

Minutes of the Arboretum Advisory Council

November 2, 1998 in Sexton Commons @ 2:00

Members Present: Mr. Gordon Bailey, Mr. Robert Ellenbecker, Mrs. Dorothy Johnson, Mr. David Hartwell, Mr. Tom Kroll, Mrs. Linda Marrin, Mr. Scott May, Ms. Janette Monear, Dr. Peter Olin, Mr. Ron Weinholt, Fr. Paul Schwietz, O.S.B.

Members Absent: Dr. Gordon Brown, Dr. Gary Deason, Mrs. Nancy Dietrich, and Fr. John Kulas.

Meeting Summary: The Fundraising and PR committee reviewed the progress with their goals for the year. The management committee is working on the wetlands, a boardwalk, and maple syrup this spring. Shelterwood harvesting will continue this winter. There will be deer hunting this fall. The education committee is trying to identify the target group of K-12.

1. The minutes of August 3 were approved. New members were introduced: Mrs. Linda Marrin, Mr. David Hartwell, and Mr. Bob Ellenbecker. One suggestion was made to have the roster include committee members who are not Advisory Council members.

2. Fundraising and Public Relations Committee.

Dorothy Johnson, chair of the committee, reviewed the progress on the three goals set last year. Fr. Paul distributed a list of fundraising needs, stating that \$6,000.00 for student interns, \$20,000.00 for Oak Savanna Habitat Restoration and another worker are current priorities.

A. The education and management committees need to determine goals for 2-3 years instead of 5-year goals as was suggested earlier. Given the slow progress and the reality that committees need a plan for fundraising to happen, a 2-3 year plan is more realistic.

B. Brochure/membership drive.

Our goal is to have 100 members by the first of the year. At this time there are 51 members. Groups: If a society or club joins, all members could get a \$5.00 membership discount. We should also list new members--perhaps in an insert, along with a list donations for the year.

Newsletter--the format will normally include a volunteer section and calendar of events when these areas are developed.

Calendar for the year: 12 events per year, which should be ready by January to distribute to members along with a membership card. We have had bird and flower walks, but we need to promote events better.

Some ideas: David Morreim on development of a garden; Sugar bush tour in March, with meeting of the Minnesota State Advisory Committee; Bird walk with Carroll Henderson; Event with the U of M; Master gardeners; Ron Weinholt Tour; Garden Clubs; Audubon Society; Susan Price; alumni; travelogues, speakers on campus, activities for student groups.

We should try to make connections with local groups to build up a larger group.

C. Kiosk dedication and homecoming.

The dedication went very well. We had about 80 people there. The dedication was a delightful event. Kim Chapman was an excellent speaker.
At the homecoming 5 K run we had 125 people.

Fundraising? (MN Common Grant--Board needs to participate.)

We need to compile how the University supports the arboretum. What has been their part? What can we expect? Land stewardship efforts with the Abbey also need to be documented. We need to have records of contributions from the university and Abbey. What can we expect in the future?

Dorothy Johnson was thanked by the council for all the work she did with the membership events this fall.

3. Management and Restoration Committee

a. **Controlled Deer hunt**--is coming up November 7,8,14,15,16,17. Shotguns only are allowed, and hunting is only permitted off stands. This is a public event with a lot of publicity. Bellwin has had Bow hunters on weekends. The U of M Arboretum has sharpshooters. Both try to do this quietly.

b. **Sustainability Land Certification.** Tom Kroll will get more some information about this. It seems that this would be primarily a PR initiative, which may also be a credibility issue--since most arboretums don't regularly cut down their arbors! Fr. Paul would like to make a decision about this in January 1999. Funding for this may connect well with an awards program.

c. **Board walk.** A 450-470 ft boardwalk would allow people into the heart of the wetlands, which includes the sedge meadow, reed canary grass and creek/ditch. We may want to use textured recycled- plastic timbers, so they aren't slippery. How much money is needed for the boardwalk? What is the time frame? We are making plans right now for the boardwalk.

d. **Sugar Bush** will be an activity this spring. The season is usually from March 15 to April 15.

4. Education Committee.

Dr. Gordon Brown sent minutes of the committee. The minutes talked about having partner schools, in particular within our county. As the council members discussed this, a suggestion was made to connect with the district superintendent. We thought that we need to identify broader program support than isolated teachers. Higher levels need to be involved in this. Are there currently any interactions between our presidents and the principals or district superintendents?

The curriculum should be "sold" as a package to school districts. In addition to targeting Stearns County, schools in the I-94 corridor to the Twin Cities are good targets for use of curriculum and field trips. Does the religious connection here hurt chances of schools using the arboretum?

There was a great deal of concern expressed about the vision for educational outreach and setting goals. It was suggested that we need to work more closely with this group in January to facilitate this development. This idea will be pursued further.

CD-ROM - Aim to make prairie information available. For others to read about plants.
Could also include information about habitats, like the savanna, woods...

Balance of internal value our schools; the Preparatory school and University with outside Arboretum activities need more visibility on campus. Peer education needs to be developed and more students need to become involved.

For fundraising the committee needs a list of outcomes, tasks, cost, time needed, and how the project will be evaluated.

5. Fundraising and PR --part 2

Board Member Job Description-- clarify role Linda Marrin will work on this with Scott May and Bob Ellenbecker. Members will receive job description drafts and will be asked to return with comments and suggestions.

Organization of the Arboretum Council and committees.

New Board member orientation

Should include a tour of the land

Introduction to policies

Minutes of the past year

Budget

Member profile.

6. Board meetings for the year

Board meetings will be the first Wednesday of Feb., May, Aug., Nov., beginning at 2 p.m. February 3, 1999; May 5, 1999; August 4, 1999; November 3, 1999.

One committee will meet before each meeting, beginning at noon.
(Education is February; Management is May; F & PR is August)

The meeting adjourned at 4:30 p.m.

Respectfully submitted,

Fr. Paul Schwietz OSB
Chair