorse and assign, safe deposit box agreement, renewal and entry in the corporation name, all checks, drafts, notes and other paper payable to or by ForeverGreen Trails.

Terry Reid and Jane Moore are empowered on behalf of ForeverGreen Trails to execute credit union's signature card binding ForeverGreen Trails to the rules and regulations of credit union governing accounts and to any changes, modifications or additions thereto.

George Walk, Treasurer, shall be listed as a Limited Access Designee expressly authorized to request and receive information on the account. He shall not have authority to request or conduct transactions on the account or to execute any agreements on behalf of ForeverGreen Trails. George moved to approve the motion, Andrew seconded and the motion was passed unanimously.

## **Fundraising**

A total of \$650 has been pledged by 4 board members.

From Trails and Ales \$300 was raised through the raffle and a \$100 donation was received.

July 30<sup>th</sup> is the post Pierce County Trails Day event at the Hub in Tacoma. Two guests are invited. A special pint will be brewed in honor of PCTD and 25 cents per pint will be donated to ForeverGreen for a period of 2 weeks. \$250 food donation from the Hub.

## **Pierce County Trails Day**

Event is Sat July 28

After event is Mon July 30 at the Hub

17 events scheduled for the day. Lots of new partnerships. Green Puyallup Partnership looking at hosting event on Clarks Creek trail.

## **Local Trail News**

Tehaleh to Foothills Trail connection moving forward

City of Tacoma – awarded contract for Pipeline Trail work between downtown and 48<sup>th</sup> Street.

MetroParks – Pipeline Trail connection – 44<sup>th</sup> to 50<sup>th</sup> – will be paved.

Bridge in to Swan Creek Park on 44<sup>th</sup>.

Canyon Rd/512 survey work on Pipeline trail crossing

## **Fundraising presentation by Eric Hanberg**

Ways of fundraising

Ask for money, Events, Letters and email, Board giving, Sponsorship, Membership, Raffles, Grants – govt and

foundations, In Kind, Partnership event.

Mistake – trying to do everything on the list. Especially without support structure. What elements of the list apply to this organization?

Fundraising definition – people giving to people to help people. Organization needs to be best conduit for givers to help.

Fundraising – Agony of the ask

Identify Donor (Self-identification) --> Cultivation (various levels of cultivation) → Ask (email, coffee) Yes  
→ Stewardship (Thank you, autoreply, impact report) → feeds back to Cultivation

Some other fundraising mistakes – one big donor or ten bucks from everyone in Pierce County.

Circular diagram of engagement.

Staff at center → Board → Givers → Sporadic Givers → Know you and love you → (transition from fundraising to marketing) If they knew you they would love you → General Public

Get people one circle closer

Engagement pyramid – focus on keeping core audience. Each level from bottom to top has less number of donors but higher amounts per donor.

Role of board – Identify people in the sphere of the organization mission. Ambassador for organization. Who would love to be involved with the organization.

Cultivation of donors

Making ask should be from ED and Board President. Rehearse the ask.

Stewardship – sign thank you cards, calls to donors.

Planned or endowment gifts are a specialized form of giving. High value donors.

- Professional fundraising is about the next dollar
- Approach in a professional way – cultivation and stewardship
- Know where to reach them again

How to cultivate on limited time

- Integrate donors into what you are doing
- Be donor centric
- Newsletter to donor about activities and successes
- Board can bring more people into fundraising
- Ask vs. Sell – connect people to the mission

Terry adjourned the meeting at 2 pm.