

Minutes of Saint John's Arboretum Advisory Council Meeting November 7, 2001 in New Science Center Natural History Museum

Present: Gordon Bailey, Al Barth, Bob Ellenbecker, John Geissler, David Hartwell, Dorothy Johnson, Tom Kroll, Fr. John Kulas, O.S.B., Linda Marrin, Scott May, Linda Mock, Janette Monear, Steve Saupe, Elizabeth Sim, Amy Schwietz, Larry Schwietz, Bob Thomsen, Ron Weinhold

Absent: Larry Davis, Peter Olin,

Arboretum Director Tom Kroll called the meeting to order at 2:45 p.m.

Introduction

The first order of business was to thank and recognize Gordon Bailey, Larry Davis, and Peter Olin for their many contributions to the development and advancement of Saint John's Arboretum. Gordon Bailey was present and shared some thoughts on how the Arboretum has progressed since he first served on the committee established by the Abbot to formulate/develop the Arboretum concept.

The new Advisory Council members were introduced. They are: Al Barth, Program Improvement Facilitator for St. Cloud ISD #742; Linda Mock, long-time Arboretum volunteer; Steve Saupe, CSB/SJU biology professor; Amy Schwietz, Arboretum volunteer from Omaha; and Larry Schwietz, retired chemist, business owner, and St. John's alum. Both Amy and Larry have an extra connection to the Arboretum in that they are Fr. Paul's sister and father, respectively.

Staff Reports

Tom Kroll and John Geissler informed the Council that they had given a presentation on the Arboretum to the Saint John's Abbey Chapter meeting, November 6, 2001. They were gratified at the positive feedback they received from all those present.

Elizabeth reported the following:

- The responsibility for the Arboretum membership database is being transferred to Advancement Services. Advancement's computer system has the ability to provide reports and send out membership renewal notices. A concern was raised about this transfer. Will other areas of the institution use the Arboretum database for their solicitations? Tom and Elizabeth reported that Advancement has addressed these concerns in a satisfactory manner to date.
- The Arboretum office will maintain a separate database for volunteers, e-mail addresses, and other information used on a daily basis.
- Funds donated in memory of Marilyn Schwietz have been transferred from the general account and added to the leftover Boardwalk funds. A new account has been established as the Marilyn Schwietz Memorial fund, and will be used for an appropriate memorial project.
- The Newsletter is in progress. Items expected are: paintings from local artists, done in the HRP; an article on campus sustainability; plant of the season; notes from the Director; local avian observations.
- The staff is looking for grant money to cover school bus expenses for local schools.

John reported:

- Over 1,600 students visited the Arboretum in 2001.

- Many groups on campus for other activities (ex. Fine Arts conferences) have also toured the Prairie, Wetland, and/or Oak Savanna.
- He has formed partnerships with the campus personnel who coordinate these events to let groups know Arboretum tours are available, as well as offer tours to on-campus groups (i.e., Health-at-Work).
- He's also been working with faculty to increase CSB/SJU student participation whenever possible, both for tours and volunteer activities.

Tom reported:

- He has been busy with Land Management activities such as the recent controlled deer hunt.
- An Oak Savanna burn was recently done. A CSB/SJU biology class participated as part of the burn crew. The student newspaper, *The Record*, had pictures of the burn and did an article about burning with care.
- Saint John's Abbey and University have started a major fundraising phase and have put together a promotional booklet entitled *Saint John's Enduring Values*. He was pleased to note that the booklet includes a section specifically devoted to the Arboretum and land preservation activities. Tom distributed a photocopy of the Arboretum's section of the booklet.

Actions

For the benefit of both new and continuing members, the function of the Advisory Council was discussed and its position as a recommending Board was reaffirmed. A handout generated from the 9/7/01 Council retreat (held in Nisswa at the homes of Linda Marrin and Dorothy Johnson) entitled "Break-Out group Goals" was distributed for review, discussion, and decisions. Each of the potential goals was discussed in detail, and the following decisions were made:

PR/Membership Goal(s)

Dorothy Johnson made a motion to select Develop Membership Plan (benefits, promos, group incentives, etc.) as a goal. Linda Marrin seconded the motion. The motion passed. The membership committee will present ideas and suggestions at the May 2002 Advisory Council meeting. No cost involved at this time.

It was suggested that the membership committee review the *Strategic Plan—Fiscal Years 2001-2005, V. "Goals", D. "Membership"* before they begin planning.

Volunteer Management/Administration Goal(s)

Three items, Develop volunteer database, Identify and designate volunteer coordinator (Linda Mock) and Set up volunteer management process, were grouped together at Linda's suggestion and it was moved that they be selected as a goal. Janette Monear seconded. The motion passed. Linda Mock will begin working on the volunteer database and setting up a volunteer management process in concert with the Arboretum staff. She will report at the February 2002 Advisory Council Meeting. No cost involved at this time.

Additional discussion: It was recommended that a volunteer information form be created. Tom Kroll made a motion to select Develop a recognition/appreciation program for volunteers as a goal. Linda Marrin seconded. The motion passed. Volunteer committee will present ideas at the May 2002 Advisory Council meeting. No cost involved at this time.

Fundraising Goal(s)

Larry Schwietz made a motion to select Improve donor recognition/develop promo packet as a goal. Scott May seconded. The motion passed. Larry Schwietz will work on this project. Ideas will be presented at the May 2002 Advisory Council meeting. No cost involved at this time.

Amy Schwietz made a motion to select Design/develop logo-SJU/Arboretum as a goal. Scott May seconded. The motion passed. Amy, Bob Thomsen, Tom Kroll, and Steve Saupe will begin work on this and present ideas at the February 2002 Advisory Council meeting. Note: Originally a contest was proposed, but Bob Thomsen offered to have a graphics person work on this, given initial elements. Estimated cost :\$1,000.

K-12 Education Goal(s)

Al Barth made a motion to select Traveling trunks, as a goal. Tom Kroll seconded. The motion passed. John Geissler, Al Barth, and a committee of teachers will work on this project. They need to be completed by September 1, 2002. Estimated cost: \$2000.

Al Barth made a motion to select School bus funding as a goal. Janette Monear seconded. The motion passed. Scott May noted a contact with local granting agency; Al noted that the district has a grant writer who might be able to assist John and Elizabeth. This also needs to be completed by September 1, 2002. \$15,000 over two years would be an estimated cost. (In Central Minnesota the cost is about \$100 for a bus and driver to take school students on a ½ day field trip.)

Teacher training was added to the goal list (substituted for website update, already underway), and Al Barth made a motion to select it as a goal. Scott May seconded. The motion passed. This would be a one-day training for approximately 40 teachers at a cost of about \$150 per teacher. Al Barth and John Geissler, will work on this goal, and Janette Monear offered to assist through Tree Trust. This needs to be completed by September 2002. The cost is approximately \$6,000. St. Cloud ISD #742 will cover half the cost, about \$3,000. The Arboretum will need to find funds to cover the balance.

CSB/SJU Education Goal(s)

No goals were listed originally. There was discussion about re-starting the Arboretum Club; the possibility of greater interaction with the Herbarium; and developing more on-campus Forestry training. No decisions were made.

Community Education Goal(s)

After some discussion on several of the items a series of questions were raised: Why should the Arboretum be involved in community education? What should be accomplished? Should the Arboretum join in a cooperative effort with other community groups? Should community outreach be focused only on adults? David Hartwell emphasized the need for a clear and focused vision in determining actual activities. In light of these questions, Janette Monear made a motion to Organize and define a focus for Community Education and then suggest actual activities. Gordon Bailey seconded. The motion passed. Janette will report to the Advisory Council at February 2002 meeting. No cost.

Tree walk brochure was added to the goal list. Steve Saupe made a motion we proceed with the brochure. Gordon Bailey seconded. The motion passed. John Geissler and Steve Saupe will work on it. They plan to have it completed by May 27, 2002. Cost is about \$5,000 (spread over two fiscal years).

Additional discussion: Have a Homecoming activity for the children who come and would like to do something other than attend the football game.

Lands Goal(s)

Scott May made a motion to select Trail map reprint (current one is out of date) as a goal. Amy Schwietz seconded. The motion passed. Scott May will take charge of this and work on the fundraising. He plans to have it complete by September 1, 2002. Cost is approximately \$2,000.

Dorothy Johnson moved to select Adopt Geographic Information System (GIS) as a goal. There was discussion about this item. Tom Kroll reported that plans are in progress to have a GIS system that covers the whole campus. Tom is in charge of this. Estimated completion is September 2005. A grant application is in process to cover the cost.

Ron Wienhold reported that Woodland ferns and flowers planting is partially completed. Ron donated about \$5000 worth of plants and he, John Geissler, and volunteers have started planting. They plan to be finished in June 2002. No cost involved.

The Pine Knoll meditation garden is located in the inner campus and, as such, decisions regarding this garden have been transferred from the Arboretum to Br. Linus Ascherman and the Abbey Design Committee. The Marilyn Schwietz Memorial Fund has funds available for statues or a campus meditation garden or similar activity when the Design Committee is ready to proceed.

Additional Items

The need to set up a system to keep track of In-Kind donations was discussed. Elizabeth noted that turning over membership/donation database to Advancement Services should assist with this issue as long as all in-kind donations are properly reported. A list of each Arboretum Committee was posted on the board. Elizabeth asked each council member to check the committee lists to verify they were correct. Each committee had a handout (from retreat break-out groups) on the table next to the board. Council members should pick up his or her committee's handout. If you did not get a handout, please contact Elizabeth.

Currently, Advisory Council meetings are held quarterly (February, May, August, and November) on the first or second Wednesday of the month. There was discussion about changing the day of the meeting. Larry Schwietz made a motion to change the Arboretum Advisory Council meetings to the first **Monday** of February, May, August and November. The meeting time would begin at 2:30 p.m. Steve Saupe seconded. The motion passed. The Arboretum Advisory Council meetings for next year are **February 4, 2002, May 6, 2002, August 5, 2002 and November 4, 2002**. Please be sure to mark your calendars.

Respectfully submitted,
Linda Mock
Revisions, E. Sim, 11/29/01

*The next Advisory Council meeting is **February 4, 2002 at 2:30 p.m.** in the New Science Center, Natural History Museum. **Mark your calendars.***

Hello all,

As most of you will remember at the last meeting we decided to move the meetings to Mondays to make travel easier for everyone. However, when we sent out the minutes we listed meetings as the first Monday of the month--February 4th, May 6th, August 5th, and November 4th--and unfortunately this was an error. Apparently, we had actually decided to meet on the **second** Monday of those months, due to a conflict with first Mondays for one of our members. I **very** much apologize for the mix-up and hope it doesn't cause too much difficulty for everyone. Here then are the **correct meeting dates: February 11th, May 13th, August 12th, and November 11th.**

Also, as a reminder, these are the items from the action list that we had agreed to address at the February meeting:

1. Volunteer Management/Administration Linda Mock and staff
 1. Develop volunteer database
 2. Identify and designate volunteer coordinator-Linda Mock
 3. Set up volunteer management process
2. Fundraising Bob Thomsen, Amy Schwietz, Tom Kroll, Steve Saupe
 2. Design/develop logo-SJU/Arboretum
3. Community Education Janette Monear and Comm. Ed. committee
 1. Organize and define focus for Comm. Ed.

If anyone has any other items they wish to have put on the agenda, please let me know. See you in February.

Elizabeth

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