

**Newport Bay Naturalists and Friends  
Approved Minutes  
Board of Directors Meeting  
Newport Beach Main Library  
May 15, 2008**

**1. Call to Order**

President Dennis Baker called the meeting to order at 6:30. Board members present: Dennis Baker, Carolyn Kraber, Matt Yurko, Blake Anderson, Peter Bryant, Larry McKinney, Don Krotee, Tom Mooers, and Rita Goldberg. Staff present: Roger Mallett, Donna Flower-Carroll

**2. Minutes**

The minutes of the March 20, 2008 were approved and filed by a motion by Yurko, seconded by McKenney and approved unanimously by the Board

**3. Accountant's Report**

Flower-Carroll reported that we have a positive fund balance. She reported that she circulated her written report to the board by email and asked us to refer to it for particular details. There was a brief discussion regarding the cash flow projection.

**4. Executive Director's Report**

a. Mallett reported that he has provided the board with a written report for the month, conveyed by email. Mallett was complimented on the format and content of his report. There was a brief discussion regarding the Restoration Team and the web tool.

b. Mallett requested authorization by the Board to move forward with hiring a full-time Programs Coordinator in accordance with the strategic plan. Rita McCoy is currently working part-time as Volunteer Coordinator. Jean Whittaker is currently working part-time as Program Coordinator. Mallett wants to achieve full time phone presence through this position. Interaction with the public often begins through inquires and requests for program reservations. Mallett said that McCoy will focus on the recruitment, training and coordination of the volunteers serving as naturalists. Mallett wants consistency and presence (in all senses of the word) during the week that only a full-time position can achieve. Mallett wants to promote high school programs, emphasize access to the programs by inner-city kids, and develop significant events for the young people of OC. Goldberg discussed the "chicken and egg problem" of needing money to build programs but you need solid programs to prompt contributors to provide funding to NBNF. (See item 4.c for more on the issue of funding)

Action: Goldberg moved, Mooers seconded and the board unanimously approved authorization for Mallett to recruit and hire a full-time Programs Coordinator.

c. The Board discussed the overall budget direction of NBNF and the impact of the slow down of the economy on giving. The Board discussed the limited actions taken by the Board regarding fund raising. There are a few corporate sponsors that consistently stand by NBNF and provide generous corporate membership contributions. But this could be transitory and we must look to other contributors to maintain a sustainable income stream.

### **5. Report on NBNF participation in the OCBC DC Trip and support for federal Upper Newport Bay Restoration Project Funding**

McKenney reported that he traveled to Washington DC with the Orange County Business Council in accordance with the authorization provided to him by the NBNF board at the April board meeting. The principal objective was to visit members of the OC delegation to promote federal funding for the UNB Restoration Project. Congressman Royce and Senator Feinstein will sponsor the appropriation of funds to the Corps of Engineers to continue the dredging project necessary to remove accumulated sediments within the Back Bay and restore its previous condition.

McKenney said that the trip also gave him an opportunity to establish and build a relationship with the 16 OCBC members and staff that were on the trip. This can be valuable for future support that NBNF may ask of the business leaders of OC.

Expenses for the trip (airfare, lodging and meals) were paid by RBF Engineers (\$1200), NBNF (\$800), and McKenney himself (\$425). The board thanked McKenney and RBF for their support of the trip and the time that McKenney devoted to the trip.

### **6 Consideration of NBNF participation in an OCBC Sacramento Advocacy Trip.**

Anderson had asked Baker to add this to tonight's agenda to consider authorizing the funds necessary to send an NBNF representative to Sacramento for advocacy purposes. Anderson reported that he looked into the purpose and activities of the trip and concluded that the trip would probably not advance the interests of NBNF sufficiently to justify the expense. No action was taken.

### **7. Conduits of Information**

Bryant provided some materials to the Board. They provide good public exposure to the NBNF. No action required.

### **8. Report of Research Committee**

Tabled until next month's board meeting.

## **9. Consider approval of support letter for AB 2537**

AB 2537 extends the exception that allows organizations like NBNF to provide volunteer labor for public works projects that deal with environmental and recreational improvements to public property. Baker requested authorization to sign and convey NBNF's support letter for AB 2537 to the OC delegation to the State Assembly and the bill's author the Honorable Warren Furutani.

Action: Moved by Yurko, seconded by Bryant and approved unanimously by the Board for Baker to send the AB 2537 support letter.

## **10. Defining and expanding the role of the NBNF board members**

Roger led a discussion of how the Board could improve its effectiveness in meeting Goal 4, Strategies A and C of the NBNF Strategic Plan.

Board development is a critical need right now to expand the knowledge and skills base of the board. Last month the board discussed adding members with a strong science basis. Two names have been suggested. One is a scientist working for SCCWRP and the second is a scientist working on watershed issues as a private consultant. They will be approached to determine their interest and suitability to serve as members of the NBNF board of directors. Three additional board members would provide a full complement of 15 directors. It was agreed that the remaining three board recruits should have a strong interest in social philanthropy, and time and energy to invest in major donor fundraising. Board members must be recruited with specific tasks in mind, and specific expectations regarding level of involvement.

Suitable candidates for the board could come from tourism, business or public relations. All of these areas could serve as a basis for improving the relevance, effectiveness and leadership.

Bryant suggested that community events, special tours, invitations to VIPs, guest speakers and other interesting events could be used to attract supporters and donors. People need a reason to notice, consider and act on supporting NBNF in a substantive and sustained way. They must see relevance in our mission and in our competency to complete it.

Mallett said that NBNF needs to have a more consistent and visible presence in the community... The board's support and participation in initiatives and events that promote the mission of NBNF helps. Three major events this summer/fall are being organized and/or co-sponsored by NBNF: the Plein Air Show, a BBSC major fund raiser, and the 40<sup>th</sup> anniversary celebration of Friends' Tours and the opening of Vista Point. He observed that as an organization NBNF had not done a good job of cultivating major individual and corporate donors/members. It was agreed that fundraising is a core board function. Staff can and should provide administrative and other support, but board

members must be willing to interact with donors and prospects to engage them in our cause.

Pursuing and supporting grants for NBNF and other stakeholders that provide money for projects in the Bay are critical to our mission. Funding is regularly going to others. That is good for the Bay. And, NBNF can certainly make an effective argument for those initiatives we have taken a primary interest and lead.

Mallett suggested that the Board divide fundraising efforts between two committees: Advocacy Committee and Fund Raising Committee. The former would focus on Government and Stakeholder Public Partnerships (grants, etc.) and the later on Individual and Corporate Giving (fundraising events, etc.) Keating, McKenney and Anderson volunteered to join and/or continue the Advocacy Committee with this additional focus. Goldberg, Mooers, McKenney, Bryant and Krotee agreed to join and/or continue the Fund Raising Committee with this refined focus. Keating will chair the Advocacy Committee and Goldberg will chair the Fund Raising Committee.

Mallett wants to bring funds to NBNF—not just find funding for others. Individual and corporate giving. Grants from corporations and government agencies. All of this is necessary to adequately fund the initiatives that have been identified in the strategic plan and in the objectives enumerated by Mallett in his Director's Report.

Discretionary funding decisions made by Sacramento, for instance, have been disappointing and frustrating. Recently state-wide funding priorities for Proposition 50 grant funds did NOT include Newport Bay while \$25 million went to San Diego County's IRWMP.

Baker reminded the Board of an annual \$500 give or get target for each member of the Board.

These issues will continue to be discussed at future board meetings.

## **11. Announcements**

Goldberg announced that the article appearing in the magazine *Location 3* on the upcoming Plein Air art auction is at the binder and publication/distribution is scheduled for this weekend, May 17-18. (Note: the NBNF Board authorized expenditure not to exceed \$1250 at its March 20 meeting to place a suitable ad in *Location 3* promoting the Plein Air event)

The Board Meeting was adjourned at 8:30 PM