

Friends of Kawartha Conservation
Minutes of Meeting of
Tuesday, February 12, 2008

Present:

Bob Allen
Todd Allen
Kim Denison

Margot Fawcett
Ron Fevang

Larry O'Connor (KRCA
appointee)
Ellen Woodward

Staff:

Brent Kulba
Wanda Stephen
Kristie Virgoe

Regrets:

Barb Elliot
Bob Pool
Donna Villemaire (KRCA appointee)

Bob Allen chaired the meeting. It opened at 6:00 p.m. Bob welcomed everyone and asked that they introduce themselves.

Adoption of the Agenda

Res. #9/08

Moved by: Margot Fawcett
Seconded by: Ron Fevang

CARRIED

Declaration of Pecuniary Interest

None declared.

Adoption of Minutes of January 29, 2008

Res. #10/08

Moved by: Ellen Woodward
Seconded by: Kimberly Denison

Bob asked that a draft of the minutes be circulated to Board members before the next meeting.

Correspondence

None declared.

Financial updated

There is approximately \$1,000 in the bank, plus an anticipated \$665 GIC.

Interim purchasing policy

Bob and Wanda will work on a purchasing plan/process using KRCA policy as a guideline. A draft will be sent out prior to the next meeting.

Establishment of subcommittees

Committees are established within the by-laws, which cannot be changed without a members meeting; however, their terms of reference can be changed.

Todd suggested that the Board should set priorities and then see how they can be applied to the committees.

Constitution/policy/by-law

Need to find articles of incorporation.

Need to explore insurance for the Board. Larry will check "Volunteer Canada" for insurance deals.

Presentation by Kristie Virgoe regarding grants and programs

Description of KRCA 2008 stewardship programs.

Grant applications have been submitted (by Friends) for the following:

- EcoAction, \$80,352, 2-years, demonstration sites
- EverGreen, \$10,000, 1-year, WalMart
- CFWIP, \$6,000, 1-year, through MNR

Descriptions of various stewardship projects.

Fundraising

Margot suggest that Board should identify projects that will need fundraising.

Some suggestions from Kristie:

- Shoreline clean-up
- Tree planting
- Interpretive trail tour system

Bob said he could get a canoe donation that could be raffled. The canoe could be taken to different locations, such as the college and mall, where tickets could be sold.

Bob said he could explore the donation of green technologies from the Rockefeller Foundation for conservation areas.

Discussion of “blue sky” event

Bob suggested taking an afternoon to have a “blue sky”/brainstorming session to explore ideas for Friends.

Suggestions and thoughts of Board

Bob asked if Friends could play an informative/advisory role with councilors and municipalities. Larry advised that he proceed cautiously.

Margot asked whom KRCA deals with at municipalities. Kristie said different people, depending on the project and if a councilor is situated within the region of interest.

Margot asked if municipal partners would see an opportunity to decrease support for Friends if Friends becomes strong. Larry responded by saying that an increase in awareness of Friends would influence public opinion and hence municipal members.

Suggestions for Improving Friends' PR and Communications in the Community

Ellen suggested that the lack of awareness of conservation areas needs to be addressed.

Kristie suggested that Friends should take the lead on engaging the public with conservation areas. They could arrange for monthly tours, led by different people each time. She offered to do a sneak-preview tour of East Cross Forest before it opens in 2009. This could be an opportunity to build membership in the Scugog/Durham area.

Ellen recommended board members visit each conservation area.

Bob suggested that the Board could raise money to improve communication around conservations areas, approach Reid's for support once a project has been identified.

Bob suggested a regular column for distribution to community newspapers. Brent offered to help develop a topic schedule and suggested that different members write the columns, drawing on their varying expertise.

Board Vacancies

Ron pointed out that 2 positions are vacant on the board. He recommended Denis Eaton and Kevin Callin as candidates.

Bob nominated Barb to be the lead contact with Fleming College.

Ron suggested that a newsletter be created to keep members involved. Ellen suggested that copies of the newsletter be made available at the conservation areas.

Local Advertisement

Brent offered 1/3 page of a full-page ad purchased by KRCA in Exploring Lindsay for \$117 + applicable taxes.

Ellen suggested the Friends part of the ad focus on the boardwalk in Ken Reid Conservation Area.

Motion raised to purchase the ad:

Res. #11/08

Moved by: Ron Fevang
Seconded by: Ellen Woodward

CARRIED

There was a suggestion to see if same deal is offered in similar publications for other regions within the Kawartha watershed.

Brent to send ad to Margaret Cunningham for her files.

Trillium Grant

Bob recommended Friends apply for a grant for governance and expansion, to focus on how Friends can work with KRCA on governance issues and act as a catalyst.

Margot explained that it's best to go big when applying. A grant for governance is a comparatively small project and would mean that we would have to wait out a year before applying again. Friends should apply for a Trillium Grant when they have agreed on a major project that ties in with the Conservation Authority's objectives as well as their own, especially if it relates to raising the Friends profile in the community.

Margot suggested that the Friends ride along with any strategic planning facilitator, etc. that the Conservation Authority Board may engage in future.

Larry said that the KRCA board needs to focus on other work first, such as hiring a new CAO and determining the direction of KRCA.

Larry suggested working with KRCA staff on an application.

Logo

Margot asked if there was a KRCA policy regarding the Friends logo (because the KRCA logo makes up ¾ of the Friends logo). Larry said no.

Future meeting dates

The next meeting is March 11th at 6:30 p.m.

The second Tuesday of every month was suggested. Future meeting dates would be discussed on March 11th.

Other business for the good and benefit of Friends

Motion that membership be due on January 1st:

Res. #12/08

Moved by: Margot Fawcett
Seconded by: Ellen Woodward

CARRIED+

Bob and Brent to create new letter to send to prospective members.

Ellen moved to adjourn.

There being no further business, the meeting adjourned at 8:10 p.m.

Bob Allen
President

Brent Kulba
Recording Secretary