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WES COMMUNITY

An independent non-profit dedicated to supporting outdoor education at Whiskeytown Environmental School

**Meeting Notes
 WES Community Board
 Monday, April 26th 2021, 6:00 to 7:30pm
 Via Zoom Web conference**

Present: Kathy Hill, Cassie Simons, Francesca Huntsman, Ellen Petrick, Melinda Kashuba, Gordon Flynn

according to email, also invited: Lori Martin (out of town)

Not Present: (all board members present) Tyler Compton, Nathan Fairchild, Eva Hecht, Tammy Reynolds, Sara Hoxie, Kim Stempion, Josh Hoines

Discussion

Action Items

Enjoy food/ Call to order/Make Introductions	6:04 – Introduction of board members and Gordon Flynn
Approve Minutes/Agenda additions and changes	Revise minutes from meeting March 2021 – date change to March and change language in NPS staff from interns to seasonal. Cassie motioned and Francesca seconded to approve last months minutes. Motion passed.
Gordon Flynn Report	<p>GoFourth consulting presentation on WES Forever feasibility study plan: Overview and Timeline, Survey (interview questionnaire) and one on one interviews.</p> <p>Overview: Will conduct interviews and surveys to generate feasibility of capital campaign. Identify groups of people for survey and for interview groups. Identify people/groups with highest capacity and highest inclination and then who are they locally- McConnell, 5 Rotary Clubs, Sierra pacific, Major Employers in Shasta County, the 2 hospitals. Identify endowments, grants, etc. Approximately send survey to 150 people – Goal is to get about 60 surveys back. Goal is to get about 30 interviews. A Task force will be developed and meet monthly to identify business goals. (We are the rock that sends ripples into the community).</p>

Board of Directors

Kathy Hill Melinda Kashuba, PhD
 Edward Meyer Cassandra Simons

WES Liaisons -

SCOE Liaison – Nathan Fairchild **WNRA Liaison** – Tyler Compton
Special Projects - David Huscher

	<p>Why do a feasibility study?- to determine the amount of dollars you can raise. 80% chance of raising x amount of dollars or this range of money. Put a number in an envelope and guess how much you think you can range (for fun)</p> <p>Case studies based show that showing how money specifically is being used are much more successful (like x amount of money for a cabin and could hut get</p> <p>40 minimum for FS but 60 total would be ideal- key influencers, current or potential major donors. 1 year too short – 5 years too long. 3-4-5 years test in survey.</p> <p>Task Force Huddle: Main question: Who do you know that we should know? – main question. People give to people.</p> <p>What are the other capital campaigns going on in area? Ducky Derby just finished, Simpson in centennial campaign, Children’s Legacy Center – thinks just completed their campaign , Melinda- city building a teen/senior center (Gordon will check in with Kerri Carancie to see status)</p> <p>Start with inverted funnel. Identify who should be on capital campaign task force, feasibility survey, and Feasibility interview.</p> <p>Gordon estimates 120 hours of work for him plus volunteer work. 15% is typical (6:1) ratio for money you have to put in to raise money. Gordon thinks possibly %5-%6 is possible.</p> <p>12-18 months. 6-8 months in silent phase. Raise %60-%70 or money before you go live in public. McConnell wants to be a finisher once you hit this threshold.</p> <p>Take 2-3 visits to get a gift. Get a gift from 25% of people. Gordon thinks we will get 1:3 gift givers. No harm done, can hit this folks up at the end of the campaign.</p> <p>Non-profs need to raise over 100% of needed monies for unintended costs (cost of labor,</p> <p>%70 of money raised by April-ish of 2021.</p> <p>Continue with other annual giving events (giving Tuesday). Make annual giving fundraising unrestricted only.</p> <p>Gordon – will send us the 7 points of philanthropy. Build from the ground up- silent large donors first and then giving gets smaller and the campaigns continues.</p>
WRNA Report	NA
Friends of Whiskeytown	NA

Treasurers Report	<p>Current Balance \$33,209.49</p> <p>Income: Facebook (2 birthdays- Kathy looking for contact info to send thank yous)</p> <p>Expenditures:</p> <p>Some notable topics: \$51/ year Little Green Light – donor management database quote, Melinda shared budget overview synopsis.</p> <p>Look for grants and foundations that are mystery .</p> <p>Ellen – Gordon has a deep level of trust and interpersonal skills. NPS was impressed with him has a lot of trust in him.</p> <p>Motion to adopt Gordon Flynn GoForth proposal for \$17,500 – maximum duration is 9 months – 2nd- Francesca. Motion passed. Melinda will contact Gordon for a final proposal and to clarify the \$2,000/day optional additional services after phase 5 completion for his services.</p>
On-going Business	
Status of NPS Partnership Agreement & Work Plan	Everyone Busy on Great American Outdoor Act – Nothing New
Capital Campaign	See above
Status: Lidar data to Nichols, Melburg & Rossetto	Kathy created a share google drive for Dan Scallon and the Shasta College student intern for Lidar info. Shared with Nate Fairchild from SCOE.
Advisory: Communications Protocol Meeting Feb 26, 2021	

Status: East Redding Rotary presentation May 12	
New Business	
Election of Secretary/Historian	
Draft budget 2021	
Spring small-group guided tours of WES site	Rotary – Clarification on Brian Rasmussen’s role during the rotary talks May 12 th at WES.
Board FYI	<p>WES Community.org; we still own the domain, needs make over and make more visible online. About \$4,199 Alissa Engstrom proposal from Truiux. Includes major web site overhaul, creation of online merchandise store, donate button for web site, link WES community-. Motion to accept Alissa’s offer- Cassie, Motion 2nd- Francesca. Motion approved.</p> <p>Bonfire.com – t-shirt website that friends like</p> <p>Little green light – motion to spend if under \$100. Motion 2nd- Francesca. oiiq</p> <p>Hire book keeper for next meeting – Kathy (Tammy’s husband may be interested?)</p>
Meeting Adjourned	Adjourned at 7:57:pm
note taker	respectfully, Cassie Simons

Next meeting 6:00pm May 24th, 2021 via zoom