

Minutes of Saint John's Arboretum Advisory Council Meeting

December 5, 2003

Natural History Museum, Saint John's.

SUMMARY:

Action Items Determined:

- Motion passed to accept the DNR's \$4,500 Environmental Partnership Grant with a match. The Colledgeville Development Group will match the DNR grant.
- There was discussion about changing the first item of the Mission of Saint John's Arboretum, which states, "Preserve the native plant and wildlife communities of the Arboretum lands and waters." Ron Wienhold made a motion that wordage be changed to: Preserve native and historical plant and wildlife communities of the Arboretum lands. Chuck Wocken seconded the motion. The motion passed.
- One line item in the Mission of Saint John's Arboretum states, "Sustain the evolving non-native environment of the inner campus". The Grounds Department is in charge of the inner campus therefore; it is no longer part of the Arboretum Mission. Steve Saupe made a motion to delete this statement from the Mission of Saint John's Arboretum. Larry Schwietz seconded the motion. The motion passed.
- Larry Schwietz made a motion to delete "Volunteer work may be substituted in lieu of donation" in the \$10 Student Membership form from the current membership form. The new membership form should read: \$10 Student membership and renew at \$10 per year for each year up to three years after a student leaves CSB/SJU. Ron Wienhold seconded. The motion passed.

To Do List:

- Tom K. and Fundraising Committee: Prepare suggestions for recognizing donations from estate planning. By Feb 16, 2004
- Tom K. and Fundraising Committee: Prepare suggestions for recognizing different levels of cumulative donations to Arboretum. By Feb 16, 2004
- Tom K., Abbey, and University: Fill vacant Arboretum positions. By Feb. 16, 2004.
- Tom K: Propose Land Legacy Fund for preserving surrounding lands to Abbey, University, Regents. By January 1, 2004.
- Fundraising Committee: Create packet of info on Arboretum that Institutional Advancement can use to promote Arboretum. By June 1, 2004.
- Tabled till next Council Meeting: Discuss budgeting for trail signs.

Full copy of the minutes available on the Arboretum Website at:

<http://www.csbsju.edu/arboretum/goalsandaccomplishments/Arboretum%20Advisory%20Council/meetingminutes.htm>

FULL MINUTES:

Council Members:

Present: Terri Barreiro, Bob Ellenbecker, John Geissler, Tom Kroll, Kyhl Lyndgaard, Linda Mock, Steve Saupe, Larry Schwietz, Bob Thomsen, Ron Wienhold and Chuck Wocken

Absent: Al Barth, David Hartwell, Fr. John Kulas, O.S.B., Scott May, Janette Monear, Tom Wicks, and Fr. Bruce Wollmering, O.S.B.

In the absence of the President, Scott May, Tom Kroll called the meeting to order at 2:30 p.m. He introduced new Advisory Council members, Terri Barreiro and Chuck Wocken.

Committee Reports

K-12 Education

John Geissler reported that 2,400 students have participated in Arboretum programs/activities this year. It is the largest number of participants the Arboretum has had during a one year time period since it began. Ten CSB/SJU students were trained to be tour leaders. The tour schedule was posted and the student tour leaders signed up to lead tours that fit into their schedule. This system worked well.

The University has approached the Arboretum about partnering Arboretum programs with the High Ropes Challenge Course. They would like to move the Challenge Course closer to the boardwalk loop. This is currently in discussion stage.

There was discussion about developing winter programs. The Arboretum's goal is to begin the winter of 2004-2005. John will be visiting Deep Portage and Wolf Ridge Environmental Learning Centers to learn about their programs.

CSB/SJU Education

The Arboretum co-sponsored 5K and 10K runs with Campus Ministry and Outdoor Learning Center. The Arboretum staff showed them how to set up the running course. We also made a financial contribution toward the T-shirts to have the Arboretum logo printed on them for advertising.

The CSB/SJU Alumni magazine will be running a story about CSB/SJU students involved with the Arboretum and will advertise Maple Syrup Days on March 27th and April 3rd. The magazine has a distribution over 60,000. Kyhl Lyndgaard wrote the article.

Community Education

The Woodland Owner & User Conference on October 11th was a great success, 220 people attended. Steve Saupe was a primary organizer of the conference.

St. John's Preparatory School sponsored the Colleegeville Colors event on October 5, 2003, approximately 300 people attended. The Arboretum supported the event. We had an information stand at the event and Arboretum staff and volunteers manned information stations along the paths. The Preparatory School plans to hold this event again.

The upcoming Community events are as follows: Global Position System Introduction course - late January or February - date to be determined. Snowshoeing/Moonlight Trek,

February 5, 2004. Owl Hoot, March 9, 2004. Maple Syrup Festivals, March 27th and April 3rd, 2004. Woodland Wildflower Hike, May 11, 2004. Plant Sale, May 2004 - date to be determined.

The Community Education Committee asked the Council for suggestions of other topics/activities for Community Education. Mr. Bob Russell employed by the U.S. Fish and Wildlife Department and a SJU Alumni has offered to do a presentation about birds.

PR/Membership

A membership renewal letter was sent out mid-November to 156 people whose memberships have lapsed. To date 60 people have renewed. The Institutional Advancement department maintains our database of donors and members, and provides quarterly lists to the Arboretum so we can mail out membership renewal reminders quarterly.

The PR/Membership committee met prior to this Advisory Council meeting. They suggested one Arboretum goal should be increasing student memberships. The committee made the following recommendations:

- On the Membership Application Form - in the \$10 student category, delete the Volunteer option.
- Implement incentives that would draw CSB/SJU Students to become members while in school and continue as members after they leave school. It was suggested that the students receive an Arboretum T-shirt, be invited to the annual Membership Appreciation Social and other Arboretum events with a paid membership.
- After CSB/SJU students have graduated, offer CSB/SJU students a \$10/year membership for 3 years after they graduate.
- They suggested more emphasis be put into recruiting CSB students.

There was discussion about purchasing Nalgene water bottles for the people who worked the prescribed burn. The company requires a minimum order of 144 bottles. What would we do with the extra bottles, could they be sold at the bookstore or other events? There was discussion about the logo and wordage on the bottle. No decisions were made.

Fundraising

Jim Dwyer, Director of Planned Giving reported the vehicle that was donated to the Arboretum has been sold. The net amount to the Arboretum was about \$2,000. He worked through a program called "Cars With a Heart". They sell vehicles and take a percentage of the sale.

Jim informed the group that a SJU Alumni from the class of 1974 passed away. His wife would like to make a donation towards a project related to water in memory of her husband. He asked our group for ideas. A suggestion was made to replace the bridge over Stumpf Lake.

- St. John's Abbey Fundraising Campaign is adding the Arboretum as a donation option. Institutional Advancement needs a way for donors to visualize what the Arboretum is. He asked the Arboretum Advisory Council and Staff to put together an information package about the Arboretum to sell to prospective donors. The Deadline for this information is within six months.

A Brainstorming discussion followed.

(Jim Dwyer's request for the Arboretum to package itself to sell to donors prompted a lot of discussion. Some items discussed were setting up donation categories e.g. White Oak Club, or setting levels of donation up as a society or club level. The Arboretum is about education with an overlay of the land and land conservation. One purpose is teaching children land stewardship. St. John's legacy is land and land stewardship. The Arboretum can set up individual funds (e.g. Land Legacy Fund). Any fund established will need a write-up of its purpose. The implementation of a promotional package would be helpful in raising funds for challenge grants. We should be thinking ahead for the next 50

The DNR has a \$4,500 Environmental Partnership Grant available with a resolution of a matching donor. The Collegeville Development Group will match the DNR grant. Chuck Wocken made a motion to accept the DNR resolution. Steve Saupe seconded. The motion passed.

- A motion was passed at the October 3, 2003 meeting to spend \$700 for trail signs. Is there money in the budget for that or do we need to do fundraising to cover it?

Lands

There was discussion about changing the first item of the Mission of Saint John's Arboretum, which states, "Preserve the native plant and wildlife communities of the Arboretum lands and waters."

-Ron Wienhold made a motion that wordage be changed to: Preserve native and historical plant and wildlife communities of the Arboretum lands. Chuck Wocken seconded the motion. The motion passed.

The Avon Hills Initiative kick-off was October 25, 2003 at St. John's. The stakeholders and other interested people boarded a bus and toured a portion of the area. This is an enthusiastic group. The next Avon Hills gathering is February 21, 2004.

Tom reported the logging crew started again this winter.

Program Administration and Volunteers

Advisory Council members Fr. John Kulas, O.S.B., David Hartwell and Bob Thomsen's terms expire in December 2003. Fr. John will not renew as a council member but will be our spiritual advisor. David Hartwell has agreed to serve another term. Bob Thomsen will continue to be a part of the Marketing Committee but will not renew as a council member.

Tom asked for recommendations to fill the positions. Suggestions were Chris Schellinger, Sr. Phyllis Plantenberg, O.S.B., her assistant Megan Keefe, John Petters and Tom Haeg.

Other Business

One line item in the Mission of Saint John's Arboretum states, "Sustain the evolving non-native environment of the inner campus". The Grounds Department is in charge of the inner campus; therefore, that line is no longer part of the Arboretum Mission. Steve Saupe made a motion to delete this statement from the Mission of Saint John's Arboretum. Larry Schwietz seconded the motion. The motion passed.

· Larry Schwietz made a motion to delete "Volunteer work may be substituted in lieu of donation" in the \$10 Student Membership form the current membership form. The new membership form should read: \$10 Student membership and renew at \$10 per year for each year up to three years after a student leaves CSB/SJU. Ron Wienhold seconded. The motion passed.

The meeting was adjourned. Council members proceeded to the Membership Open House and Christmas Party.

Respectfully submitted,
Linda Mock

The next Advisory Council meeting is Monday, February 16, 2003 at 2:30-5:30 p.m. in the New Science Center, Natural History Museum. Mark your calendars.