

Saint John's Outdoors Advisory Council Meeting
Monday, October 7, 2013
Natural History Museum, Saint John's University

The focus of the autumn meeting is to do some long-term planning, looking 2-3 years out.

8:00 a.m. - 10:30 a.m. *(Optional)* Join the education staff for a 2nd grade plants class.
- Meet at the main office at 8 a.m.

11:30 a.m. - 12:45 p.m.

Lunch

1:00 p.m.

Review Mission/Vision

- Staff updates to mission presented in August
- **Action item: approval of new mission/vision**

Saint John's Outdoors Logo

- View staff pick(s)
- **Action item: approval of new logo**

Rolling out new name - October 31 - how you can help

- Official name change message to public
- Build excitement
- Engage in campaigns/events around new name
- Open House - first big event - ideas to celebrate new name?

2:30 p.m. - 2:45 p.m.

BREAK

2:45 p.m. - 4:15 p.m.

Review key directional priorities: What are we trying to accomplish in the next 2-3 years:

List of priorities set in 2012:

1. Expanding curriculum
2. Big grant fundraising
3. Membership - goals/strategies
4. Strategic partnerships with more groups on campus
5. Assessment/accountability
6. Revenue-building activities and programs

Discuss new accomplishments in light of changes underway

Brainstorm strategies to achieve goals

Assign strategies to committees

Mark your calendars for upcoming Council Meetings:

Friday, December 6: short meeting, mid-year update, unfinished business, committee meetings, open house celebration in the evening

Committee Updates – for October 7, 2013

PreK-12 Education

- Fall field trips are underway and we are enjoying the warm sunny weather! There is a great mix of ages coming out this fall, from preschoolers learning how to explore outside using their senses to high schools learning how to identify trees.
- We are again hosting the 5th annual Project Earth Conference by Resource Training and Solutions. Designed for 7th and 8th graders, the conference gives them a chance to learn more in depth about our natural world with outdoor sessions throughout the day.
- A new trunk of pre and post trip activities was distributed to all 8 elementary schools in the St Cloud school district. The trunk's theme is 'Water' and developed for 4th grade to help meet the newer science standards about water.

CSB/SJU Education

- This year's Collegebound trip was another success! Although our numbers were down a bit, we had 55 students participate in the pre-orientation wilderness trips to BWCA and Tettegouche State Park.
- The Outdoor Leadership Center is gearing up for a very busy fall including the Adventure Challenge on October 26, Banff Mountain Film Festival November 21 and many new "clinics" which will be put on due to this year's use of "small groups" that each will put on a unique event...including Geocaching, orienteering, slack-lining and camp cooking !

Community Education

- Our Natural History Lecture Series on the 3rd Monday of each month this semester started with Dr. Bill Lamberts – "Minnesota Lakes: Past, Present and Future." Come out for our October lecture with our very own Tom Kroll talking about the "Science and Psychology of Survival" October 21.
- Collegetown Colors will be held on October 13 this year from 1-5 pm...still need volunteers! This also coincides with Family Weekend.
- We will be offering a series of public tours of the solar field on Saturday October 12 at 10 a.m., 10:35 a.m., & 11:10 a.m.
- We are currently looking for presenters for the Avon Hills Conference being held February 1, 2014. We are still looking for both a keynote and sessions. If you have ideas please let John know.

Public Relations and Membership Benefits

- We are working on adding the option for people to include a bottle of maple syrup with a gift membership of at least \$50 (for weddings, birthdays, graduations, any occasion, etc).
- We have secured our new Facebook, Twitter, and Instagram accounts, and have begun the redesign of our program materials to reflect our new name by the new deadline: October 31.

Fundraising

- We received a \$15,000 gift from L&M Construction (Greg Schwietz) to add to the fund for the building of the Chapel Trailhead.

Program Administration and Volunteer Management

- We did not receive applications for the AmeriCorps Promise Fellow position by our deadline to have the person trained in time for fall classes, thus we will once again not have a Promise Fellow this year.
- We are working on plans to add part-time help to Sarah's teaching staff, particularly during the spring semester while John is in Australia.

Abbey Arboretum Lands Committee

This is not an education committee, but the report is included as it is of keen interest to many council members.

- The AmeriCorps NCCC crew has done a fantastic job of installing 3,000+ feet of deer fence to protect 19 acres. They also painted the syrup shack and nearby sheds and cut some firewood for the syrup operation.
- The Abbey is selling about 130 cords of cut firewood by sealed bid auction. <http://www.csbsju.edu/Arboretum/Stewardship/Projects/LandStewardship/Firewood.htm>. Selling by bids will maximize the price, but more importantly avoid any kind of appearance of favoritism as the interest in firewood from Saint John's is quite high.
- There will be an archery deer hunt in fall 2013. Over 550 people applied for the 100 slots. We were quite surprised, but the fact that the MN DNR rules allowed 2 deer instead of just one was probably the game changer. We also find that many of the applicants are interested in the "mystique" of hunting at Saint John's. See the Arboretum website for details. <http://www.csbsju.edu/Arboretum/Stewardship/Projects/LandStewardship/DeerHunt.htm>
- The Schwietz family has committed to funding a nice trailhead for the Chapel Trail. As one of the most heavily used trails in MN, an obvious, informational, and distinctive trailhead is appropriate. Some kind of field stone columns near the beach will be installed next summer. \$15,000 was recently received in addition to a previous donation of \$7,000.
- Another likely summer 2014 project will focus on improving the floating bridges that we have.