

Minutes
Saint John's Arboretum Lands Committee
Friday, February 18, 2011, 9:30-11:30 a.m.
Natural History Museum, New Science 150, SJU

Present: Glenn Miller, Tom Kroll, Br. Nick Kleespie, Steve Saupe, Br. Walter Kieffer, S. Margaret Wurm, John Geissler, Gary Pflueger, Dan Vogel, Br. Lew Grobe, Br. Jonathon Licari, Fr. Mark Kelly, Br. Brad Jenniges, Bryan Sieh, Jenny Kutter

Grounds/Lands Items

- CapX2020 Update
 - o All information has been submitted to the judge, she will make a decision on the powerline route later this spring, the Public Utilities Commission has the final vote on the route.
 - o There are currently 8 route choices
 - The power company preferred route goes north of I94 – from Waite Park to St. Anna, Avon township, to Albany
 - o We've presented the Abbey's case as best as we could
- The Nature Conservancy – on campus
 - o TNC asked if Saint John's would be amenable to providing office space to rent on campus for the TNC central MN office
 - o Advantageous setting, possibilities for student employees and interns
 - o Office space is less important, garage space (some heated) for equipment is vital
 - Is there a garage available for rent within 5 miles of Saint John's?
 - o TNC would be a good partner both for education and land stewardship for the Abbey

Lands Items

- Online land use permissions applications
 - o Acknowledge need for permission to use Abbey land
 - o Build in different permission levels for different types of land use
 - o Students in computer science dept. hired to develop forms and interactive maps for web site
 - o BE CAREFUL that it doesn't act as an obstacle
 - Anybody can go for a walk, why should faculty ask permission?
 - Promote it not as "permission" but as a way to serve people better and help us track use of the land
 - Work hard to keep it a positive experience for everybody
- Signs in the woods – **SAFETY** (ski trails, etc.)
 - o Working on temporary signs for seasonal activities
 - Not so temporary that they easily "move" and disappear
 - o Is permanent signage completely off the table?
 - A question of hospitality – how can we help people use the land safely?

- Keep conversation going – a committee will work on the issue and report back:
 - Tom Kroll
 - Fr. Jonathon
 - Glenn Miller
 - Br. Walter
- FY12 Work Plan
 - A small summer crew is available again this year to work on projects with Br. Walter and Jeff Evander
 - Project map:
 - 15 projects completed
 - 5 projects ongoing
 - 23 projects to work on
 - We will do fencing around some oaks: can't continue to control deer numbers with hunt, need fences to protect oaks
 - We will do buckthorn control
 - We need to prioritize other projects
 - Explanation of some potential projects
 - Chapel Trailhead – funding exists to pay for most of project, willing to work with students on building
 - Fieldstone gateways – a way of announcing that you're entering Abbey lands, elegant, using common local resource in fieldstone
 - Chapel dam work – need to either get DNR permit to make a permanent bridge behind Chapel or remove the temporary bridge according to our permit
 - Chapel trail repair – already have the crushed gravel, need to continue the work
 - Invasive species – cypress spurge, spotted knapweed, buckthorn – need to stay on top of the problem
 - Brush and branch work on trails
 - Erosion problems on trails
 - Chimney Swift nests – Dan Stark's Prep class is building, summer crew could install
 - Suggested projects
 - Inspect SAFETY and structure of Watab footbridge
 - Tom K. will look into specs for repair/replacement
 - Non-floating boardwalk – SAFETY issue
 - Check with state parks
 - Check into other dock/water technology to fix?
 - Rather than prioritize individual projects, the committee defers to Tom K as land manager to make specific decisions. Committee recommends projects that focus on:
 - SAFETY issues first

- Greatest number of people affected (closer to inner campus), then work outward
 - Cypress spurge, buckthorn, high priority to keep a handle on invasives so they don't get out of control
 - Use funding for Chapel trailhead
 - Build the deer fences to encourage oak regeneration
- Maple Syrup Update
 - Will have the community tapping day on Saturday, March 5 (before students go on spring break)
 - Continue team tapping with cordless drills
 - Ordering and testing 5/16" spiles – the holes should grow shut in 1 year – new recommendation that would be better for the tree than the current 7/16" spiles
 - Picking up new evaporator for the 2012 season, a donation to the Saint John's syrup operation

Minutes
Saint John's Arboretum Advisory Council
Friday, February 18, 2011, 12:30 – 2:00 p.m.
Natural History Museum, New Science 150, SJU

Council Present: Glenn Miller, Emily Franklin, John Geissler, Mike Connolly, Steve Saupe

Staff Present: Tom Kroll, Sarah Gainey, John O'Reilly, Bryan Sieh, Jenny Kutter

Guest: Tom Stock, director of SJU athletics

Presentation about Sponsorship – Tom Stock

- Mutually beneficial – has to be (it is NOT a donation)
- Game day publications, for example, help work around “no sign” policy on campus
- Posters, Web site logos, Pocket schedules, Summer camp t-shirts – all places to put sponsor logos
- Always write agreements – they are not static – have annual conversations with sponsors
- 1st mistake – thinking it's philanthropy – it's NOT – it's marketing
- 2nd mistake – thinking it's about YOU – it's NOT – it's about helping THEM
- Sponsorships are a relationship business – can't be done by letter, has to be personal
- Advice?
 - o Need to find enough advertising elements – what do we have to offer?
 - Program, banner, web link, etc.
 - o How would we work with IA?
 - Come up with a plan, they'll work with you
- Discussion
 - o A good avenue to explore while playing our conscience into it
 - o Emily works with sponsorship at her organization – often makes operating expenses
 - Developing an “inventory” is a good first step
 - o Potential equipment/in-kind donations (outdoor gear?)
 - o “anchor” sponsor idea – gets logo onto programs at all events, etc.
 - o Know the barriers, when to say no to a sponsor and to be ok with that
 - o Be prepared to hear some grumbling about where your money comes from – “selling out”
- Council sees value in the idea as a good way to stabilize funding for some ongoing projects
 - o Sends to Admin committee to discuss and begin to prepare a plan

Arboretum/Abbey Arboretum Name and Logo

- Review background of the pending Abbey/University split into separate corporations
 - o Abbey wants to be recognized (most often referred to as University in publications)
 - o Land is a strong Abbey asset
- Review potential Abbey Arboretum logo/tagline options sent with agendas
 - o Play with a variety of ideas
 - o Is a tagline necessary? We don't use the current one “Saint John's Abbey & University” very often
 - o Tagline is meant to evoke what an organization does
 - “stewardship, education, spirituality”
 - Make sure “university” is somewhere to continue to highlight partnership

- Do we have to change the name?
 - o For 150 years it's been Saint John's; most people will always know us as Saint John's
 - o Are we no longer a part of a community? We're now guests?
 - o The original logo – "Saint John's Arboretum" – is *crisp*
 - More lines in "Saint Johns' Abbey Arboretum"
- Final details about Abbey/University split are not yet confirmed
- More factors may need to be weighed into a final decision
- Council votes to postpone any decisions regarding changing the Arboretum name and/or logo

Thanking Donors

- Council members are definitely willing to phone/write notes to donors of \$100 or greater to thank
- Staff will divide up list of donors and give contact info to interested council members

Council Survey Discussion

- See survey response summary at end of document
 - o Summary:
 - Some council members have talents and skills not utilized by the Arboretum, but otherwise council members generally feel they understand their role
 - Council skills needed: community ed, volunteers, PR, membership/fundraising
 - People feel like they are most contributing when able to attend meetings, least helpful when they're not able to attend
 - No particular day/time stood out as better than others for holding council meetings
 - No council member willing to serve as council Chair when Terri's term is up.
- 10 out of 17 council members completed survey
 - o Would be a good survey response for a random survey, but is not considered a good response rate for people invested in an organization
- Tom Kroll– likes a lot of input, but doesn't want to be "over-bossed"
 - o Perhaps his leadership style discourages activism?
- The council is not a governing board, a style that doesn't always work well for people
- Council recommendations:
 - o Find ways to have better connections between the council meetings to be more effective and more connected to the work being done
 - o What else can council members do/work on with other council members between meetings?
 - o Send a monthly update on what's going on
 - Keep council in the loop more often
 - Ask for advice
 - o Hold more regular committee meetings between council meetings - has to be staff-driven
 - o Hold staff lunches with individual/small groups of council members – to touch base more often
 - o Work on building relationships, stimulating ideas – they don't often happen directly at meetings
 - o Action items – ask for advice
 - See Sarah's list of potential activities for council members to get involved with, at end of document

Minutes
Saint John's Arboretum Admin Committee
Friday, February 18, 2011, 2:00 – 3:30 p.m.
Natural History Museum, New Science 150, SJU

Present: Emily Franklin, John Geissler, Mike Connolly, Colleen Petters, Tom Kroll, Sarah Gainey, John O'Reilly, Bryan Sieh, Jenny Kutter

Welcome to new committee volunteer – Colleen Petters

FY2011 and FY2012 Work Plans

- Summary of the function of the logic model format:
 - o If you have **Resources**, you can do set **Activities/Tools**, which lead to certain annual **Outputs**, which meet short-term **Outcomes**, which lead to **long-term Impacts** achieving long-term organizational goals.
 - o Annually review the **Outputs** to ensure we are working effectively toward our goals
 - Outcomes and Impacts are set by full-council, looking 2-3+ years out
 - Resources and Activities are things we have, and things we do
- Admin committee: Main role is to support other committees (lands, education), procuring resources to support their goals, maintaining membership, advertising and communications, etc.
 - o This committee has 3 main focus areas:
 - Program Administration: staffing, volunteers, other management needs
 - Public Relations: advertising, communications, promotions, etc.
 - Fundraising/Membership: grants, donations, etc.
- FY2011 Outputs Review
 - o Newsletter: good reviews on recent issues, always looking for ideas for future issues
 - o Events participation: last year the committee charged us to be more direct and deliberate with advertising, particularly on small events – we're improving, and seeing some greater participation
 - o Memberships: on par with the last 2-3 years, both in numbers of people, and dollars
 - Will want to review retention of members in the future, but so far not a major concern
 - o Grants: A STRUGGLE – not reaching goals, but not for lack of trying...
 - Bailey Foundation - \$8000 request for bussing, \$2000 received
 - Americorps Promise Fellow – will learn if accepted in April
 - Joint application with Extension office, will split two fellows so we'll have Promise Fellows full time during our busy times, Extension will work with them during our slower times
 - Toyota Foundation - \$23000 for Fellowship in 2012-13, rejected
 - Buuck Family Foundation – inquiry \$11000 Fellowship, rejected
 - Jeffers Foundation – inquiry, not good fit
 - Morgan Family Foundation – inquiry \$11000 Fellowship, rejected
 - Fdn. For Sustainability & Innovation – called, no response

- SuperValu Foundation - \$7000 for bussing, rejected
- Deadlines coming up: Envr. Resource Mgmt foundation, Bremer Foundation, Wal-Mart Community grants
- Emily Franklin – seeing same decreases in foundation support in her work, they make up the difference with sponsorships
- Committee questions:
 - Legacy/sales tax funds? Saint John’s is ineligible for much of that money because the land is not in a permanent conservation easement
 - Feedback from rejections?
 - More requests than available funding
 - Not a good fit for their current priorities
 - Send DVD, other media to better promote our request?
 - Most foundations will not accept extra materials beyond their requirements

FUNDRAISING IS OUR #1 PRIORITY THIS YEAR: Council has charged us to look into sponsorships

Sponsorships

- Start brainstorming “inventory” – what do we have to promote/market? What do we NOT want to market?
 - Arb mission
 - Identity
 - Sustainability
 - Natural Resources
- Events
 - Avon Hills conference
 - Maple Syrup Festivals
 - Bus campaign??
 - Package of smaller community events (lecture series, owl hoot, etc)
 - Gear/adventure trips – in-kind and monetary sponsorship from outfitters
- Benefits to offer sponsors (# of impressions, i.e. logo on web, event attendance, publications, etc)
 - Press releases
 - Newsletter
 - Event emails
 - Dec. Open House
 - Annual Report
 - Arb/OLC outdoor gear (backpacks, canoes, etc)
 - Team-building experiences (Challenge Course)
 - Special tours/experiences
 - Tickets to events
- Bussing is tricky – what can we offer sponsors that is valuable marketing to them?

- May be better off leaving bussing as donations rather than sponsorship
- Use sponsorship to pay expenses for events, additional revenues go toward operating costs (i.e. bussing and fellowship!)
 - Emily Franklin can provide a sample sponsorship agreement from her organization
- Look into developing a Business Membership for the Arboretum?
 - Benefits of business membership – different levels?
 - Donation rather than direct sponsorship – tax incentive

Admin committee will continue to develop idea further

- Jenny will draft 1st sponsorship plans by June 1
- Emily will send sample agreements to Jenny
- Look at what other organizations are doing: Fresh Energy, Friends of the Mississippi, Landscape Arboretum, Citizens League
- Tom will make first sponsorship contacts this summer