

North Cascades Audubon Society Board of Directors Meeting Minutes

Whatcom Land Trust Office 412 N. Commercial St., Bellingham

October 7, 2019 7:00-8:30 pm

Board Members Present: Jamie Huson, Paul Woodcock, Pam Borso, Kirsten Anderson, Deborah Kaye, Chris Brewer and Robert Kaye.

1. **Additions to the Agenda** - Strategy regarding Facebook boosts and membership brochure review.
2. **Approval September Minutes** - Approved
3. **Treasurer's Report** - The Board voiced an interest in determining if we are getting more donations with our new website than we did in the past. Jamie will contact Owen regarding setting up a query in Little Green Light (LGL).
4. **Communications**
 - a. Nicole has agreed to be the Web Content Manager. Board members are to email copy ready content to Nicole (and Kirsten) with a timeline of when to post. Jamie will work on recruiting a volunteer or intern from Western Washington University to help NCAS with copy editing and social media.
 - b. Newsletter items are due October 15 to Kirsten, Lynne and Alison.
 - c. Reservation has been successfully made for Pearrygin Lake Campout May 28-31, 2020.
 - d. All Board members and NCAS volunteers leading birding field trips, giving educational presentations and conducting any other community outreach are asked to encourage the public to continue to send letters to the Bellingham Mayor and City Council in support of the City purchasing and protecting the land adjacent to the Post Point Heron colony.
5. **New Business**
 - a. Report on Audubon Council of Washington (ACOW) - Six Board members represented NCAS at ACOW. Notable presentations at the meeting included working with industry and agencies to address the needs of birds in renewable energy projects across the state and an overview of Audubon's Campus Chapter program.
 - b. New Audubon "Climate Change Impact on Birds" Rollout on October 10 - Pam and Steven will act as our two spokespeople for the report. Kirsten will send out communications and Nicole or Steven will post links to the information on our website. The Board will discuss any additional actions needed at the November Board meeting.
 - c. Planning for Holiday Party - Nicole will help with decorations and Pam's Irish band will provide music. Eight people are needed at the YWCA at 5 pm for set up. Pam will contact a new NCAS member who has expressed an interest in sharing his knowledge of the birds of India and Asia to see if he would be willing to present at the holiday party.
 - d. Facebook Boosts - The cost to boost a post on Facebook is approximately \$1 per day. Kirsten will talk to Steven about boosting our membership meetings and the Education Committee will discuss which events they would like to boost.
 - e. Membership Brochure - The Board reviewed our membership brochure to see if any changes are needed with regard to subscription levels and payment options. Since additional brochures were recently printed, the Board agreed to revisit this issue before the next membership brochure order is placed.
6. **Old Business**
 - a. New Board Member Orientation - Jamie will share our new board member materials with prospective Board members as needed.
 - b. Website Clean-up Tasks - Board members should email updates to Nicole. Board members should refer to the Webpage Cleanup Task Google document for assignments.
 - c. Followup Items from September Meeting:
 - i. Audubon at the Museum in the Newsletter - Pam will send information to Kirsten.
 - ii. Article on Education Activities at the Libraries - Pam will send information to Kirsten
 - iii. Integration of Mailchimp with LGL - Kirsten will follow up with Owen and Steven.
 - d. Any Other LGL Issues - Tutorials for Board members outlining the individual steps to perform basic LGL database tasks are needed.
 - e. Plan for Soliciting Memberships from National Audubon Members Who Reside in Whatcom County But Are Not Current NCAS Members - The Board recognized the need to draft language to solicit memberships which includes a list of our accomplishments and ways chapter member donations support NCAS's work in the community.
 - f. Community Grants - The Board will discuss community grants at the November meeting.
 - g. Dark Skies Initiative - Pam is waiting for a response from Laura Weiss.
 - h. Service Project Proposal Update - Chris reported that the Friends of the Deming Library have expressed their support for a bird stewardship service project at the library. The Deming Library Board will discuss the proposal at their meeting on October 22.
 - i. Smart Trips Birding Field Trips Update - Paul plans to organize a field trip in the spring.

Due to time constraints, the Board was unable to review the Board Plan

Adjourn- Next Meetings: November 4, 2019, 7-9 pm, Whatcom Land Trust Office, 412 N. Commercial St., Bellingham

Board Plan for 2019

After reviewing the above list of areas to focus on in the next three to five years, the Board chose the following initiatives to focus on in the next 12 months

1. Look internally to understand capabilities before adding initiatives
 - a. What do we have to do to function effectively?
 - b. What do we need to function effectively?
 - c. How do we do it?
2. Build, engage, diversify membership and volunteers
 - a. Build, engage, diversify membership, non-members and community
 - b. Stronger volunteer base (recruit, engage, diversify)
3. Technology
 - a. New Database
 - b. New Webpage
4. Have a story for what NCAS is. Leads to theme for a year
5. Ongoing evaluation of progress on initiatives

How do we move ahead with areas of focus?

1. Look internally to understand capabilities before adding initiatives
 - Technology: by the March Board meeting, each committee is asked to give input to the Membership Committee on needs and nice haves for a new membership database. Jamie and/or Steven will send a link to committee chairs for the software under consideration for purchase.
 - Develop plan at April Board meeting
2. Build, engage, diversify membership and volunteers
 - Develop plan at April Board meeting
3. Have a story (theme) for NCAS
 - By April/May Board meetings: distill what NCAS does or is about to a short statement we always share with the community on field trips, at programs, and during membership meetings, etc. Each committee should tell the Board what story your members consistently try to tell and what is important
4. Ongoing evaluation of progress on initiatives

The Board also agreed that we should publicize what we are doing in our newsletter!

Upcoming Presentations, Programs & Events

Membership Meeting Presentations

Oct. 22: Amphibians of the Northwest – Vicki Jackson
Nov. 26: Sagebrush Songbird Survey – Christie Norman
Feb. 25, 2020: Insects in Decline, Implications - Merrill Peterson
March 24: Program on plastics, recycling and impact on birds
April 28, 2019: Mountain Goat Translocation, Update - David Wallin

Educational Programs

Oct. 26: Marine Birds of the Salish Sea, South Whatcom Library, 10:30 am to 12:30 pm - Pam Borso
Nov. 23: Native Plants and Birds, South Whatcom Library, 10:30 am to 12:30 pm - Pam Borso
Date TBD: Eagles Here and Around the Globe, Bellingham Library - Chris Brewer
Jan. 18: Bird Smarts: Surviving Winter in Whatcom County, Everson Library, 2 pm - Chris Brewer
Jan. 25: Bird Smarts: Surviving Winter in Whatcom County, Ferndale Library 2 pm - Chris Brewer
Feb. 8: All About the Hummingbird, Deming Library, 2 pm - Chris Brewer
Feb 22: Native Plants and Birds: Creating a Bird-Friendly Backyard, Lynden Library, 2 pm - Pam Borso
Feb 29: Eagles Here and Around the Globe, South Whatcom Library, 3 pm - Chris Brewer
March 7: All About the Hummingbird, Lynden Library, 2 pm - Chris Brewer
March 28: Introduction to Birding, Deming Library, 2 to 4 pm, Pam Borso
April 11: All About the Hummingbird, Ferndale Library, 2 pm, Chris Brewer
April 25: All About the Hummingbird, South Whatcom Library, 3 pm - Chris Brewer
May 9: All About the Hummingbird, Everson Library, 2 pm, Chris Brewer
May 23: Introduction to Birding, South Whatcom Library, 2 to 4 pm, Pam Borso

Special Events

Dec. 9: NCAS Holiday Party - YWCA

Dec. 15: Christmas Bird Count and Potluck - YWCA