

Northland Arboretum Board Meeting 9/29/2022

Attendance: Candice Zimmerman, Bryan Pike, Rick Meyer, Jana Froemming, Lori Scharenbroich, Dan Lee, Jake Spandl, Darrell Olsen

Audience: Chris Schucker, board candidate

Absent: Peggy Stebbins, Judy Morgan, Tad Erickson

Called to order: Called to order by Bryan Pike at 5:16 p.m.

Agenda:

New Business

- Nominations for Officer Positions
 - Nominating committee (Judy, Peggy, Candice, Jake, and Rick) have nominated the following slate of candidates for next year:
 - President: Dan Lee
 - VP: Judy Morgan
 - Treasure: Jake Spandl
 - Secretary: Lori Scharenbroich
 - Past President: Bryan Pike

This slate will be shared at the Annual Meeting and then voted on by the Board at the Board Meeting after the Annual. Dan clarified some procedural issues that will be taken care of at the Annual Meeting.

- Appointment of Chris Schucker to Board of Directors
 - Bryan welcomed Chris to the meeting and made general positive comments on his application.
 - Chris took the floor to introduce himself and discuss why he would like to be part of this Board.
 - Dan Lee motioned to nominate Chris to the Board for immediate appointment and then add to the slate for approval at the Annual Meeting in October.
 - Lori Scharenbroich second
 - No discussion
 - **Motion approved 7-0.**

Secretary Report

Dan Lee motioned to approve previous meeting minutes, Lori Scharenbroich seconded. Motioned approved 7-0.

Financial Report

- August 2022 Financials (Consent Agenda – Motion)
 - Monthly Profit & Loss
 - YTD Balance Sheet – Overall cash on hand is roughly \$230K, down \$20K from prior year; Jake mentioned the addition of the Employee Retention Credit in amount of \$106K that we should receive in the next 2-3 months. Overall Liabilities have not changed significantly.
 - Checking Summary

- FY2021 Compilation – Vs Budget: Education revenue up roughly \$8K, Retail Sales also up \$9K, Grants are down \$13K, Membership dues up \$10K, Donations up \$25K, city of Brainerd Income down \$25K (receiving amounts on a different schedule from City), Rental Income up \$45K, Event revenue slightly down \$5K (mostly to do with timing of collection). Overall Gross profit up \$55K. Expenses, didn't initially budget for Firefly and Arbor expenses, however, those events paid for themselves and made money, overall administration expenses were only over \$6K, Repairs and Maintenance is high because there is an offset from the Grant that we had to account for. Net Ordinary expenses shows us ahead by about \$10K, and Overall to budget we are right on where we expected to be.
- Form 990 is complete
 - Will post a link to public inspection copy from Guidestar from our website. Notify Jake when it is available to ensure the correct copy is published.
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Jana motioned to approve monthly financial statements, Dan Lee seconded. No discussion. Motion passes 7-0.

- FY2023 Projected Budget
 - Candice presented the 2022-2023 budget.
 - Investing more in employees (new hires, different job responsibilities) The tax credit that was discussed under Financials will offset the projected reduction in Net Income.
 - Discussion about certain items (Membership Dues going up next year, wages going up in Spring 2023)

Dan Lee motioned to accept the FY2023 Projected Budget, Rick Meyer seconded. No discussion. Motion approved 7-0.

Director Update

- Save the Dates
 - Haunted Trail coming up. Volunteer recruitment is going well. Tickets available
 - Annual Meeting – Cocktails and appetizers available. State of the Arb will be given, Karl Samp will discuss giving and a giving presentation will be included
- Strategy Session Update
 - Bryan, Judy, Lori, Candice met with True North Strategy. Outcomes from the discussion included:
 - Focus on long-term, sustainable, giving program is needed
 - Other low-hanging fruit items that can increase revenue should be done
 - Candice shared a graphic of Northland Arboretum Fundraising Strategies with the Board and will share this graphic during the Annual Meeting.
 - Breakdown is Internal Operations, Leadership Development, Partners, and Gifts
- Staffing/Hiring Update
 - Hired a Volunteer and Office Coordinator, started on Monday

Old Business

- Status Update from City of Brainerd, Tad Erickson
 - Tad was not present at the meeting
 - Tad does continue to be our liaison, but we will need a new liaison for the Fall as Tad will no longer be on City Council after Fall elections. City has been made aware that we will need a new liaison.
 - Board discussed our hopes for a good relationship with the City and Board of Directors and Board Members

Committee Updates

- Grounds Committee (Bryan Pike)
 - No meeting this week. Meet every three months and planning for a meeting next week
- Events Committee (Peggy Stebbins)
 - Peggy gave report for Candice to share. Firefly Festival – we made \$3K. Great for the first time. 120 in attendance, Jack Pine and The Shante donated quite a bit.
 - Haunted trail update given earlier
 - Planning a Women’s Wellness Expo in January – we received a \$1,000 grant to offset cost. More to come on that.
- Marketing Committee (Lori Scharenbroich)
 - Partner Organization, and Business Meeting fees did not go up. Modest increases of \$25 per level on Graduations, Events, etc. Major changes to Weddings & Receptions. Made a bigger difference in Member vs Nonmember to help drive membership and value in being a member on event rentals. For levels, most see an increase in \$500 for members and between \$400-\$900 for Non-Members.

Dan Lee motioned to approve all the Event price increases, Jana Froemming seconded. No discussion. **Motion passed 7-0.**

Candice discussed changes to Membership and Business Levels. Drastic overhaul to increase benefits to members and increased value to both individuals and businesses. Dan talked about how he really thinks this is well-thought out structure. Modest increases for individuals and a change in how we talk with local businesses. Chris asked about the average length of membership. Candice responded that because we’ve not had a CRM that could appropriately manage it. Chris suggested that this might also be a great time to do a 5-year membership to renew at this time (like 10% off for 5 years). We will also be moving to an auto-renew strategy, too which should help with retention. Dan would like us to approve this set of levels now and then add on after the annual meeting to discuss discounts or what long-term campaign or discounts could look like. Rick also asked us to think about how the Donor Management system, and what does it look like from an accounting perspective. Bryan asked us to consider a 3-Year and 5-Year discount.

Dan Lee makes a motion to approve the increases as presented, effective October 1, 2022. Jake Spandl seconded. No additional discussion. **Motion approved 7-0.**

- Lifelong Learning Committee (Judy Morgan)
 - Judy is absent and did not have a report.
- Trails and Fitness Committee (Candice Zimmermann)
 - Candice stated nothing to report.

- Member Experience Committee (Dan Lee)
 - Dan said nothing to report at this time. Candice mentioned that she wants this committee to be involved in rollout of membership level. Chris is volun-told that he is joining this committee.

Meeting Adjourned; Bryan adjourned the meeting at 6:44 p.m.

Minutes recorded by Lori Scharenbroich and reviewed by