

Northland Arboretum Board Meeting 12/1/2022 Minutes

Attendance: In-Person: Lori Scharenbroich, Chris Schucker, Bryan Pike, Rick Meyer, Candice Zimmermann; Online: Dan Lee, Judy Morgan, Jake Spandl

Absent: Peggy Stebbins, Darryl Olson, Tad Erickson

Audience:

Called to order: Dan Lee called meeting to order at 5:17 p.m.

Reports:

Secretary Report

- Meeting Minutes of September 29th, 2022
 - Bryan Pike motioned to approve the minutes
 - Rick Meyer seconded
 - No discussion
 - Motion carried 7-0
- Meeting Minutes of November 1st, 2022
 - Judy Morgan motioned to approve the minutes
 - Jake seconded
 - No further discussion
 - Motion carried 7-0

Financial Reports (October 2022)

- Monthly Profit & Loss
 - Jake led discussion. First month of the new fiscal year and not a great deal to report. City of Brainerd funds were budgeted to be received in October but were received in November instead. Haunted Trail and Trunk or treat were significantly more funds raised than we anticipated which is amazing. Overall net income is \$62K, a bit above budget.
- YTD Balance Sheet
 - Jake led discussion. No significant line items to discuss as different from the previous year. Dan brought up that we have a large amount sitting in our checking account and that the Exec Council discussed different financial options for moving money around. Jake was able to discuss with Bremer Bank our two money market accounts. At the time opened, they had better rates (different rates). He did move some money around so that all funds are in the highest interest rate account so that we may earn more money on our money. Will have recommendation on how/where to move money to best optimize or restrict how funds are used. Discussed Haunted trail revenue and expenses. Netted \$67K in funds for the Arb. Costs roughly \$8k to put the event on (which does include one pay period of staff time to support the event). There are more staff hours that can be counted and likely will be in the future.

- Checking Summary
 - No report.
- Rick Meyer motioned to approve financial reports
- Bryan Pike seconded
- No additional discussion
- Motion carried 7-0.

Director Report

- Fundraising Update
 - No discussion at this time. Will come during Fundraising Committee report, later.
- City of Brainerd Presentation
 - Candice gave an update. Her presentation to the city is scheduled for Monday, December 5. Candice gave the Board a preview of the dashboard that will be shown to them. Highlights the big wins for Fiscal Year 2022: large increase in membership to 1,400, dues are increasing in January (projecting revenue increase and retention); facility rental increase (and a rate increase for 2023 should contribute to further increases); will highlight City of Brainerd as 18% of our revenue (23% in previous year) to show that we are becoming less dependent on the City and are focused on becoming self-sufficient, but still need their assistance to get there. Will end by showing Community Impact on, specific highlights that include City of Brainerd.
 - Dan and Judy want to ensure that the City understands that we are making strides forward to become more financially independent and hope that they can still help us and provide that funding to help us bridge that time as we strengthen our finances.
 - Chris asked if we could show potential revenue projections moving forward and perhaps be able to see where the gaps are.
 - Candice has suggested meeting with Board members one-on-one to discuss projections, too, as there are two new members on the council who may not have history and understanding of where we were and where we are.
 - City has not indicated who new liaison is. Likely will be appointed in January 2023.
- Grant Update
 - Candice reported that “No Child Left Inside” grant was submitted today. Asked for \$13K.
 - Another opportunity in February through Soil and Water. Looking for help with maintenance for Monet Pond that may work in conjunction with a grant that is out with another organization.

Education Committee Report

- Jane Stevens is now the lead. Just reported that they are focused on “No Break from Nature Camp” which is coming up during the last week of December.
- Snowshoe lessons are coming soon.

Grounds Committee Report

- Bryan summarized his submitted report. Report is included in Board packet. They are making plans for maintenance and upkeep of several projects from 2022. Do need volunteers for help. Rain garden will need a massive overhaul. There are some hazards that need priority attention in the Spring 2023. Dan commented that he understands how hard it is to get volunteers and wants to make sure that we don't overcommit on volunteer hours and burn out volunteers.

Events & Marketing Committee Report

- Peggy not in attendance and we do not have a report. Candice gave the report. Focusing on Women's Wellness Expo for Thursday, January 26 in the evening. Will have vendors, speakers, food. Goal is 125 for people to come. Will charge \$5 for entry. CRMC has committed to sponsorship. In planning mode at this time and meeting again in 2 weeks.

Fundraising Committee Report

- Judy reported that this is a new committee that has not yet met yet. Chris took over discussion and reported that he emailed the Board to begin accountability to meet the challenge from Brainerd boosters to get the \$10K match. He will be reaching out individually, too.
- Judy asked Candice to highlight Give to the Max day. This was far and away the most successful effort in years. Raised almost \$22K. Had 2 matches and all it took was to a simple ask to see if they will designate their amounts for a match and they were happy to do it. Really was a positive experience in how we can work with potential donors in the future. Really proud of the Board effort that was put into it, too.

Strategic Planning Committee Report

- Dan's report is that we discussed in Executive Committee. We have asked Candice to give an update and make suggestions on where updates need to be.
- Bryan asked a question specific to something that is on the plan. Will discuss with Candice offline.

Old Business

- Dan reported that there is no old business.

New Business

- Conflict of Interest Policy
 - Discussed at Exec Council Meeting that we need to spend some time at the next Board meeting ensuring that any conflicts are made transparent through our Board minutes.
- Board Recruitment Update
 - Dan led discussion. We need more Board members, especially those in different areas of the community that we aren't in. Need to make a significant effort in certain areas: people involved in the school (help with Education efforts), Banking, Health Care. Nominating Committee needs assistance with this process.

Asking that the Board members create a recruiting list: each of us come up with 5 names of individuals or organizations that could be a good fit for us so that we can start contacting them to see if there is interest.

- Judy asked for a timeline. Dan responded that members send Judy (as Chair of Nominating Committee) to start compiling the list. Within the next two weeks.
 - Brainstormed categorized
 - Construction field – could be beneficial for upcoming capital builds/building construction
 - Landscaping business – could be a very natural fit for what we do
 - Brainerd school – could be helpful in guiding us on how to involved the schools and kids in our Education goals and
 - Doctor/NP to help with mental health/physical fitness goals and initiatives
 - Higher education- could be a great source of Volunteers
 - Tourism – to help with understanding how to best get in front our audience

Comments and Announcements

- None at this time

Meeting Adjourned: Dan Lee adjourned at 6:20 p.m.