

Agenda
Saint John's Arboretum Advisory Council Meeting
Friday, December 6, 2002
Room 150 New Science Building, Saint John's University

11:00 Walk somewhere (optional, Meet at Arboretum office)

12:00 Lunch (optional, meet at Arboretum office or Refectory)

1:00 - 2:30 Committee Meetings (Agendas are included in attached update)

K-12 Education Committee - New Science 104 John Geissler

CSB/SJU Education committee - New Science 108 Br. Christian

PR/ Membership and Fundraising Committees (Joint) - New Science 150 Tom Kroll / Eliz Sim

2:30- 2:45 Refreshments 150 New Science, Natural History Museum

2:45 Meeting Intro

Prayer - Fr. Kulas

Welcome - Tom Kroll

3:00 Committee Reports (see attached summaries)

Special presentation by Barry Korn, SJU Senior and Arboretum Student Worker entitled "A Marketing Plan for Saint John's Arboretum"; based on a paper Barry did for a class last spring.

- 1) K-12 Education
- 2) CSB/SJU Education
- 3) Community Education
- 4) Volunteer Management/ Administration
- 5) PR/ Membership
- 6) Fundraising
- 7) Lands

3:30 Business/Decisions

- 1) Follow up on Saint John's Magazine
- 2) Discuss Council Structure. By Resolution at the November 2000 meeting, an Arboretum Chair, Vice-Chair and Secretary are to be appointed. (See attached)
- 3) We also need to nominate to Br. Dietrich at least 1 and perhaps more new members for the Council. We also need to clarify terms for some existing members who have been serving so graciously for a while. (See attached list of Arboretum Council members) I have also been asked to list each member's strengths. For starters, I have listed a single, obvious strength for each of you. I will be asking you to add others.

4:00 - 5:30: Staff leaves to set up for Open House

4:00 - 5:00: Council stays

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1) Council to assign terms for those with undetermined terms (Listed as "Term Expires 2003 or 2005?")

2) Council to re-nominate existing members or nominate new folks for Arboretum Council.

5:30 - 7:30: Open House - Alumni Lounge

8:00 - 10:00: Christmas concert

Committee Updates - for December 6, 2002

K-12 Education

- Met with Bruce Dickau of the CSB/SJU Education department
- Met with the teacher advisory board of ISD 742
- Met with Larry Davis to discuss potential grants

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- Discuss K-12 education master plan for "Creating Better Land Stewards"
- Prioritize future steps
- Discuss fundraising opportunities

CSB/SJU Education

- Met with Gar Kellom, VP for Student development to lay out options for enhancing student opportunities in the Arboretum.
- Submitted advertisement to The Record inviting the CSB/SJU community to make use of tour and volunteer opportunities at the Arboretum
- Helping coordinate a winter Eco-Challenge with the Peer Resource Program/Outdoor Leadership Center
- Discussed future opportunities with each campus' Residential Life program and will meet in the future to further details
- Resumed Benedictine Stewardship talks with Phyllis Plantenberg OSB

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- Discuss current and future coordinate efforts with PRP/OLC
- Discuss potential endeavors with Environmental Studies Major

Community Education

- Steve Saupe led a tour of Edible Plants for members in conjunction with the Campus Health group.
- Members were invited to a lunch presentation on Landscaping with Native Plants by Master Gardener Suzanne Hill.

Volunteers / Administration

- Linda Mock and friends are leading the effort for the December 6th Open House.

PR/Membership

- The logo work has been wrapped up. Watch for it soon!
- The second (final) renewal letter was re-written and sent out to 157 lapsed members.
- 1st annual appreciation open house is scheduled for December 6th.
- Sidebar membership ad submitted to the Alumni office to include with article in Jan/Feb issue of St. John's Magazine.

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- Institutional Advancement's view on how Saint Johns Arboretum fits into the big picture.
- Update on January/February issue of Saint Johns Magazine.
- Work needed to implement your suggestion of a follow-up mailing in March to targeted alumni.
- Other membership recruitment ideas.
- Other fundraising ideas.

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- Tax implications of memberships/donations and “thank-you” gifts. – (We just want to confirm we are on the right track based on good info John Taylor sent over.)

Fundraising

- John Taylor of Institutional Advancement asked for a list of all possible funding ideas we might have. (Just in case a big or small donor asks.) The list is attached for your review.

Land

- We burned 20 acres of prairie on November 19. Very late, but a great burn considering how bad the weather has been.
- We have had student volunteers cleaning out European Buckthorn along with our lands folks.
- Student volunteers and classes planted acorns on 5 acres for oak regeneration.
- With our outdoor skills, we were asked and spent a few days leading crews in the search for missing student Josh Guimond. Sadly, no evidence was found.
- The Lake Wobegon Trail issue was voted on by County November 14th. A parallel trail system from Collegeville station to County Road 32 near St. Joseph was approved. We led the effort in order to provide safe running for students.
- A controlled deer hunt to reduce the population was held November 9-10. Only antlerless animals may be harvested. 34 hunters took 28 deer.