

Saint John's Arboretum Advisory Council Meeting
Friday, December 2, 2011
Saint John's Abbey Guesthouse

Council Present: Bob Russell, Scott Daninger, Terri Barreiro, John Benschoter, Tom Haeg, Kari Dresow

Staff Present: Tom Kroll, Jenny Kutter, John O'Reilly, Sarah Gainey, Tiffany Miley, James Juip

Guests: Jim Dwyer, John Taylor

Chair Nominations

- Terri Barreiro is finishing her term as Chair of the AAC. The Chair serves two years.
- What is the role of the chair?
 - o 3-4 times per year will meet with staff
 - o Help review agendas for quarterly council meetings
 - o Offer other suggestions for what council should be working on
 - o Facilitate council meetings, help keep discussions on track
 - o Other roles as needed; not a big responsibility
- Nominations from council:
 - o Steve Saupe – close to campus and staff to be available for assistance, very active on council and other Arboretum activities, long tenure with Arboretum
 - o No other nominations were voiced
 - o As Steve was unable to attend the meeting due to class schedule, vote is postponed to February council meeting. Tom Kroll will contact Steve to discuss the nomination.
- Vice Chair: somebody available to facilitate the meetings when the chair is not available
 - o Motion: Have past chair serve as Vice Chair.
 - o Vote: All in favor. Motion passes

Membership Update/Analysis

- At October 2011 council meeting, FY11 membership numbers were discussed.
 - o Large jump from FY10 (up 150 members), achieving and surpassing long-term goal of 500 Arboretum members.
 - o Council requested further analysis of membership numbers in FY11 in order to discuss plans and goals for future membership
- Explanation of graphs (*all appended at the end of minutes*)
 - o Total Individual Memberships Graph:
 - Consistency in numbers 2007-2010, with slight growth
 - Biggest surprise: 2011 growth came from multiple categories – student, renewing, and new members
 - Growth in student members was expected due to change in student membership from a 1-year to a 4-year membership beginning in 2010. This added significantly to student membership numbers in 2011.
 - o Total Membership Dollars Graph:
 - Note that renewing members continue to provide majority of financial support.

- We did see a near doubling of both new membership dollars and student membership dollars in 2011 compared to 2010.
 - Total Donors/Total Donations per Fiscal Year Graphs:
 - Main takeaway:
 - Our greatest numbers of donors give in the \$25-\$100 range, BUT
 - Our greatest financial support comes from a handful of large gifts
 - Good reminder to keep growing base of support at the lower financial level, but to work to cultivate relationships at the upper financial level to maintain stability of funding
 - New Members FY10-11, By Month Graph:
 - Major increase in new members during March and April, almost exclusively due to Maple Syrup Festivals.
 - Staff did not implement any new initiatives at the Festivals between 2010-11 to encourage memberships
 - Major increase in new members during May
 - Plant Sale gets some new memberships, but not many – mostly current members attend the Sale.
 - Membership drive to graduating seniors for the first time – 16 seniors signed up, a good turnout for the first year of the new senior membership initiative
 - August memberships: students return to campus and often sign up as members at a variety of events hosted at the beginning of the school-year.
 - Membership by Zip Code Graph:
 - Same graph the council reviewed in 2009. A cursory analysis of current members showed no significant change, so Jenny felt this graph still represented our members well for this discussion.
 - Reminder of high local support of Arboretum
- Other Data to Note:
 - Honorary memberships:
 - 76 new honorary memberships added in FY11 compared to FY10
 - Who decides who gets honorary memberships? Arb staff...
 - Members of both monastic communities are eligible to be lifetime honorary members. They have to request to be on the list.
 - Graduating student employees, volunteers, given as donations to other organizations (for silent auctions, etc), prizes for events, etc.
 - Used as a marketing tool – after 1-year, honorary members receive a letter notifying them that their membership is expiring and asking them to join as a paying member
 - Online Memberships:
 - FY10: 3 new, 4 renewing online memberships
 - FY11: 20 new (2 from Marketplace), 9 renew
 - Arboretum did not start using the new online payment tool, Marketplace, until the end of FY11.
 - Perhaps after first year of online payment options, it has become more easily accessible for members, thus is used more often
- What should our new goal be?
 - Options:

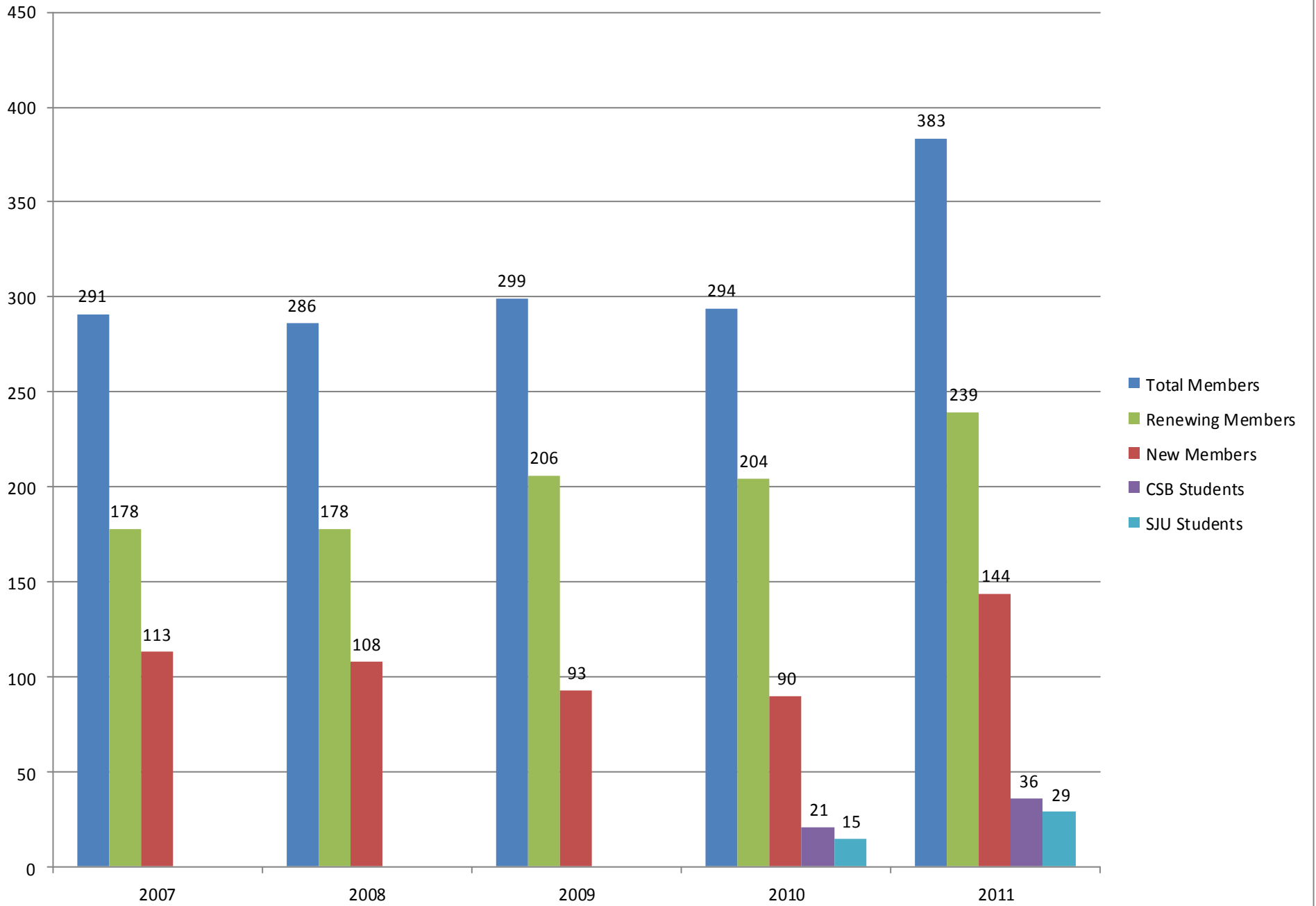
- Holding pattern while staff is tight and monitor to see if numbers hold for 2012?
- Push new goal to 750 members?
- Push for legacy members (estate or planned giving)?
 - Institutional Advancement currently helps us with this.
 - We have 3 legacy donors – all recognized in the Annual Report
- How do we increase member numbers?
 - Why do we lose members? The number of new membership we receive every year should theoretically increase our total member numbers more.
 - Many join to get discount to specific event, choose not to come back or renew after event
 - We send renewal notices to all members:
 - Once in the month their membership renewal is due (with a handwritten note from Tom on each letter)
 - 2nd notice sent twice a year to anybody who did not renew. After that they're removed from our list.
 - How can we increase memberships at more events?
- Goal for this year:
 - Try for a 10% increase in memberships by the end of FY2012.
 - Continue to monitor, review, and explore membership ideas for future.

Fundraising Brainstorm – Jim Dwyer and John Taylor, SJU Institutional Advancement

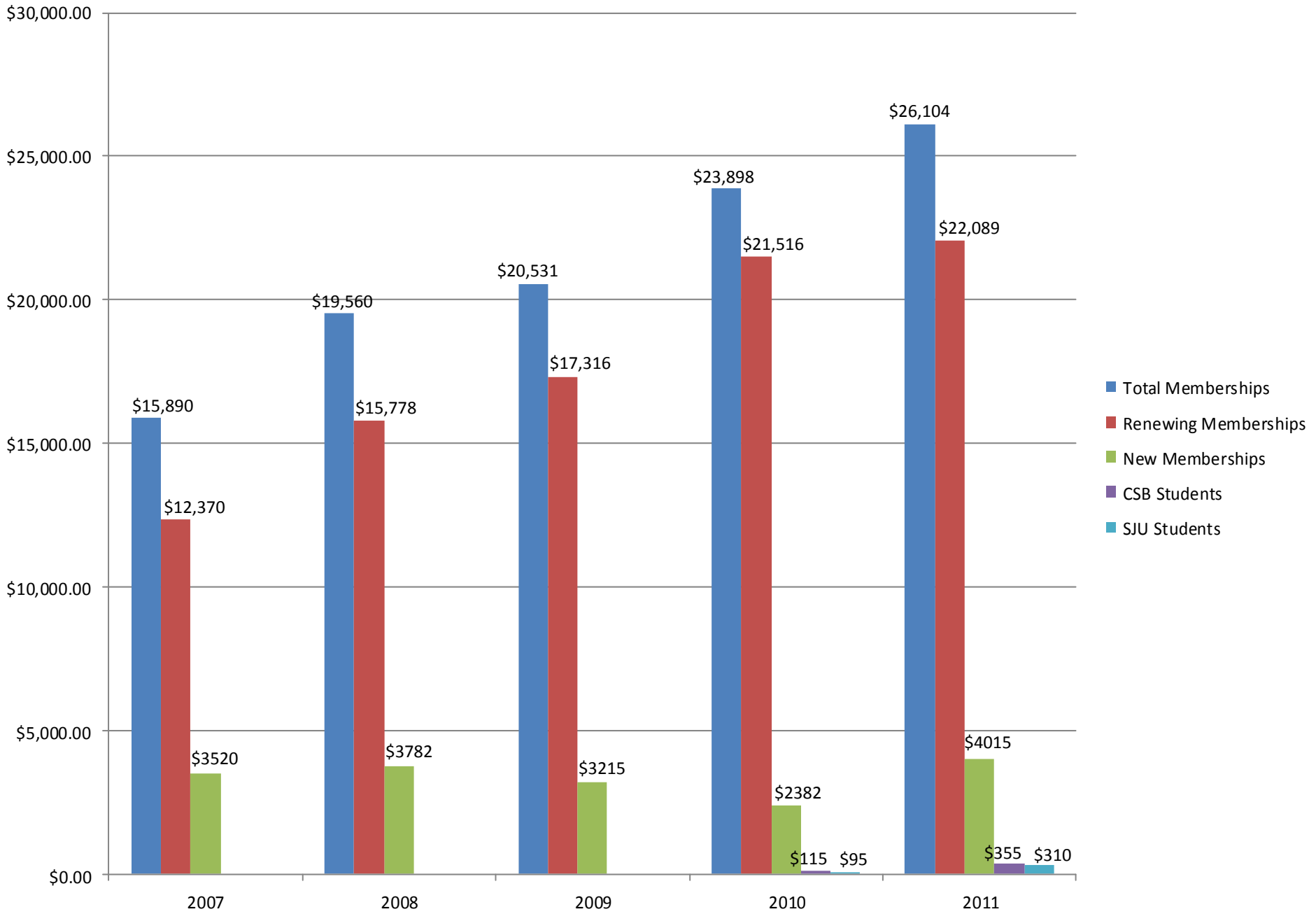
- FY11 Summary: Reviewed funding sources as reported in the FY11 Annual Report (appended at end of minutes)
- Reviewed grants received FY06-FY11: MN DNR, Excel Energy, LCCMR, variety of grants from various other foundations – some we can try to go back to, many that we can't.
- Funding for bussing/Fellowship:
 - MAJOR drain on current Arboretum resources
 - Increased use of staff resources dedicated to fundraising
 - Considered an essential part of our programming and integral to pursuing our mission, so fundraising must be done to continue these programs
- Where do we look for funding? Need \$50,000 annually on top of regular programming.
 - Large grants from LCCMR or state Legacy funding help support Arboretum budget
 - Mary Kroll has offered to help draft grant proposals now and in the future, but funding gap is more immediate than what these grants could currently provide
 - Individual asks – very time consuming
 - Jim Dwyer reminds us: it's easier to ask for a few big gifts than many small gifts
 - Connect potential funders with vision/mission, don't rely on "friends" (they'll often ask for reciprocal support)
 - Don't say "no" for donors, or don't be afraid to ask big
 - Sponsorships
 - Successful first ask: \$5000 from MasterMark for advertising at Avon Hills Conference
 - Avon State Bank: prefers straight donation rather than advertising sponsorship, still waiting to confirm their support
 - Interested in funding kids from local schools
 - Recommended to staff: put together budget that lays out full cost to bring kids to Arb (staff, operating, supplies, bussing, etc)
 - Total cost: \$10/kid...funders pay \$7, schools pay \$3

- Motion on floor: encourage Tom to spend more time fundraising for programs
 - o What options are we missing?
 - o What else is available out there?
 - o Who at the Arboretum does foundation fundraising?...Jenny
 - o Who does membership fundraising?...Jenny
 - o Who does sponsorship?...Tom/Jenny
 - o Who does endowments?...Arb staff works with Institutional Advancement
 - o Where is the best probably return?
- Vote: All in favor. Motion passes.
- Will continue discussion at future committee and council meetings.

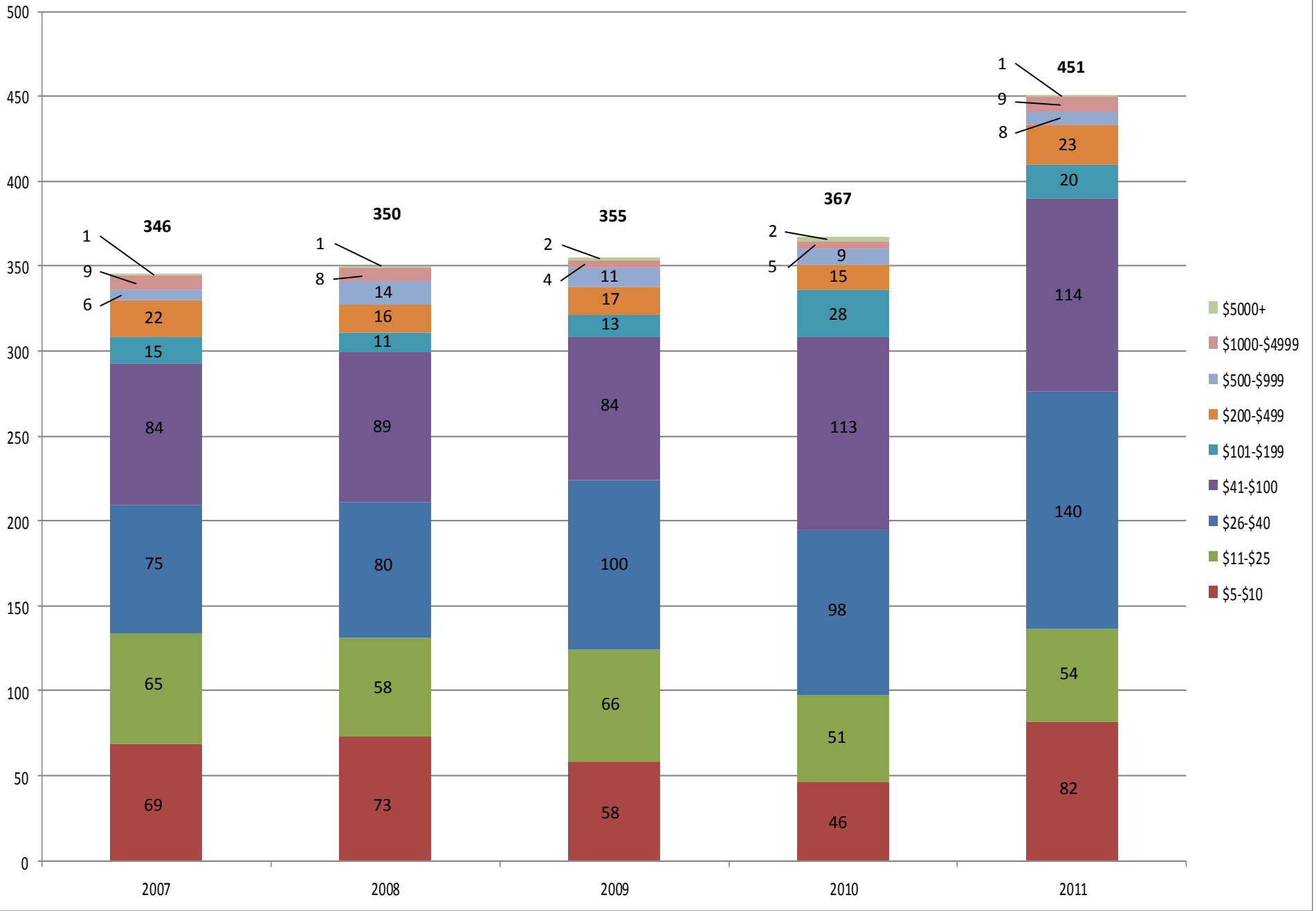
Total Individual Memberships



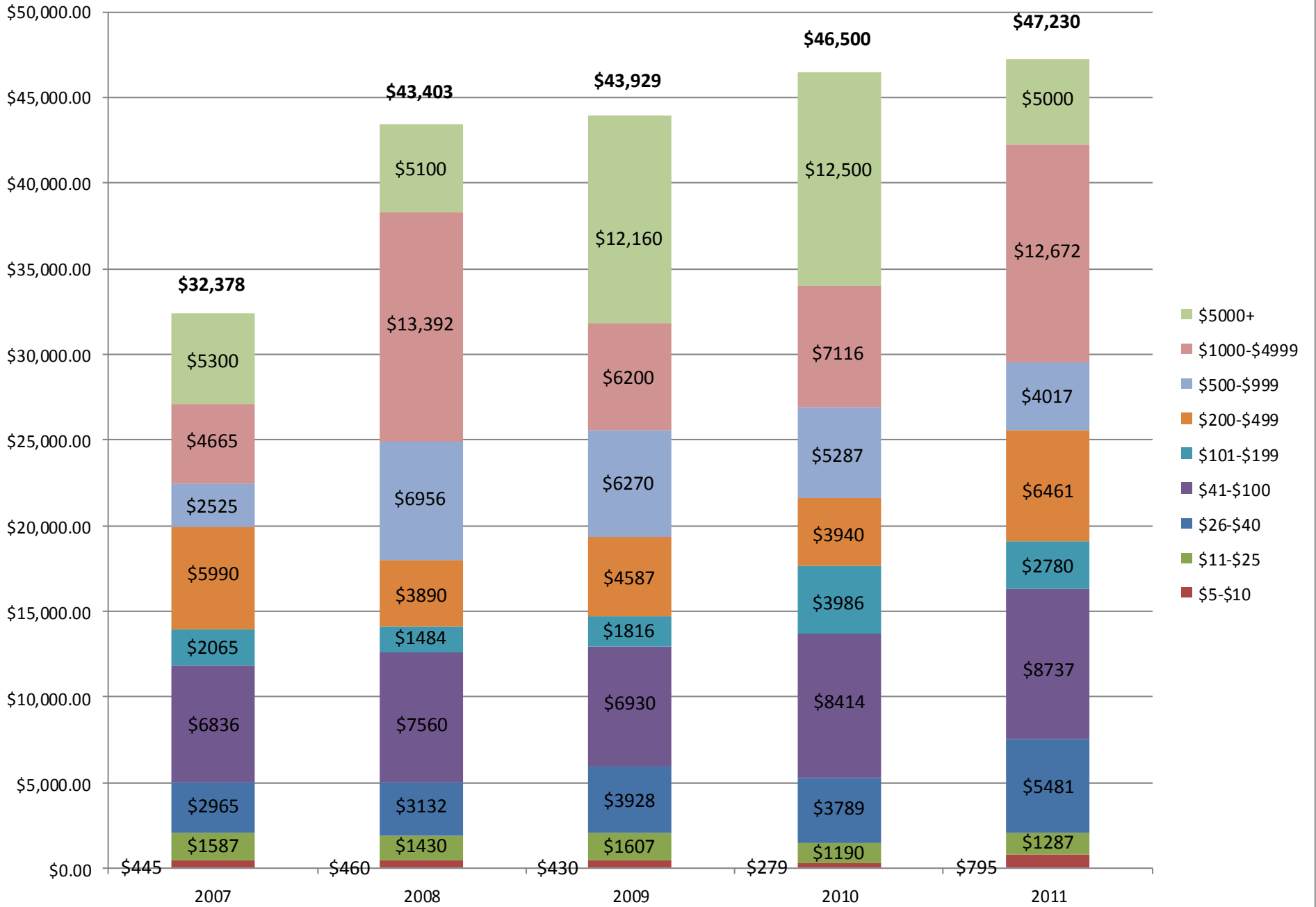
Total Membership Dollars



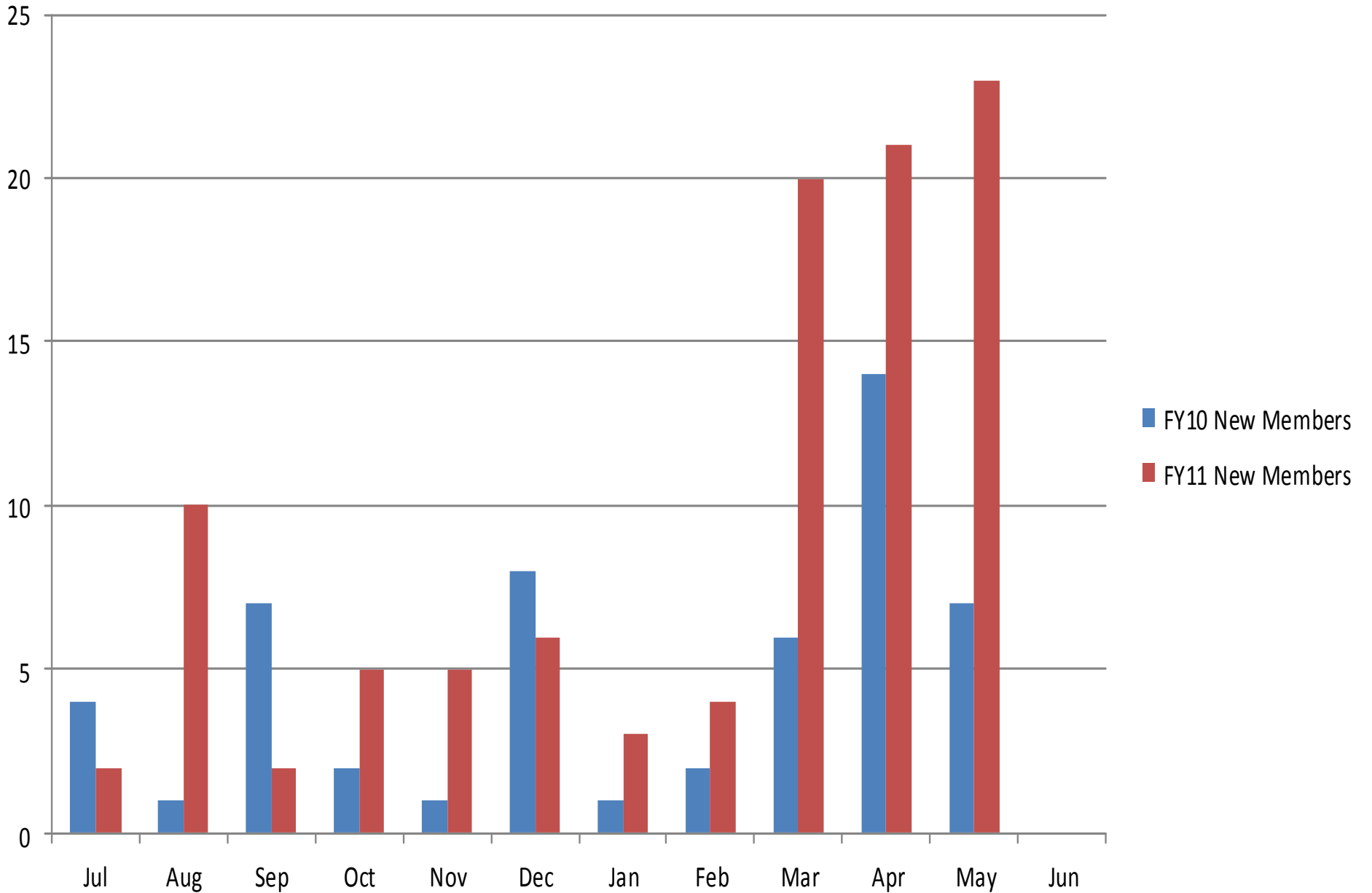
Total Donors per Fiscal Year



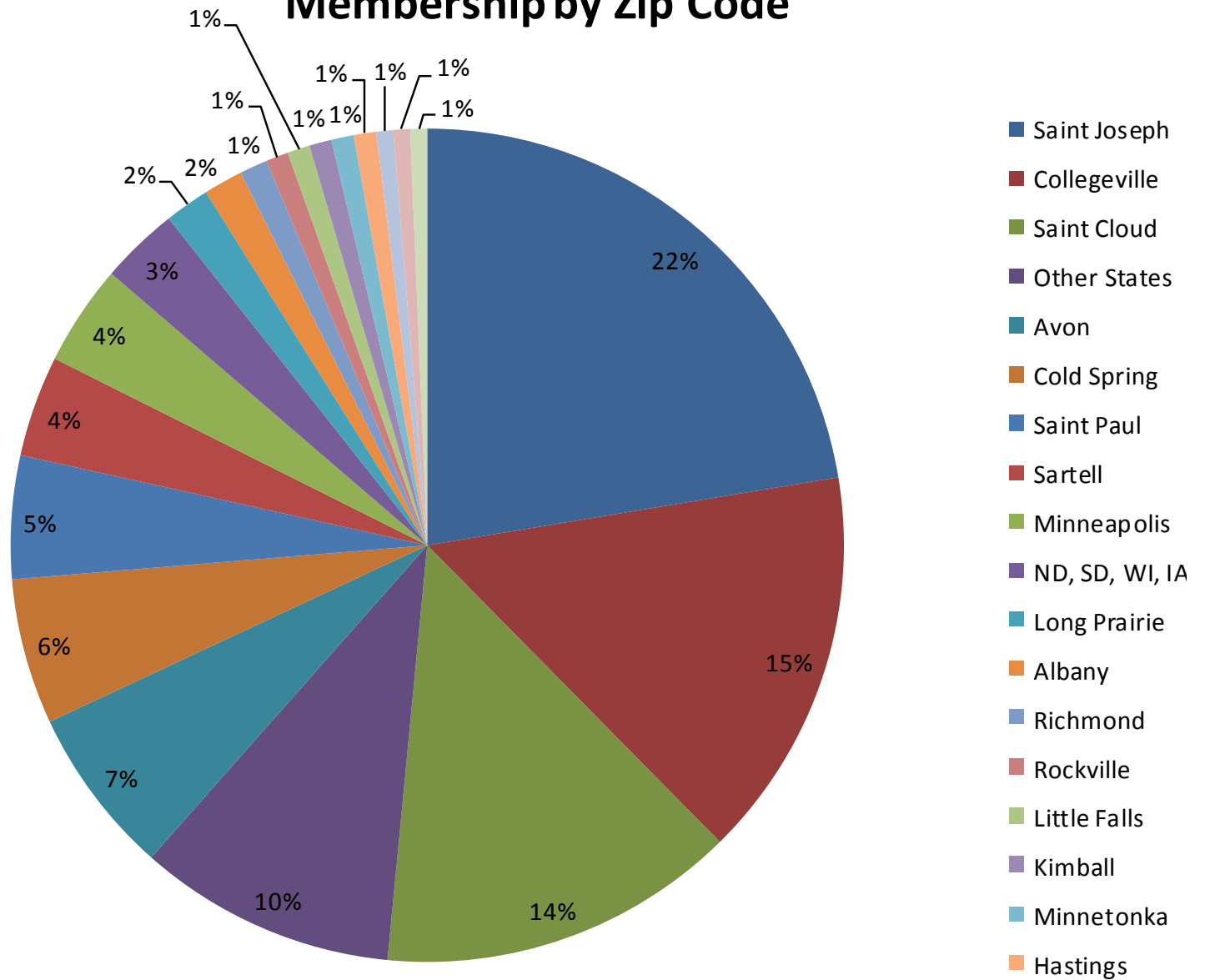
Total Donations per Fiscal Year



New Members FY10-11, By Month



Membership by Zip Code



NOTE: This graph is from our Dec 2009 meeting analyzing FY07-FY09 membership data. Doing a quick analysis of FY2011 showed no significant change in the breakdown of members by zip code, so this graph is representative enough for our discussion on FY10-11.

FY11 Arboretum Funding Summary

Funding Source	Balance 7-01-10	Additions	Expenses	Balance 6-30-11	Purpose
Individual Memberships/Special Gifts		\$43,159			Arboretum program support
Arboretum Educational Programs & Events	\$34,141	\$29,932	(\$43,132)	\$82,984	Community and CSB/SJU education
preK-12 Programs		\$18,884			preK-12 education
Adventure Programming	\$29,368	\$31,346	(\$30,768)	\$29,946	PRP, OLC, Collegebound, Challenge Course, CSB/SJU student programs
Income drawn from Endowments	\$0	\$7,410	(\$7,410)	0\$	Arboretum program support
Summary: Arboretum General Funding	\$63,509	\$130,731	(\$81,310)	\$112,930	
Environmental Education Endowment in memory of Father Paul Schwietz	\$43,108	\$16,395	(\$0)	\$59,503	K-12, Community and CSB/SJU environmental education
L&M Schwietz Abbey Endowment	\$152,156	\$31,178	(\$7,310)	\$176,024	Abbey-related land stewardship activities and environmental education
Land Legacy Fund	\$2,188	\$1,685	(\$100)	\$3,773	Arboretum land preservation
Buy a seat on the bus	\$7,559	\$1,972	(\$0)	\$9,531	Bussing for preK-12 students
Central MN Community Foundation	\$2,665	\$587	(\$0)	\$3,252	Environmental education
Summary: Endowments/Dedicated Funds	\$207,676	\$51,817	(\$7,410)	\$252,083	
MaCleod Foundation	\$3,500	\$0	(\$0)	\$3,500	CSB/SJU education
Morgan Family Foundation	\$27,275	\$0	(\$27,275)	\$0	Environmental Education Fellowship, preK-12 bussing
Gordon & Margaret Bailey Foundation	\$0	\$2,000	(\$2,000)	\$0	preK-12 bussing
Environmental Learning in Minnesota	\$486	\$2,000	(\$2,486)	\$0	Envr. Issues Investigation curricula for grades 6-8
Xcel Energy Foundation grants	\$5,801	\$0	(\$4,225)	\$1,576	preK-12 education, teacher training, bussing
Summary: Arboretum Grant-Funding	\$37,062	\$4,000	(\$35,986)	\$5,076	
Legislative Citizens Commission on Minnesota Resources (LCCMR)	\$0	\$219,539	(\$219,539)	\$0	\$337,000 eligible for Avon Hills related expenses through 6-30-11
Initiative Foundation/SJU Matching Fund	\$7,804	\$0	(\$0)	\$7,804	Avon Hills Initiative
Summary: Avon Hills Initiative Funds	\$7,804	\$219,539	(\$219,539)	\$7,804	