THE PRAIRIE ENTHUSIASTS, INC.
Board Meeting Minutes
Thursday, November 12, 2009
7:00 pm
via Teleconference

ACTION ITEMS IN RED

The meeting of the Board was called to order at 7:01 pm by President Evanne Hunt.

1. Roll Call

ATTENDEES:
Directors: Evanne Hunt, Jack Kussmaul, Nick Faessler, Clarence Malick, Bill Hogseth, Jim Rogala, Richard Henderson, Paul Rode, Ann Woldt, Jim Sime, Richard Oberle, Brad Glass

Staff: Carol Winge, Dani Stolley

2. Introduce New Staff Member

President Hunt introduced our new staff member, Dani Stolley who is our Development Director. Dani gave a brief background of her experience. Board members welcomed Dani.

3. Meeting Minutes

Jack Kussmaul amended a sentence of the minutes under #7, Chapter Reports, Southwest Chapter to read, Rose Sime "and others from the Southwest Chapter" met with Walter Lancaster. A motion was made by Clarence Malick and seconded by Paul Rode to accept the minutes of the September 22, 2009 Board meeting as amended. Motion carried. Richard Oberle abstained as he was not in attendance at the September 22 Board meeting.

A motion was made by Jack Kussmaul and seconded by Brad Glass to accept the minutes of the Special Board email action of October 13, 2009 as presented. Motion carried.

4. Treasurer's Report

a. Statement of Financial Position October 31, 2009: Nick Faessler reported that as of October 31, total TPE cash on hand, which includes all chapter and central funds, is $397,682.67. He noted that our year-to-date revenue is more than our year-to-date expenses.

Questions on the financial report: Evanne Hunt asked what account 98, membership savings in the amount of $50.51 is. She also wanted to know what are included in the expenses totaling $15,545.11 in account 935, Outreach. Evanne noted that we are closing the Madison office so office rent will not be budgeted next year.

Paul Rode noted that the central financial report reflects a shortfall of $17,333 yet membership dues are more than budgeted for this point in the year. Carol indicated that we will see more revenue coming in this fourth quarter which should make the shortfall less by year end.

ACTION: Carol will get the information requested from our accountant and report back to the Board.

A motion was made by Paul Rode and seconded by Rich Henderson to accept the October 31, 2009 Statement of Financial Position. Motion carried.

b. 2010 Budget Process: Nick Faessler explained the budget process for 2010. Chapter budget worksheets have been sent to each chapter treasurer. This is a chapter exercise and Nick encouraged chapters to get their membership involved in preparing their chapter budgets for 2010. Figure out what your projects will be for 2010. List them with a good description so the Board knows what you are going to be working on. Once your proposed budget is done, send it to Carol Winge no later than January 11, 2010. The Board will review the chapter budgets at its January 26 meeting.

Evanne Hunt stated that the chapter budgets must have comments for income and expenditures.

5. Endowment Fund Financial Reports

Rich Henderson reported that things are looking better. Jack Kussmaul noted that we continue to out perform the S&P Index.

6. Prairie Enthusiasts Trust Financial Report

Jack Kussmaul reported that we have $108,987 in the Trust and remain ahead of the S&P Index. Things are looking pretty good.

7. Membership Report

No report. Victoria Oberle was not able to attend tonight's meeting. She will prepare a membership report as of December 31, 2009 and it will be provided to all Board members.

8. Chapter Reports

Board members representing the Chapters provided updates on chapter activities.

Empire-Sauk Chapter: Rich Henderson asked for approval from the Board for two grants from USFWS the chapter is seeking; one for $20,000 and one for $25,000. He and Carol will discuss what percentage should be included for administrative costs. Rich Henderson also reported that the chapter, working with Dani Stolley, wishes to submit an application to Busch Gardens Conservation Fund for a grant up to $25,000. This grant allows for 10% overhead. The Board approved the Chapter pursuing these grants.

Rich Henderson also reported that the Schuelke papers have not been signed yet but he is working on this.

9. Fundraising and Endowment Committee

2009 Annual Appeal Update: Richard Oberle gave a summary of the 2009 Annual Appeal process. He thanked all chapters for their work in adding personal notes to letters and mailing them out to their chapter members. Several responses have already been received in response to this year's campaign. We are off to a great start!

2009 Board Challenge: Evanne Hunt challenged all Board members to make a donation above and beyond what they may have already given this year. She does not set a monetary goal but rather, does ask all Board members to donate something. She wants us to be able to say that 100% of our Board donates to our organization.

Remembrance Program: Richard Orberle presented an idea for a new fundraising program. The Fundraising and Endowment Committee is recommending that TPE initiate a Remembrance Day Program. It will be conducted on Earth Day and members will have the opportunity to make a donation to either an endowment or for TPE to use as best determined. Their donation would be made for someone they would like to remember who has passed away or an event they would like to remember. At the following year's annual banquet there would be a simple program with the reading of all the names of people or events to be remembered. Also a brochure would be printed listing all donations. It is a relatively simple program, low cost to conduct, but a nice fundraiser. The Committee recommends we announce this program at our 2010 Annual Conference.

A motion was made by Jack Kussmaul and seconded by Paul Rode to authorize the Fundraising and Endowment Committee to proceed with the Remembrance Program. Motion carried unanimously.

Life Membership Conversion Recommendation: A motion was made by Richard Oberle and seconded by Jack Kussmaul to table the recommendation. Motion carried with Nick Faessler opposed.

Richard shared what the Committee is really trying to accomplish with this recommendation. We certainly don't want to lose members or take away anything from our members, but we are trying to find ways to reduce costs and as they are not contributing by paying annual dues, we can save money by not mailing the newsletter to them. It is still on line; they can still access it; it just doesn't cost us to mail it to them.

Richard asked for Board approval for the committee to review and reconsider this issue. A motion was made by Brad Glass and seconded by Paul Rode to refer this issue back to committee. Motion carried.

Recommendation for site naming rights: Richard presented the recommendation from the Fundraising and Endowment Committee for site naming rights. Evanne Hunt expressed her concern that the recommendation does not seem to qualify what the recognition is. It seems toothless.

Jack Kussmaul noted that State Stewardship Funds don't allow us to name a prairie after someone. [Rich Henderson subsequently informed the Board that the limit on names only

applies to state natural areas and is only a desire.] We don't want to qualify what the recognition is and we may or may not want to have any recognition. If a landowner wants to donate the land 100% and no stewardship funds are involved, then recognition becomes a part of the negotiations.

Clarence cautioned that we don't want to give the donor the right to tell us what the land will be called. The Board needs to have a say in naming the land.

A motion was made by Clarence Malick and seconded by Richard Oberle to accept the recommendation for site naming rights. Motion carried with Nick Faessler and Ann Woldt opposed.

Carol Winge pointed out that the recommendation does not state that the Board would have a say in naming the site.

A motion was made by Clarence Malick and seconded by Richard Oberle to amend the motion and add the language, "The final decision on naming belongs to the TPE Board." The amended motion carried.

Reaffirm Fundraising and Endowment Committee Charter: Richard Oberle presented the charter recommended by the committee as follows:

> . **Purpose of the Endowment and Fundraising Committee**
> **The primary purpose of the Fundraising committee is to support the mission, goals and programs of The Prairie Enthusiasts. The committee will develop a strategy for effective fundraising and work with the chapters and staff to find, cultivate and approach donors, plan and execute fundraisers and develop other sources of support.**

Clarence Malick suggested the word "primary" be struck from the charter stating they did not appear to have a primary and secondary purpose. A motion was made by Jack Kussmaul and seconded by Jim Rogala to accept the Fundraising and Endowment Committee charter as amended. Motion carried unanimously.

Review and Confirm Short and Long Term Goals of this Committee: Richard Oberle presented the short and long term goals of the committee. The Fundraising and Endowment Committee is asking the Board to confirm these to be sure the committee is on the right track.

Rich Henderson stated that he would like to see the Committee focus on:

--Planned Giving
--Cultivate major donors
--Set minimum level for contributions to the Trust

It is critical that TPE offer a planned giving program as soon as possible. Other organizations have it in place and are contacting some of the same people we would. We are missing an important opportunity.

The Board asked Richard to take the goals back to the committee for review. A motion was made by Clarence Malick and seconded by Brad Glass to table action on the short and long term

goals for the Fundraising and Endowment Committee until the committee is ready to bring them back. Motion carried unanimously.

Questions Relating to Supporting Activities of the Board: Board members discussed questions presented by the Fundraising and Endowment Committee regarding financial support for Board programs and activities. Do Chapters need to assist and if so, do we need to establish a policy?

Clarence Malick asked Richard what the Committee would like to hear from the Board that would define a good working relationship between the Board, Chapters and this Committee.

Richard noted that the "federal/state" issue remains to some degree. How do we get beyond that and work better as an organization of the whole.

Evanne Hunt posed how is the Board going to pay for the things we want to do. We currently rely on 70% membership dues and unrestricted donations. But our aspirations are outgrowing our funding sources. How can we continue to grow?

Clarence Malick responded, we are looking for new money and what is the Chapter participation in this? Will the Chapters be willing to help the Development Director? What can the Board do to ensure this happens?

Jack Kussmaul asked if it would be a good idea to hold a workshop to learn about fundraising and invite all chapter officers to attend with the Board.

Board members welcomed this suggestion and set the date for the workshop. It will be held in conjunction with our 2010 Annual Conference and Banquet. The workshop will be held on Sunday, February 28 from 9:00 am – noon. Dani Stolley was directed to prepare the program. Carol Winge will make arrangements for the meeting. The Board agreed that a general invitation would be sent to the membership and anyone is welcome to attend. However, we want board members to encourage all chapter officers to attend and we want to be sure we have all chapters represented at this workshop.

The questions presented on our agenda for this meeting will be discussed at the workshop.

10. Borah Creek Fundraising Appeal

Evanne Hunt presented the circumstances surrounding the Southwest Chapter's request that a fundraising appeal be mailed out for donations for immediate maintenance at Borah Creek. Evanne prepared the letter and it went out in September to the TPE chapters near Borah Creek. Evanne suggested that the Southwest Chapter pay for the costs of this mailing as the chapter benefited from the donations. The Chapter is asking the Board to pay for the mailing. Rich Henderson noted that how the Empire-Sauk Chapter operates and how he believes all chapters should be operating is that a project that a chapter takes on, the chapter takes on the costs for the project as well. The budget and the work on the ground is through the chapters. The money earmarked for the Chapters through our annual budget process, membership dues and donations made to the chapters is for this purpose.

Bill Hogseth stated he would have liked to have had a chance to approve this expenditure before the money was spent. Evanne Hunt replied absolutely, but in this case there was no time to take it to the Board.

A motion was made by Clarence Malick and seconded by Jack Kussmaul to reimburse the chapter one-half of the expenses ($325). Motion carried.

11. Proposal for Petty Cash

Ann Woldt recommends that each chapter treasurer have a "petty cash" account, no more than $50. They'd have to only spend it on already-budgeted items, and have receipts for all expenditures, but TPE would issue each chapter treasurer a check in that amount. They could cash it, and have it on hand for incidentals -- a ream of paper; a cartridge for a printer, a couple of stamps for random postage, etc. When the $50 runs out, submit a PAF with the receipts and request another check.

As it is right now for her chapter, the officers are spending money of their own for these things, rather than going to the bother of the process now in place -- submitting a receipt for $7 for a ream of paper, having the chapter treasurer submit it, waiting for the TPE treasurer to reimburse and mail it back is too cumbersome for these small expenditures.

This is certainly not a huge issue, but certainly seems like it would simplify matters for all those little things. Obviously anything over $50 would not come out of petty cash -- probably really nothing more than $10 for any one expense.

A motion was made by Rich Henderson and seconded by Ann Woldt to accept this proposal for petty cash and direct the Finance Committee to modify the Treasurer's Handbook to include a provision for this petty cash advancement. Motion carried unanimously.

12. Land Trust Alliance Accreditation Program

A motion was made by Evanne Hunt and seconded by Clarence Malick to table this item to the January meeting and provide an update then. Motion carried. Evanne noted that Jack Kussmaul has agreed to chair an accreditation committee.

13. 2010 Conference/Banquet Update

Nick Faessler announced the banquet menu selections. Carol Winge reported that the registration materials will be mailed as an insert in the winter Prairie Promoter and will also be posted on our website in early December. The host committee has the program nearly completed. She will be meeting with the host committee at the conference site next week to finalize all plans.

Carol also announced that all Chapters will have the opportunity to have a complimentary display booth at the conference. She will send out an announcement in the next several weeks about this.

14. Prairie Enthusiast of the Year

ACTION: Evanne asked Board members to submit their nominee(s) for this award to Carol by January 11. Be sure to include a brief paragraph about the candidate and why they should be awarded this honor. The Board will vote for the prairie enthusiast of the year at its January 26 meeting.

Carol Winge will send the list of past award recipients to the Board.

15. Set Board Meeting Dates

The following dates were set for next year's Board meetings:

a. Tuesday, January 26, 2010, via conference call
b. Friday, February 26, 2010, at the AmericInn, Monroe, WI
c. Sunday, February 28, 2010, Monroe, WI Workshop
d. Wednesday, May 19, 2010, via conference call
e. Sunday, July 18, 2010, annual picnic and membership meeting
f. Tuesday, September 21, 2010, via conference call
g. Tuesday, November 16, 2010, via conference call

A motion was made by Paul Rode and seconded by Ann Woldt to adjourn. Motion carried and the meeting adjourned at 8:57 pm.

Respectfully submitted,

Carol A. Winge
TPE Business Manager
Clarence Malick
Corporate Secretary