

**Minutes of Saint John's Arboretum Advisory Council Meeting
October 4, 2004
Natural History Museum, Saint John's University**

Council Members:

Present: Terri Barreiro, Alison Binsfeld, Sarah Gainey, Tom Haeg, Tom Kroll, John Kulas, OSB, Ryan Kutter, Scott May, Linda Mock, Steve Saupe, Chuck Wocken

Absent: Al Barth, David Hartwell, Bob Ellenbecker, Janette Monear, Larry Schwietz, Tom Wicks, Ron Wienhold, Bruce Wollmering, OSB

The meeting was called to order at 2:30 p.m. We welcomed Fr. John Kulas, OSB back. He opened the meeting with prayer.

Tom Kroll introduced Ryan Kutter. Ryan has joined the Arboretum staff as the new Writer and Office Coordinator. He is replacing Kyle Lyndgaard.

Strategic Plan

Tom Kroll began the discussion by telling Council members about the strategic plan that Saint John's University and the College of Saint Benedict are proposing to implement. Their number one goal is to be a Premier Catholic Liberal Arts College. The four strategic activities they will focus on are:

1. Residential Learning
2. Liberal Arts Education
3. Spiritual Development
4. Gender Development

The Saint John's Arboretum's Strategic Plan should fit under the Saint John's University and College of Saint Benedict's Strategic Plan. Therefore, the Arboretum will wait to finalize our Strategic Plan until the two institutions have finalized their plan. Their completion goal is January 2005.

Sarah Gainey and Terri Barreiro presented a summary of the Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T) analysis for Saint John's Arboretum. The S.W.O.T. was the result of an Arboretum Strategic Planning meeting held on August 27 and 28, 2004. (Reference handout - S.W.O.T. Analysis for Saint John's Arboretum.) At the Strategic Planning meeting seven Priority Growth Objectives were identified and a completion goal of 2010 was set. The seven Priority Growth Objectives are:

1. Membership: achieve active membership of 1,000 people.
2. Relationships: continue strong relationships with alumni, businesses, CSB/SJU, SJP, Abbey and neighbors that support our mission.
3. Education: double the volume of high quality, hands-on education for K-12, CSB/SJU and community/informal groups.
4. Finances: achieve financial independence to fund Arboretum goals
5. Stewardship: assure stewardship and Arboretum access
6. Physical and human resources: maintain adequate staff, volunteers and physical resources for effective implementation of mission.
7. Become better known: be known as a highly visible and integrated educational center of CSB/SJU.

Within each Priority Growth Objective are Priority Targets (bullets), under that, strategies to achieve target and action steps within the strategy. Out of the seven Priority Growth Objectives, three objectives were identified as main "driver" targets. The main "driver" Growth Objectives are: Relationships, Finances and Human Resources.

There was discussion about how to proceed from here. It was decided to form task force committees. The task force committees will have a chair, a budget and volunteer members. The chairpersons will be responsible for setting meeting dates and times and notifying the Arboretum Staff and Advisory Council of that information. Advisory Council members were asked to volunteer to be on a committee(s). The task force committees are:

1. Public Relations and Membership Committee. (Priority Growth Objectives: 1. Membership; 2. Relationships.) Chair is Scott May.
2. Education Committee. (Priority Growth Objective: 3. Education) Overall Chair is Alison

Binsfeld. This committee has three subdivisions they are K-12, CSB/SJU and Community. Steve Saupe is Chair of the CSB/SJU area and Janette Monear is Chair of Community Education. K12 chair is yet to be named.

3. Fundraising Committee. (Priority Growth Objective: 4. Finances) Chair is yet to be named. It was suggested that Larry Schwietz and Jim Dwyer be committee members.

4. Land Committee (Priority Growth Objective: 5. Stewardship) Chair is Tom Haeg

5. Volunteer and Administration Committee. (Priority Growth Objective: 5. Physical and human resources) Chair is Terri Barreiro.

It was decided to work with the three main "drivers" first. The committees will review the Priority Targets (bullets) for accuracy and do ground work prior to an Advisory Council meeting. Then the Advisory Council and committee will work together on the bullets.

Staffing

A handout titled "Saint John's Arboretum Staffing, September 28, 2004" was distributed and discussed. The recommendation is to create a full-time "Fellowship/Intern" position for the Office Manager/Writer. As a "Fellowship/Intern" position the applicant would need to be a recent graduate of CSB/SJU. The individual's term would be for one year beginning May 15th and ending May 14th the following year. There was discussion about adding a second fellowship that would be an Environmental Educator/Naturalist position. If this were implemented, the reporting structure would remain the same. Currently the Office Manager/Writer (Ryan Kutter) and Environmental Education Coordinator (Sarah Gaine) report to Tom Kroll, Director. The Environmental Educator/Naturalist position would report to Environmental Education Coordinator. There was discussion about salary for these two positions.

Motion: Steve Saupe made a motion that the salary for a "Fellowship/Internship" position be set at \$15,000 a year. Tom Haeg seconded the motion. The motion passed.

The Arboretum will need to raise \$30,000 by April 15, 2005 to fund these two positions. We will need to get out there and apply for grants.

Membership Recognition Event December 3, 2004

The event will begin at 5:30 pm and end at 7:45 pm. The teaching trunks/kit will be on display for members to look at. Tom will do a short program recognizing Advisory Council Members, Committee Members, volunteers and a few people of distinction. A printed program will be made up that will include a list of current members, donors, staff and council members.

There was discussion about having a Silent Auction at the event. Scott May knows a source that would donate prints that could be auctioned. The Council decided to go ahead with the Silent Auction. Scott May agreed to be in charge of it.

One of Saint John's neighbors made a nice birdhouse and has donated it to the Arboretum. That could be included in the auction or it could be given away as a door prize. Duane Breczinski has generously donated the wine again for the event. Please be sure to thank him.

A suggestion was made to set up a table with Arboretum gift items available for sale. It will include Arboretum gift memberships, note cards, T-shirts, tools, etc. The gift membership receipt will be attached to a pint of Saint John's maple syrup. The maple syrup alone will not be for sale. It will be a gift membership benefit.

We need volunteers to work at the greeting table and help with nametags; we need people to help pour wine and someone to help at the gift table. Please contact Linda Mock if you are available to help.

The meeting was adjourned.

Respectfully submitted,
Linda Mock

*The next Advisory Council meeting is **Friday, December 3, 2004, at 0:00-3:30 p.m.** in the New Science Center, Natural History Museum. **Mark your calendars.***