

Saint John's Arboretum Advisory Council Meeting  
Friday, November 30, 2012  
Saint John's Abbey Guesthouse

**Council Present:** Terri Barreiro, Bob Russell, Steve Saupe, John Benschoter, Scott Daninger, Kari Dombrovski, Glenn Miller, Stephanie Pinkalla, Dan Pesek

**Staff Present:** Jenny Kutter, John O'Reilly, Sarah Gainey, Anna Schoeneberger

**Arboretum Name Discussion**

Saint John's Arboretum vs. Saint John's Abbey Arboretum vs. ???

- Something completely new would provide clarity of place vs. program
- University should have credit in the name - major funders/supporters of programming
- Why should the program lose "Arboretum?" Can the land be called something different?
  - o Saint John's Abbey Forest & Lands?
  - o Doesn't the word "Arboretum" evoke education?
- Is there a budget for a name change?
  - o Most likely will fall to the Arboretum program budget for any changes
- What about members? How will they understand it?
  - o We have good communication with members to announce/explain/celebrate any change
- What to other EE/nature centers do?
  - o UMN Arboretum
  - o Afton (Hartwell)
  - o Warner Nature Center
  - o UW Madison Arboretum
  - o Carlton Arboretum
  - o Boulder Lake
- What options are on the table?
  - o Saint John's Arboretum
  - o Saint John's Abbey Arboretum
  - o Arboretum of Saint John's Abbey
  - o Collegeville Arboretum
  - o Environmental education? Outdoor education? Outdoor recreation?
- What are the staff current opinions?
  - o Jenny - change to something completely different
  - o Sarah - nothing she likes yet
  - o John - stay Saint John's Arboretum
- What do we need in February?
  - o List of potential names
  - o Clarification and input from Tom Kroll
  - o Research other places with multiple owners
  - o Find out who makes the final decision
  - o Meet with Communication & Marketing - Univ. & Abbey
    - List of possible names
    - Invite to meeting for advice
    - Meet with Greg Hoye ahead of meeting regarding naming/branding advice
  - o Timetable for decision/change
    - July 1 is the goal

Meeting adjourns for tour of Outdoor Leadership Center and Peer Resource Program spaces followed by set-up for Open House.

**Next meeting: Monday, February 11, 2013**