

Minutes of Saint John's Arboretum Advisory Council Meeting September 27, 2002 in New Science Center Natural History Museum

Present: John Geissler, Dorothy Johnson, Tom Kroll, Fr. John Kulas, OSB, Scott May, Linda Mock, Steve Saupe, Elizabeth Sim, Larry Schwietz, Bob Thomsen, Ron Wienhold, Christian Breczinski, OSB

Absent: Al Barth, Bob Ellenbecker, David Hartwell, Linda Marrin, Janette Monear, Amy Schwietz

The Arboretum Director, Tom Kroll, called the meeting to order at 2:30 p.m. Fr. John Kulas, OSB, opened with a prayer.

Tom introduced the new member of the Arboretum staff, Christian Breczinski, OSB. The Council gave him a warm welcome. Br. Christian has an interest in Saint John's lands and the GIS program. He would like the university students to become more aware of and familiar with the lands outside of the inner campus.

Committee Reports

K-12 Education

John reported that twenty educational trunks went out to area 4th and 5th grade teachers.

The committee has set a goal to have twenty more trunks available to 2nd and 3rd grade teachers by the end of August 2003.

The Arboretum received grants from the Gannett Foundation and the Xcel Energy Foundation to fund school bus costs for Arboretum field trips. This program is being well-received by schools. Funding needs to be found to repeat this program next year.

John reported that 25 people participated in the teacher training. The Arboretum cost for this training was the price of lunch.

A suggestion was made to contact parochial schools about the programs the Arboretum has available. The Diocese of St. Cloud should be contacted about funding for the parochial schools.

CSB/SJU Education

John reported that several classes on campus have service learning components, and working with the Arboretum is being offered as an option. Several education majors are taking advantage of this option to help with K-12 tours. Professor Dickau has been contacted regarding the elementary education curriculum and contents of the trunks.

One goal of the Arboretum is to educate and familiarize CSB/SJU students with the land outside of the inner campus. Br. Christian would like to get campus organizations, groups, etc. more involved in this learning experience. It was suggested that topics with immediate relevance, such as locating usable or edible plants growing on Saint John's lands, would be good ways to get students involved.

Community Education

No discussion.

Volunteer Management/Administration

No discussion.

PR/Membership

Elizabeth showed the Council the handout entitled "What I did at Saint John's Arboretum - Fall 2002". It was given to each elementary student at the end of their field trip to take home and share with their family.

Saint John's Homecoming is tomorrow. Table tent displays with information about the Arboretum have been made and will put on the breakfast tables tomorrow morning. The booth will be in Sexton Commons in the same location as last year, across from the Bookstore entrance. We will staff it from 10 a.m. to 4:30 p.m. Tom and Br. Christian are scheduled to give tours at 2 p.m. John and Br. Christian will be conducting the Kids Nature Adventure beginning at 3:30 p.m. As of this time, ten children are signed up.

In a review of the Actions Summary, it was decided items 1, 2, and 3 under the PR/Membership heading should be updated for the following year.

Fundraising

Tom raised the issue of funding Br. Christian's salary. The Abbey will cover his salary for the first year. Larry Schwietz has generously offered funding for Br. Christian's salary after the first year. Thank you Larry!

A job description for his position has been completed and submitted to Human Resources to assign a salary value. The position will be 70% FTE.

It was decided the Arboretum would have another Plant Sale in May 2003.

John reported that the plaques acknowledging boardwalk donors should be here any time.

There was discussion about "perks" ideas for donor recognition and membership benefits. The lists done last spring should be reviewed.

There was discussion about ways to raise funds. Ron suggested a trip fundraiser. For example: a trip to the Michigan Peninsula. Dorothy Johnson would be interested in leading a trip to Northern Minnesota during the month of June. Steve wondered if we could make money selling seed.

Lands

Scott brought the new Trail Maps to the meeting. He was pleased to announce that the cost to update and reprint them came in under budget. The printer donated a portion of the printing cost. They charged the Arboretum about \$1,000 to print 5,000 maps. In addition, Scott recruited the printer to be an Arboretum member! The new map is on disc. It took about 60 man-hours to accomplish. This was done by Greg Becker in Communications and Marketing at no charge to us. (Thanks!) Christian asked for suggestions for future map features to consider when doing the GIS work. Ron asked if it is possible to make a topographical map overlay. Would it be possible to show the glacial features?

Ron donated several varieties of woodland plants valued at over \$7000 (!) and he and John have planted them in the woodland area at the south end of the boardwalk.

New Business

Ron has been working on a project with Sue Gouch, a Master Gardener from Morris, who has been working with the University of Minnesota, Morris. She does a ½ hour educational series, "Yard and Garden," and is interested in doing a segment on the Arboretum. The Council thought this would be a

good idea and encouraged Ron to pursue it. The possibility of being a sponsor for the series was raised as well, and estimated at \$500 a year.

December 6th is the date set for the Arboretum's appreciation/recognition open house for members and special guests. The open house will immediately precede the Saint John's Christmas Concert. Invitations for the open house will be sent to all members, volunteers, and major donors (those who have given gifts of over \$400 since July 1, 2000). The Arboretum will reserve a block of 40 tickets to the Christmas at Saint John's Concert. The tickets will be offered to major donors, Council members, and special volunteers on a first come, first served basis. A hors d'oeuvres buffet will be served before the concert. The Council decided that wine should be served also. Br. Christian thought he could get the wine donated.

The next Council meeting will be December 6th before the open house.

Tom was excited to announce to the Council that the Saint John's Alumni Office will be doing a seven-page article about Environmental Stewardship in the January-February, 2003 Saint John's Alumni Magazine. This article will include information about the Arboretum. The Alumni Office has hired Jennifer Britz, a former University employee, to be the author of the article. This is a fantastic marketing opportunity for the Arboretum. Council members suggested that Tom ask for the following: a sidebar about Arboretum membership, a sidebar about Arboretum events, a membership envelope insert. It was also suggested that we preview the magazine with an e-mail to all members and follow up publication by mailing invitations to the Maple Syrup day (TBA) to as many Alums as possible.

Scott May made a motion to approve spending up to \$2000 to implement the above mentioned plan. Steve Saupe seconded the motion. The motion passed.

A date for Maple Syrup Day, spring, 2003 needs to be set.

This is Dorothy Johnson's last meeting as a Council Member. A big "**Thank You**" for all she has done for the Arboretum. We will miss her. Dorothy will continue to be on the PR/Membership Committee.

Respectfully submitted,
Linda Mock

The next Advisory Council meeting is Friday, December 6, 2002 in the New Science Center, Natural History Museum. Mark your calendars.