

## Northland Arboretum Board Meeting Minutes 2/2/2023

**Attendance:** Dan Lee (via Zoom), Jake Spandl (via Zoom), Peggy Stebbins, Rick Meyer, Bryan Pike, Darryl Olson (City of Baxter Liaison, ex-officio), Kara Terry (City of Brainerd Liaison, ex-officio), Chris Schucker, Lori Scharenbroich, Candice Zimmerman, Executive Director (ex-officio)

**Absent:** Judy Morgan

**Called to order:** 5:15 p.m. by Dan Lee

### Secretary Report (Motion to approve)

- Meeting Minutes of December 1<sup>st</sup>, 2022
  - Dan Lee commented that he would like to refer to parties that that are not voting members knows who they represent. This will happen going forward.
  - **Bryan Pike motioned approve, Rick Meyer seconded.**
  - **No further discussion**
  - **Motion carries 7-0**

### Financial Report

- **FY 2023 Financials (December 2022) (Motion to approve)**
  - Monthly Profit & Loss
    - Jake Spandl discussed the variances in the income, positive to budget and negative to budget. We are delayed about one month in our City of Brainerd funds, but no issues there. Membership dues are up. Give the Max is the primary source for the increase in donation income.
    - Bryan Pike inquired about the school year rental income (roughly \$9K). Candice Zimmerman said we haven't received yet but will inquire. No changes in event revenue (first event of the year was in January, not reflected yet) Expenses are steady. New expense is the new camera and technology. Above budget by roughly \$30K.
  - YTD Balance Sheet
    - Jake Spandl gave the report. We have roughly \$11K more than budgeted, primarily due to Give to the Max Day success. Candice commented that with the match, we raised over \$20K in that event.
    - Bryan Pike asked about the Interest Income YTD. He remarked that the \$4K amount seemed high, given the current climate. Jake clarified that the interest income is from the Employee Retention Credit, money was earned while we waited.
    - Bryan Pike asked if the Executive Committee has investigated short-term CDs to make a little money on that cash while rates are so good. Candice Zimmerman commented that the EB did discuss. Jake replied that we did

discuss and analyze where money could be moved around between accounts. We did not do this at this time because of the administrative headache of moving that money around and having access to the funds quickly, if needed.

- The Board is going to adopt a financial policy that states that we will keep the checking account at \$75K. To keep that balance, we will transfer money back and forth between the money market.
- Bryan asked what the Money Market rate is at this time. Jake remarked that he was unsure, but not very high.
- Dan Lee stated that we will take Bryan's feedback to our next Executive Committee meeting and discuss next steps to possibly earn more on that money.
- Checking Summary
  - No report
- Lori Scharenbroich motioned to approve the financials; Peggy Stebbins seconded.
- Motion approved 7-0
- Dan gave kudos to Candice for her dedication to creating new revenue sources and increasing those we have. The Board is grateful for the energy and enthusiasm with which she has taken this on.
  - FY2022 Financial Compilation prepared by B. Johnson & Associates
    - Chris Ford, from B. Johnson & Associates could not make it to this meeting but may be able to attend a future meeting.
    - Candice spoke with Chris on the phone and his only feedback to them was the categorization of Designated vs Undesignated funds and how they are coded. Candice gave further examples of how this will be implemented.
    - Dan asked that we push this discussed to a meeting where Chris Ford from B. Johnson & Associates can attend.

#### Liaison Report

- City of Brainerd – Kara Terry
  - Kara Terry, City Council member of Brainerd, introduced herself. She is a member and a fan of the Arb and what we are doing here.
  - Dan thanked Kara for attending and is optimistic in our partnership moving forward.

#### Director Report

- Grant Update
  - Candice reported that she and Jennifer Lee, President of the Crow Wing Master Gardeners, are hard at work in “grant season” through March 1. Working on proposals ranging from \$500-\$100,000. Some relate to G101. Did receive a \$1,000 grant (notified today) that will go towards our interpretive sign project. Will supplement individual donations and money

from St. Joseph's-Essentia to complete the project. Other are focused on smaller programs (gardening) and others are larger and go to the Strategic Plan goal of better signage and trail use. The \$1,000 grant does need to be spent by June, so will be used first.

- Save the Dates
  - Candice included a calendar of dates and events for the Board to be aware of upcoming events:
    - Cocktails for a Cause is up first. We are the first recipients of their first time back – they have not done since COVID. Will be held at Baia Della. Arboretum will get all of the funds.
    - Candice thanked Bryan Pike for his leadership in leading the SOLD OUT Full Moon Snow Shoe Hikes.
    - Candice announced the “Better Together” Members Only meeting for members to come socialize and be able to have contact with leadership, answer questions, etc.
    - Dan asked Candice to report on Pints for a Purpose. Candice reported that 279 pints were sold (which is about double from last year) Mike’s Tree Company matched that amount. Almost \$1,500 was donated at the event!
    - Bryan Pike loves the new look of posters and just asked that we be sure to make sure all event details are included.

#### Committee Reports

- Education Committee Report
  - Jane Stevens, Master Naturalists is leading. We’ve launched Spring Break Nature Camp and we are planning Summer Nature Camp at this time, too.
  - Dan reported that Master Gardeners might want to coordinate with Marketing to coordinate the look of materials and make sure all is branded similarly.
- Grounds Committee Report
  - Bryan Pike reported that a meeting was held just this week. Don’t typically meet in the Winter, but they are working on the path refurbishment and starting to plan for that now. Team is communicating via email with ideas for a safe trail that would look good and function for all types of walkers. Dan remarked that they’ve reached out to a Master Gardener that works for Backyard Creations who is excited to help advise and design with the Arb. Bryan said they are also considering the waterfall in the Memorial Garden as a second project for the year.
- Events and Marketing Committee Report
  - Peggy Stebbins reported on Events. The first Women’s Wellness event was help and a success! Over 100 women, 20 vendors, and rooms full of speakers. Made \$2,300. Received \$1000 from Community Foundation to help. Arbor Day is April 29, 2023. Back-up plans in case of rain are being made. Saturday, June 17 will be Firefly Festival. We hired a band, Mason-

Dixon Line to headline. Tuesday, July 25 will be a Business After Hours. Flowers After Hours. Chris Schucker asked if feedback forms were sent. Peggy remarked that we did not. Candice is creating a SurveyMonkey to pre-registered attendees.

- Lori Scharenbroich reported on Marketing. Lori discussed the collaborative effort between Arboretum Staff in creating event materials, adding them to the website, creative Events on Facebook, etc. This process is working really well and we are seeing an increase in ticket purchases. Peggy and Lori collaborate on the bigger events for Press Releases, getting Lakeland Public television coverage, etc. Dan asked about how events get on Visit Brainerd. Peggy responded that they and the Chamber are informed to ask to have events added. Bryan asked about what happens when someone is onsite. Candice discussed how they've been training volunteers and onsite staff on how to just register them onsite.
- Fundraising Committee Report
  - Chris Schucker reported on the Board Challenge. We are at about \$6K of our \$10K goal. Dan Lee discussed the contacts he's made and the more personal relationships with one of our best donors. Chris said he is still waiting on responses from Board members. Dan added that a meeting was held in the last month. Scheduling was an issue but have started drafting text for the website for donors.
- Strategic Planning Committee Report
  - Candice provided the update that she gave to the Executive Board in December. Strategic plan update will be posted online.
    - Whiskey Creek project. Darryl Olson, City of Baxter Mayor, remarked that the City of Baxter is doing water quality testing and Rick Meyer asked if we can share data and document any changes over time. Darryl also reported on the challenges the City of Baxter has faced in dealing with the contamination and its mitigation.

## Old Business

- Board Recruitment
  - Candice reported on some of her efforts to meeting with community members who are interested in coming aboard.
    - Review applications
    - Dan Lee discussed that the Executive Board reviewed his application and informally voted to bring his application forward to the full board for review and vote.
    - Bryan voiced his approval and support for Ben's nomination. Dan asked Lori and Chris Schucker for their review of Ben. Both gave glowing reviews of him, his family, and for who he is becoming in the community.

- Lori motioned to approve his nomination to the board, Bryan Pike seconded.
- Motion approved 7-0.
- Dan asked Candice to reach out to Ben and let him know the results.

Comments and Announcements:

Darryl Olson, Mayor of City of Baxter, wondered if we would be at all able to track if adding the sign has led to an increased membership/Awareness.

Next meeting is March 30, 2023.

Meeting Adjourned: Dan adjourned the meeting at 6:33 p.m.