

Minutes of Saint John's Arboretum Advisory Council Meeting December 6, 2002

Council Members:

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

Committee Members and Guests:

Bruce Dickau, Casey Breen, John Taylor, Barry Korn

Tom Kroll called the meeting to order at 2:30 p.m.
Christian Brezczinski, OSB, opened with a prayer.

Barry Korn gave a presentation to the Council titled "A Marketing Plan for Saint John's Arboretum." Barry is an SJU senior at and has worked in the Arboretum office since his first year at St. John's. Last spring, he put together a marketing plan for the Arboretum as part of a class assignment. A copy of the plan was distributed to the Council.

Committee Reports (written reports were provided with 12/6/02 Agenda)

K-12 Education

John reported that this was a productive year for K-12 Education. The main objective of the K-12 program has been defined as the creation of better land stewards. To that end, 20 environmental education kits/trunks were developed and sent out to area teachers as companions to field study visits. About 2000 students made use of the Arboretum program this fall, with another 2000 anticipated for next spring. John is working on a survey to collect ideas for rainy day alternatives to field study (this was determined to be necessary based on feedback from teachers who participated in the program this fall). The education committee is working to put together an official framework to identify the main goals/objectives. They have the help of two new committee members, Mary Kroll, who has extensive experience in writing env. ed. curriculum, and Bruce Dickau, CSB/SJU Education professor. Bruce noted that the framework will make it much easier to justify to current and potential funders the money used to send kids out to the program. Janette noted that Tree Trust has completed a K-12 guideline, which is available to our staff for review if we are interested.

2nd and 3rd grade educational trunks are in the works.

CSB/SJU Education

Christian has a variety of ideas/projects in the works to increase our involvement with students on campus:

- Working with the Peer Resource Program – we help sponsor events, they put us on the t-shirts
- Working on a new eco-challenge
- Developing other non-athletic events – winter plant ID's, etc.
- Talking w/Res. Life about working w/RAs and being part of orientation week and process, working with Symposium groups and dorm floors
- Talking w/Sr. Phyllis Plantenberg about doing Benedictine stewardship presentations
- Working more closely with Env. Studies program, particularly once the major is up and running

Community Education

Upcoming events are: Snowshoe Trek, Jan. 16th; Owl Hoot, Feb. 18th; Maple Syrup Day, Mar. 29th. (Added later: Kim Chapman, "Ups and Downs of Bird Life in a Developing MN Landscape," Jan 27th; Winter Tree Walk, Jan 27th.)

Volunteer Management/Administration

The Arboretum Open House will begin at 5:30 p.m. today. The staff will be leaving the meeting about 4:00 to complete the final set up. Council members are requested to take turns acting as host/hostess at the Open House, greet guests, hand out name tags, etc.

PR/Membership/Fundraising

The PR/Membership and Fundraising committees met with representatives from Institutional Advancement to discuss a follow-up to the Alum magazine. See New Business below.

Lands

Tom updated the Council about the planned Wobegon Trail extension. The portion of the trail from Collegeville to St. Joseph will be dual-use: the raised portion of the trail will be used for winter hiking, running, and walking, while the ditch running along side of it will be used for snowmobiles. St. John's will plow the pedestrian section of the trail. St. John's has started logging north of Interstate 94. Tom also reported that St. John's has secured the option to buy approximately 100 acres of the Phillippi farm.

New Business

Alumni Magazine/Marketing

There was discussion about the Jan.-Feb. 2003 issue of the St. John's Alumni Magazine. The cover piece is an article on environmentalism at St. John's, in which the Arboretum will be featured. Approximately 30,000 copies will be sent out. John Taylor, Associate Vice President of Institutional Advancement, and Casey Breen, Director of Alumni Relations and Annual Giving, met with the PR/Membership and Fundraising committees prior to the full Council meeting. They shared with the committee information about the institution's marketing guidelines and various marketing/fundraising tools Institutional Advancement has available for the Arboretum to use. Several good marketing ideas were discussed. Bob Thomsen suggested the PR/Membership committee meet with Institutional Advancement staff as soon as possible to get marketing activities started.

Steve Saupe made a motion to authorize the PR/Membership Committee to proceed with marketing activities for the Arboretum that will do the best job for the best price. Larry Schwietz seconded the motion, Council passed it.

Council Structure

Tom initiated a discussion about the Council structure. He noted that at the 11/8/2000 Council meeting, a document entitled "Background Information and Proposed Changes" was discussed and adopted. He distributed a copy of that document for reference. It states that the Advisory Council needs to elect a Chairperson, Vice Chairperson, and a Secretary, and that current Council members need to have identified terms. Currently, there are three open positions on the Advisory Council. The Advisory Council members need to make nominations to fill these positions. When making the nominations, Council members should consider the individual's interests, strengths, and background. These nominations will be presented to the Abbot and University President for approval. (See below for officers.)

Tom also handed out a list of all the current Council members with information including the terms they are currently serving and highlighting the strengths each brings to the position. He asked that members look over the list and make any corrections and/or additions that are needed. (List of members with newly established terms will be available at the next Council meeting.)

Council Function

There was discussion about the function of and guidelines for the Arboretum Advisory Council. Janette raised the question of whether the Council is intended to function as an advisory body or a Board of Directors. Following discussion, it was agreed that the Council is an advisory body as we receive our authority from the University and Abbey and are not independent of their governance. Tom said Linda Marrin has agreed to lead a review of the Arboretum's accomplishments, asking: 1) Are we doing the right things? 2) Are we doing them right? Topics would include Council guidelines, focus, and direction, and determining a focus for fundraising efforts. What type of capital equipment does the Arboretum need? How do we maintain and develop the big picture?

Council Officers

Council Chair – Scott May

Council Vice Chair – Janette Monear

Secretary – Linda Mock

Miscellaneous

A handout entitled "Arboretum Funding Wish List," (November 1, 2002) was distributed and discussed.

On the agenda for the February meeting: planning and budget.

Respectfully submitted,

Linda Mock

Revised, E. Sim, 1/21/03

The next Advisory Council meeting is Monday, February 10, 2003 from 2:30-5:00 p.m. in the New Science Center, Natural History Museum. Mark your calendars.