

# Minutes of Saint John's Arboretum Advisory Council Meeting

13 May 2002

Natural History Museum, New Science Center

**Present:** Al Barth, Bob Ellenbecker, John Geissler, David Hartwell, Dorothy Johnson, Tom Kroll, Fr. John Kulas, OSB, Linda Marrin, Scott May, Linda Mock, Janette Monear, Steve Saupe, Elizabeth Sim, Amy Schwietz, Larry Schwietz

**Absent:** Bob Thomsen, Ron Wienhold

**Arboretum Director, Tom Kroll, called the meeting to order at 2:30 p.m.**

## **Committee Reports**

### 1. K-12 Education

John reported to the council that 98 third graders from Cold Spring Elementary did an archeological dig at St. John's on April 30, 2002. Larry Davis initiated the event and John assisted. KARE 11 television from Minneapolis did a video and news clip of the dig. John showed the video to the council.

A handout, "Advisory Council Report," was distributed. It listed the various events/activities the Arboretum Staff have been involved in, the audience/age group of people involved, the focus/area of interest, the number of participants, and the amount of time taken. Janette questioned the breakdown of time spent in the three areas of education. How much time is spent on K-12? How much is spent on Community Outreach? Does the Arboretum have time and personnel to expand Community Outreach? John reported that fees are being charged for tours this year. Janette wondered whether these might enable us to hire part-time help.

It was suggested the Arboretum contact the Home Schooling groups and inform them about educational opportunities we offer.

### 2. CSB/SJU Education

The new summer student workers are Shannon Gilles and Nathan Koewler. John reported they are working on the teaching trunks for the K-12 curriculum over the summer. (David suggested we get something more interesting than Rubbermaid containers for the trunks.) These students will be available to help at the Arboretum next fall and spring.

### 3. Community Education

Dorothy Johnson will be presenting "Wildflowers for the Home Garden" on July 25th. This is open to members and the local community.

Janette gave an update on the BMP Workshop to be held May 16<sup>th</sup>. It will focus on tree preservation during construction. Continuing Ed. credits will be available. The possibility of doing the workshop again at a later date was discussed, marketing to a different group – planners, architects, landscape architects, etc.

A two-day workshop for educators entitled "Teaching Naturally" is scheduled August 13-14, 2002 at St. John's. It is being put on by Tree Trust, St. John's University and St. Cloud Area School District #742. Janette reported over 1,000 brochures have been sent out. Cont. Ed. credits will be offered through Hamline. This raised the question of why CSB/SJU credits are more expensive. Thom Woodward has taken a new position within the University and would be a possible contact regarding this. Janette and Scott indicated that they would like to meet with him to discuss this.

Steve and John reported that the Tree Walk Brochure is in progress.

John reported that Maple Syrup Day on March 23, 2002 was a great success, with 212 people attending and very positive feedback. We had a great response from volunteers with several students and adult volunteers helping.

#### 4. Volunteer Management/Administration

Linda Mock reported the Arboretum Volunteer 2002 form was sent out earlier this year. Nine people responded. A three ring binder with Volunteer Time Sheets has been set up. We are requesting that all who volunteer, including Advisory Council members, complete a time sheet. We need to designate a location for the binder.

David suggested that a follow-up e-mail or phone call might be helpful to get people to respond and that we be very task-specific in our requests/queries.

A question was raised about how to contact CSB/SJU students when volunteers are needed at the Arboretum. There are student clubs and the AKS Service Fraternity we can contact. The professors have been helpful in the past and are a good resource.

#### 5. PR/Membership

The Institutional Advancement office is doing computer record keeping of Arboretum membership. They are able to produce several types of reports. Reports on membership stats were generated including location, affiliation, gift size, etc.

A question was raised about St. John's University's payroll deduction. Is payroll set up to do either a membership or contribution to the Arboretum?

Elizabeth mentioned the need to have people write articles for the newsletter and noted that we are now using recycled paper for the newsletter.

Dorothy Johnson gave an update of the PR/Membership meeting held recently. There was discussion about increasing membership. It was suggested that a membership envelope be included with the Newsletters being sent out. Another idea was to make up a handout/membership brochure to send home with area students after tours.

Several ideas that incorporated public relations, membership, community outreach, volunteer sources, and fundraising were discussed. Among the suggestions were: Give presentations to area JayCees Clubs, Lions Clubs, Rotary Clubs, etc. Staff time was raised as an issue here.

There was much discussion about appropriate membership levels and the need to have appropriate gifts/promotional items for donors/members/volunteers. A handout covering "President's Office Appreciation Notes and IRS Gift Limits" was distributed. Suggestions ranged from personal telephone calls for each donor to t-shirts, plaques, pens, cards, etc.

David raised the issue of focus: As the Arboretum continues to grow, we need to continually review our focus. Why is the Arboretum doing K-12 Education, Community Outreach, etc. Can that be clearly articulated? Environmental Education and the opportunity to create good land stewards are the basics, but we should more clearly define our focus.

#### 6. Fundraising

A handout with the breakdown of details for the Laird-Norton Grant and the Gannett Foundation Grant was distributed and discussed. The Laird-Norton grant provides funds for GIS mapping, sustainable forestry internships, K-12 teaching kits, landowner conference, and Earth Day speakers. The Gannett Foundation grant provides busing money for the K-12 Env. Ed. program. The pending Xcel grant would provide the same.

Tom reported the Design Committee rejected the logos the Arboretum presented. The handout titled "Excerpts from the Minutes of the Corporate Design Committee" on one side and "Arboretum Logo Update" on the other side lists and clarifies the Corporate Design Committee's decisions. The Council agreed that the staff should proceed as they see fit on this issue.

John reported that the Boardwalk Donors Plaques have been ordered and should be here in about six weeks.

Scott May reported the plant sale is pretty well organized and ready to go. The goal is to make \$2000 and pay for the trail map reprint.

#### 7. Lands

The Trail Map reprint is in process. They will try to have it completed before September 1, 2002.

A question had been raised about the GIS mapping being done of the Arboretum as it relates to the State Guidelines. Tom reported it is within State Guidelines that allow data to be universal in application.

#### **New Business**

The overall budget was discussed and the Council agreed that more funds should go into Marketing/Promotions and Council/Volunteers/Guests.

It was announced that the Arboretum may have an opportunity to fund a mobile lab. There was discussion about a covered trailer. Tom and John reported that they had discussed this with the Biology department and the general feeling is that lower-tech equipment would be more useful in the long run.

The following questions were posed in relation to membership:

Why do we want more members?

What are the membership data goals - how much money does membership raise?

Why do we want to increase membership – to reach a level of membership income or a specific financial goal?

A 25% per year increase was suggested as a possible goal.

We need a base of membership that increases yearly. Membership gives sustainability, raises money, provides a level of support to cultivate future donors, and offers a way to cultivate deeper relationships with monetary donors.

As topics to be discussed in future, these questions were raised:

What is our plan of action for next year?

How much in funding do we need?

Respectfully submitted,  
Linda Mock

Revisions, E. Sim 9/11/02

The next Advisory Council meeting is **Friday September 27, 2002 at 2:30 p.m.** in the New Science Center, Natural History Museum. Mark your calendars.