

Saint John's Arboretum Advisory Council

Meeting Notice

Friday, September 7 and Saturday, September 8 at Nisswa

Persons invited: Arboretum Council members (11); Committee members not on Council (7) (Peter Olin, Donna Blanchette, Anne Kaluza, Linda Mock, Br. Doug Mullin, Larry Schwietz, Gordon Brown); Special Invites (3) (Carol Marrin, Amy Schwietz, Abbey Forest and Lands Committee representative); Arboretum Staff (3) (Tom Kroll, John Geissler, Elizabeth Sim)

Cc: Brother Benedict Leuthner

Convened by: Tom Kroll Recorder: Linda Mock (assisted by Dorothy Johnson & Linda Marrin)

Thanks to Linda and Dorothy for agreeing to host the meeting. And thanks to all of you who can find the time to attend. We will make it worth your while – the socializing is always first class and we will also use this time to prioritize the specific activities you feel the Arboretum should undertake in the this fiscal year and next.

Tom Kroll will be presenting a report to the SJU Corporate Planning Committee on September 10, so the information will be very relevant.

DRAFT AGENDA

Friday

4-6 p.m. Gather at Linda Marrin’s (1206 Esther Lane, Lake Shore, MN-directions attached)
Social Hour

Welcome Reception for new Director, Tom Kroll
Summertime Arboretum projects update - John Geissler

6 p.m. Supper & boat ride

Evening: Slide Show by Ron Wienhold on Siberia

Overnight accommodations with Linda Marrin and Dorothy Johnson

Saturday

8:00 a.m. Gather at Dorothy Johnson’s (Cullen Lake, Nisswa –directions attached)
Breakfast

8:45 a.m. Invocation Fr. John K.

Welcome Linda & Dorothy

Meeting Purpose: To develop an Action Plan for FY 2002-2003 Tom K.

Review of Arboretum 5-year plan

[Participants are asked to review the Strategic Plan for FY 2001 – FY 2005 (finalized Feb. 2001) and bring your copy to the meeting. Call Elizabeth if you need a copy.]

-Goals and Actions (Appendix A)-why, what, and how Linda Marrin

-Income & Expenses – assigning dollars & time for action plans Dorothy J.

- General Discussion related to strategic plan All participants
- 9:30 a.m. Report of recent /ongoing actions and upcoming activities Scott M. & John G.
- 9:45 a.m. Break-out groups to prioritize actions for achieving strategic plan goals.
 - Choose one of the following Break-out groups:
 • K-12 and CSB/SJU Education • Land Management • Public Relations / Membership
 Focus:
 - Review and discuss goals and proposed actions from Appendix A.
 - Propose and discuss new opportunities for the category.
 - Prioritize top actions to be undertaken this next 12 –24 months (usually 3-5).
 - Estimate funding requirements and suggest sources.
 - Estimate staff and/or volunteer requirements and suggest persons.
 Compile list of priority actions.
- 11:00 a.m. Switch to new Break-out groups
 - Choose one of the following Break-out groups:
 • Community / Informal Education • Fundraising • Volunteers mgt. / Admin
 Focus:
 - Review and discuss goals and proposed actions from Appendix A.
 - Propose and discuss new opportunities for the category.
 - Prioritize top actions to be undertaken this next 12 –24 months (usually 3-5).
 - Estimate funding requirements and suggest sources.
 - Estimate staff and/or volunteer requirements and suggest persons.
 Compile list of priority actions.
- 12:00 p.m. Lunch
- 1:00 p.m. Reports of top priorities from breakout groups Tom K.
 - Discuss urgency, achievability, resource availability, timing, combining, postponing, etc.
- 2:00 p.m. Final Selection of Actions for next 12 –24 months. Linda Marrin
 - FY 2002 and FY 2003--action assignments for staff, committees, and individuals
 (Each Council member is asked to help with at least one action assignment)
 - Short-term--Arboretum volunteer needs for fall activities Dorothy J.
 (Sign-up sheet)
- 2:45 p.m. Break
- 3:00 p.m. Discussion of Arboretum Council Role Scott M. & Linda Marrin
 -Individual Members Roles/Duties/Responsibilities
 -Review of Council Structure
- Schedule for FY 2002 Council meetings and Committee meetings –
 - Update on 2002-2003 Action plan to be included on each Council Meeting agenda
- 4:00 p.m. Adjourn

Directions to Linda Marrin's home (ph. 218-963-3813)

Start at the intersection of Hwy 210 and Hwy 371 near Paul Bunyan Land.

Take Hwy 371 north and go 11 miles.

Turn left on Co. Rd. 77 (Stoplight -Holiday Gas on left).

Follow 77 about 3 miles to second entrance to Miller Lane, turn left.

(You can see Zorba's ahead on right; the next left is the boat landing.)

Keep right onto Harold Ln., then turn right on Esther Lane -#1206 (# on garage is 6357, haven't changed to new address)

It's a tall yellow house at the end of the street.

Directions to Dorothy Johnson's home (ph. 218-963-2533)

Start at the intersection of Hwy 210 and Hwy 371 near Paul Bunyan Land.

Take Hwy 371 north and go 13 miles.

At Nisswa, turn right onto Lower Cullen Road (it's a stoplight intersection, this is the main street in town).

Go about ½ mile north to Poplar.

Turn right on Poplar and take this road to the end of the blacktop (about 1 ½ miles).

Where blacktop ends--Inland Trail Road--take the left fork.

Our house is the second driveway on the left – # 5939. Phone if you get lost.

ARBORETUM ADVISORY COUNCIL PLANNING MEETING

SEPTEMBER 7-8, 2001. Please respond to Elizabeth at: Saint John's Arboretum, Saint John's University, Collegeville, MN 56321 or phone (320) 363-3163 or fax (320) 363-3202 by Wednesday, August 30th

YES! Count me in for the overnight meeting (please bring \$10 to cover meal expenses)

YES – but I will only attend part of the event: _____

Please link me up with a car pool leaving SJU at 2 p.m. on Friday afternoon

NO I cannot attend, but I would like to help with fall events

NO I cannot attend

Name _____

Daytime phone _____

APPENDIX A

ACTIONS FOR STRATEGIC PLAN GOALS

Adopted in principle – August 2, 2000

(* Indicates in progress)

(# Indicates completed)

EDUCATION

A. Education

Goal A.1) Promote and support the use of the land for formalized natural resource programs at Saint John's University, Saint John's Prep School, and the College of Saint Benedict.

- a) Identify and create a team comprised of educators and staff to analyze current and potential use, and identify needs for expanding environmental education programs.
- b) Develop a plan for existing and new site facilities and land use, for outreach programming
- c) Promote the development of a degree program in areas of environment and natural resources.

Goal A.2) Provide educational outreach opportunities to campus visitors to increase the knowledge of natural environments and create better land stewardship. Target these specific audiences: 25 elementary and secondary schools (yearly) from Central Minnesota, homeowners, persons in professions related to natural resources, and Arboretum members.

- a) Expand the Education Committee to coordinate diverse environmental education outreach programs.
- b) Include a representative of the Arboretum Student Club on the committee.
- c) *Develop and pilot K-6 integrated curriculum with pre- and post-activities. (Curricula include wetland, prairie, and forest focus.)
- d) *Identify resources and purchases needed to support education outreach (i.e. equipment, facilities)
- e) Develop and coordinate workshops and tours for adults and students
Prepare yearly schedule for publication. Topics will relate to improved land Stewardship planning and sustainable management (subjects such as land management practices, use of native plants, wetland management, prairie restoration).
- e) Develop a list of potential program resource people as presenters for workshops and tours.
- f) With partner organizations, plan and present a conference annually for environmental outreach, with topics as listed above.
- g) Develop and coordinate guided tours, with schedule for publication in regular press releases.
- h) Develop needed activity guides as handouts to use at individual sites.
- i) *Train volunteers and students as tour guides.

LAND MANAGEMENT

B. Land Management

Goal B. 1) Habitat Restoration Project – Continue regular maintenance work and complete current and planned projects.

- a) *Continue work on access, signage, maintenance, and research.
Budget \$7,600 per year for 10 years (refer to budget sheet b.1-a)
- b) # Install a boardwalk bridging the wetland area, between the prairie kiosk and the oak savanna.
- c) Build an interpretive station at the Oak Savanna to enhance the learning experience in this unique habitat .

Goal B.2) Hardwood Forest Area - Increase use of this area by providing improved access and interpretive information.

- a) Improve access to the hardwood area with a new nature trail.
Budget _\$4,000 in 2003 \$1,000 in 2004 \$1,000 in 2005
- b) Develop an interpretive kiosk.
Budget \$25,000 in 2002
- c) Develop a brochure, including a key to identification signage for tree species, to provide a learning tool for visitors of all ages.
Budget \$3,000 in 2001

Goal B.3 Other Arboretum Lands – Implement specific projects and activities to enhance learning opportunities for visitors.

- a) Develop a demonstration timber harvesting site in the pine plantation to show sustainable land use in action, including public education components and informational signage.
Budget _____ in 2005
- b) *Upgrade trails with regular maintenance, as needed
Budget \$8,000 per year in 2001-2005
- c) Complete the re-design and planting of a native plant garden at the former perennial border garden site. (revenue generated through plant sale)

Goal B.4) Overall Land Management – Plan for long-term land management and develop a posture to meet future land development in the area of the college.

- a) Develop long-term forest management plan, including following the required staffing *and other steps needed to obtain “Green Certification”
Budget \$12,000 in 2001 (add staffing expense for other years)
\$ 4,000 in 2002
Plus \$1,000 per year 2003-2005 for Green Certification
- b) Review perimeter; develop long-term plans in last year of Plan to preserve land and water quality, through cooperation with adjacent land owners and possible future land acquisition.

PUBLIC RELATIONS

C. Public Relations

Goal C.1) *Develop, print and distribute quarterly newsletter

- a) Include educational information on research, environmental concerns and plant species. Include regular updates on Arboretum development, membership services, public relations, promotions, and fundraising.
- b) Print extra copies to distribute to interested prospective members.
- c) Consult with communications professional on format and content each year.
- e) Plan newsletter content yearly and identify potential contributors. Seek writers several months ahead of deadline.

Goal C.2) Develop and implement a promotional campaign each year to reach these specific audiences: residents of Central Minnesota, residents of Minneapolis and St. Paul Metropolitan areas, and campus visitors.

- a) *Invite area residents to membership events and activities throughout the year.
- b) By 3/01, Begin a speaker's bureau to promote Arboretum activities and membership to target audiences.
- c) By 12/00, develop one or more presentation(s) introducing the Arboretum, based on current slide show, along with needed promotional and fundraising materials to accompany the presentation(s).
- d) Hold training and feedback sessions yearly for presenters. (2001-2005)
- e) *Develop and distribute informational materials and guide sheets to be distributed in public areas of the campus, during site tours, and at special events held at the campus each year.
- f) Enlist current members to promote membership among their friends and relatives through incentive program beginning 2002.
- g) *Plan and produce monthly press releases to Central Minnesota media relating activities available to the public and Arboretum plans.
- h) Update membership brochure in second and fifth years.
- i) *Update and expand website quarterly.
- j) *Continue electronic communications with students, faculty and staff.

MEMBERSHIP

D. Membership

Goal D. 1) Develop and implement yearly plans to maintain current members, and add 150 new members each year.

- a) *Maintain contact with current members each month, by sending newsletter or other information.
- b) Create and offer special membership benefits each year.
- c) Develop a group membership option, with discounted memberships for the group's members, volunteer opportunities, and recognition for this special category of members beginning in 2001.
- d) Offer special discount memberships to honored alumni at Homecoming events each year.
- e) Immediately develop second notice and follow-up materials needed to remind members of timely membership renewal.

Goal D.2) Expand and coordinate student Arboretum club.

- a) Support the charter of the student club.
- b) Provide opportunities to assist with promotional efforts on campus.

- c) Plan and implement joint educational activities between other members and student club.
- d) Recruit representative(s) of student club to serve on Arboretum Advisory Council and Education committee.
- e) Student club members coordinate semi-annual Fun Run as an Arboretum fundraiser. (Work by education committee)

ADMINISTRATION

E. Administration

Goal E.1) Staff Development - Continue present student staffing, develop plans for new staffing, support new management structure, and develop a volunteer program. Implement as funding is available.

- a) Support the future implementation of a management triangle for the Arboretum: Land Manager and Arboretum Director report to Supervisor of Lands.
- b) #Provide input to and consult with University staff who are planning the job description, qualifications and timing for selecting a permanent Arboretum Director. The current Arboretum Council supports the current Acting Director as a candidate for this position.
- c) #Continue depending upon student internships to support Arboretum needs. Through the University, continue to apply for partial Federal funding to support these positions, which provide outreach to several audiences on behalf of Saint John's University and the Arboretum.
- d) By third year of plan, develop a volunteer program that includes job descriptions, recruiting, training and recognition.
- e) Budget for professional development opportunities for full-time staff each year.

Goal E.2) Increase needed information resources, and build structure for ongoing communication links and administration support services.

- a) Develop and maintain needed databases for educational outreach, membership, funders, volunteers, adjacent landowners, media and others as needed.
- b) Review Advisory Council and committee structure during the first and last years of the plan; and make needed changes to assure that needed expertise and volunteer assistance are available to implement plans.
- c) *Work closely with University and Abbey leadership to implement plans. Follow University and Abbey procedures for budget requests, staff collaboration and reports in a timely manner.
- d) *Seek office and storage space to match staffing needs and supervision requirements. By year three of plan, house Arboretum staff in one location.

FUNDRAISING

F. Fundraising

Goal F. 1) Develop and implement a 5-year fundraising plan and goals to match strategic plan priorities, including sources for capital projects, curriculum development, environmental programs, staffing, and non-designated funding. Target funders include individuals, corporations, foundations, and government agencies interested in natural resources preservation and environmental education.

- a) Develop yearly plan to match overall plan; evaluate each year.

- b) Use the strategic plan document as a tool for fundraising from individuals, corporations and foundations in upcoming years.
- c. *Seek advice and assistance in fundraising efforts from University fundraising office;
- d. Include developing fundraising plans.
- e. *Explore potential funding sources and apply for grants and donations for capital projects, curriculum development and environmental programs.
- f. To increase long-term stability, focus a section of the plan on endowment funds and deferred giving opportunities.
- g. Investigate the possibility of fee-based programs.
- h. *Utilize the University accounting system to document donations and membership.
- i. Keep the same information on Arboretum database to use for contacting prospective donors, recognition, and tracking fundraising activities. Update a minimum of once each month.
- j. Utilize opportunities to promote gifts in memory of the first Arboretum Director, Father Paul Schwietz.

Goal F. 2) Develop and present events to raise funds and gain awareness of the Arboretum and its mission.

- a. During first year of plan, develop and test fundraising events, such as plant sales, auditorium presentation by Garrison Keillor, art with flowers benefit, tours, and fundraising presentations for small groups.
- b. Evaluate tested events after first year; use evaluation to develop at least one major fundraising event in plan years 2 through 5.
- c. Include Arboretum program and development information as part of all fundraising events.
- d. Hold gatherings at members' homes to enlist support for the Arboretum. (4 in summer-fall '00; 5 in spring-summer-fall '01; evaluate success after these events).

ADVISORS AND PARTNERSHIPS

G Advisors and Partnerships

Goal G. 1) Work closely with Saint John's University and Abbey offices and personnel to assure mutual understanding of issues, needs and assistance for the arboretum. (See actions under administration and fundraising sections.)

Goal G.2) Maintain current partnerships with businesses, non-profits, government agencies, and individuals. Develop new partnerships. Increase communication with partners to explain their value to the arboretum.

- a. Develop and implement a plan to foster Arboretum partnerships.
- b. Document current partners and their link with Arboretum work; develop ongoing relationships with these partners.
- c. Develop lists of potential partners to help implement strategic plan goals; contact and request needed assistance.
- d. Link potential partners with programs, tours and volunteer opportunities as well as fundraising needs and event co-sponsorships.

Goal G. 3) Increase the role of volunteers in all aspects of Arboretum work. Assure that needed expertise and volunteer assistance are available to implement plans.

- a. Continue a strong role for Advisory Council and committee members through regular communications and review of structure [See reference to structure in section E. 2).
- b. *Hold an advisory council retreat annually.
- c. Increase number of persons on committees, with expertise to match Arboretum needs.
- d. Provide orientation information and training for all new advisory council members.
- e. Offer volunteer service hours in exchange for reduced membership fee for student Arboretum club.
- f. Develop a list of volunteer activities to publish regularly, including seasonal Habitat Restoration Project; add one-time building, inventory or other projects; event and program assistance; office help for mailings and other needs; fundraising; partnership development; and others.
- g. *Announce volunteer activities through campus communications, newsletter, web site, and press releases.
- h. Plan to continue reliance on volunteers to fill two positions on a regular basis: office support and volunteer coordinator.

Goal G. 4) Provide recognition of all types of partnerships with the Arboretum.

- a. Hold a yearly event to thank volunteers and members.
- b. Recognize special efforts of long-time volunteers and special leadership roles.
- c. By second year of plan, explore a unique gift for upper-level donors.