



7210 Keystone Road, Richmond, IL, 60071
815.678.4532, ext. 8204 | mchenryconservation.org

MCHENRY COUNTY CONSERVATION FOUNDATION
BOARD OF DIRECTORS
MINUTES of May 14, 2019
5:00 P.M.
LOST VALLEY VISITORS CENTER

1.0 CALL TO ORDER

President Semel called the May 14, 2019 meeting of the McHenry County Conservation Foundation to order at 5:20 p.m. Roll call was taken and a quorum was present.

2.0 ROLL CALL

DIRECTORS PRESENT:

Brad Semel, President
Kevin Ivers, Vice-President
Kim Becker, Treasurer
Marti Gorman, Director
Dennis Dreher, Director
Ray Eisbrener, Secretary
Elizabeth Kessler, Advisor
Dave Brandt, District Liaison

OTHERS PRESENT:

Shawna Flavell, Executive Director
Yvonne Semel, Administrator

DIRECTORS ABSENT:

All Present

3.0 PUBLIC COMMENTS

No one from the public attended.

4.0 APPROVAL OF MINUTES

4.1 After reviewing the minutes of the April 9, 2019 - Special Meeting, Strategic Planning Session, Secretary Eisbrener moved to accept the minutes, Director Dreher seconded the motion. All were in favor.

5.0 OFFICER'S REPORTS

5.1 President's Report

President Semel indicated he had nothing at this time.

5.2 Treasurer's Report

5.2a Financial Review

Treasurer Becker reviewed and discussed the Profit and Loss Statement and Balance Sheet. No questions or comments were raised.

5.2b Current Account Activity

Treasurer Becker discussed the current account activity at Home State Bank.

6.0 DIRECTOR & BOARD LIAISON REPORTS

6.1 Earth Day Event: Kevin Ivers/Martie Gorman

Director Gorman discussed the Earth Day Event at Prairieview held Saturday, April 20th. Numbers may have been down slightly from other years, possibly because it was Easter weekend. There was lots of interest in the Pedal/Paddle/Saddle event, as well as the posters, which were a huge hit. There was a suggestion that the posters also be made available for sale at the Pedal/Paddle/Saddle event. Director Gorman also suggested having maps of the District sites available at the Foundation booth. Executive Director Flavell suggested moving the Foundation booth in closer proximity of the District booth so that the connection between the two was more obvious. It was pointed out that there isn't a lot of room available to do that on the first floor as you enter the building.

6.2 McHenry County Conservation District Report: Dave Brandt

District Liaison Brandt said that the budget has been the main focus at the District meetings. Liaison Brandt added that two District sites received final approval for dedication by the Illinois Nature Preserve Commission.

7.0 BOARD BUSINESS

7.1 Consideration to Commit to Hackmatack Conservation Partnership MOU

Executive Director Flavell had included in the Board packet the most recent update to the Partnership MOU. President Semel indicated that it is critical that we remain in partnership as the Foundation was the cornerstone contributor to officially implement the development of the Hackmatack National Wildlife Refuge. He feels this partnership is a good way to keep the Foundation in the public eye as a supporter of public lands. President Semel made a motion to remain a signatory on to the Hackmatack Conservation Partnership MOU, Treasurer Becker seconded the motion. All were in favor.

7.2 Consideration to Enter into Grant Agreement with Illinois Clean Energy Community Foundation

Executive Director Flavell discussed the successful application of the Illinois Clean Energy Community Foundation for their Community Stewardship Grant. The grant application was provided in the Board packet. Executive Director Flavell worked with District staff to select a site at Glacial Park that has a strong volunteer base already in place. She feels this is a wonderful way to engage with volunteers who already work with the District. She laid out the requirements involved with the grant. Secretary Eisbrener asked about the time frame for raising the \$7,000 match: it needs to be raised by October 31, 2020. She suggested promoting this at the Pedal/Paddle/Saddle event and is putting together table fliers to set out during the p/P/S event. This is a key grant in building future relationships with Clean Energy. President Semel made the motion to approve entering into a grand agreement with the Illinois Clean Energy Community Foundation, Director Dreher seconded the motion. All were in favor.

7.3 Consideration to Transfer Funds into Higher Yielding Accounts

Treasurer Becker discussed CD rates that she reviewed. She proposed an 18 month CD with First National Bank at 1.76%. She felt that since the Foundation does not currently have a final budget, we should not go beyond an 18 month period. She suggested taking \$150,000.00 out of the First National MMA. Treasurer Becker confirmed that Inland Bank's funds are liquid. Treasurer Becker recommended taking action as soon as possible. Director Dreher moved that \$150,000 taken out of First National Bank MMA and put it into a 1.76% 18 month CD, Director Gorman seconded the motion. All were in favor. President Semel will take care of this transaction tomorrow.

7.4 Consideration to Support Youth and Family Center of McHenry County's District Field Trip Transportation Costs

President Semel discussed the scholarships last year that were made available to underprivileged youth. The drawback was that the kids were not able to get to the programs. He discussed the request by Youth and Family Center in McHenry for funding the transportation of 20-40 youth to a McHenry County Conservation District program at The Hollows in Cary. President Semel made the motion to support covering the transportation costs, not to exceed \$350.00, for rental of a bus to send 20-40 children from Youth and Family Center to a McHenry County Conservation District program at The Hollows in Cary in July. Treasurer Becker seconded the motion. All were in favor. It was suggested that permission be asked of Executive Director Guadalupe Ortiz if photos can be taken at the event so that the Foundation can share this story on Facebook and the District website.

8.0 EXECUTIVE DIRECTOR'S REPORT

8.1 Administrative Assistant Update

Yvonne Semel has agreed to stay on as Administrative Assistant. Her salary will be tied on to the quarterly reimbursement of Executive Director Flavell's salary. Additionally, the payment processing fees for Foundation donations that Salsa is charging to the District will be included in the quarterly invoice.

8.2 Quarterly Payment to District

See above - Executive Director Flavell will request that the invoices be itemized.

8.3 Community Engagement

Executive Director Flavell attended the Chamber of Commerce mixer for Crystal Lake. She felt that the Foundation should join one of the County Chambers. She has been advised that the Crystal Lake Chamber is among the most active. She gave a presentation to the Johnsburg Area Business Association. After the presentation, she received a donation from an attendee and several offers to possibly present at future community events, including the 2020 Johnsburg Area Business Expo and a meeting of the Young Professionals of McHenry County. Executive Director Flavell set up a LinkedIn Page and encouraged everyone to follow the Foundation on LinkedIn. She felt this would be a place to network with potential Board members. She is scheduled to meet with a family interested in partnering with the District to discuss memorial gift opportunities.

8.4 Chicago Council on Planned Giving

Executive Director Flavell is planning to attend the Chicago Council on Planned Giving later this month.

8.5 Pedal Paddle Saddle Sponsorships

Sponsorships are up a lot from last year. Executive Director Flavell was unable to secure an in-kind donation of billboard space out by Algonquin. Administrative Assistant Semel passed out Pedal/Paddle/Saddle posters to hang on bulletin boards inside businesses throughout the County.

8.6 Report to CFMC

Community Foundation of McHenry County report on the Brookdale Trail grant can't be finalized until the trail is open to the public. June 1st is the Grand Opening of the completed Brookdale horse trailer parking lot and trail. The Grand Opening is at 10:00am. Foundation Board members are encouraged to attend.

8.7 FY19 Board Giving

Executive Director Flavell said that the Board members are almost at 100% in giving. She will send everyone an email to verify which members have donated. At the beginning of FY20 Executive Director Flavell will send out an appeal to the Board members of the Foundation and District.

The First Friday concert series starts next month. The Foundation will have a table at the concert series and may be selling dessert items at the table. The dates are June 7th, July 5th, August 2nd and September 6th. Secretary Eisbrener has participated in this event in the past and commented on a range of attendees. If the dessert items are pre-packaged, then a Health Permit would not be required.

9.0 ADDITIONAL BOARD BUSINESS

Secretary Eisbrener thanked Executive Director Flavell for the spotlight on the Foundation Directors in Landscapes. Secretary Eisbrener suggested a retired friend as a potential Board member. He felt he would bring much to the organization.

10.0 EXECUTIVE SESSION

Advisor Kessler has not received all of the six-month performance evaluations for Executive Director Flavell from all of the Directors yet. The evaluation will be discussed at the next Board meeting. The Board did not go into Executive Session.

10 MINUTE BREAK

11.0 STRATEGIC PLANNING

Executive Director Flavell handed out a draft of the Strategic Plan which is slated to begin July 1, 2019 and end June 30, 2022. She asked about the proposed Vision and Mission statements and what the Board thought about any revisions. Director Dreher suggested some editorial changes that were adopted. There was discussion about potential donors. Executive Director Flavell said that individuals and family foundations tend to contribute more to non-profits than corporations, although corporations will give a larger lump sum. Grants can contribute significantly to donations; however they require tracking and reporting expenses which can require a lot of administrative hours.

There was discussion about goals of percentage increase in annual giving as well as leadership giving. It was decided that Leadership Giving would be considered \$1,000 and above. Executive Director Flavell felt that the percentage of giving could increase by 40 percent over three years. Executive Director Flavell outlined the goal to have Leadership Givers also be annual givers. The donor wall would be separate from annual giving. President Semel commented on new tax laws that are causing donors to "group" their donations and skip years

to meet new deductibles, changing the consistency of giving. Percentage goals will be reviewed annually.

The Board will develop and implement a Planned Giving Program. Executive Director Flavell will be attending a seminar later this month to learn more about Planned Giving. Launching of the endowment campaign is anticipated to happen within the three year plan. Executive Director Flavell expected this may happen in the third year of the Strategic Plan.

Executive Director Flavell felt that a large part of her job will be increasing public awareness of the Foundation. President Semel proposed that the bumper stickers people can currently purchase from the District instead be given out to donors to show that they support the District. Director Dreher stated that he appreciates getting reminders from organizations that he donates to and likes to be informed about what these organizations are doing. Executive Director Flavell feels that the more "touch points" an individual receives the more likely they are to donate.

Executive Director Flavell discussed differences and connotations for members and donors/supporters and proposed that membership levels be restructured. She handed out a draft of a new brochure that she developed. President Semel felt that donors should still be called members because he feels that people like to be considered a part of something.

Executive Director Flavell came up with suggestions to help further Board development. The Strategic Plan draft will be finalized by the next meeting.

Working better with the District is an ongoing process. Director Dreher discussed better coordination with the District to assist with fund-raising direction and projects. President Semel discussed the confusion that is often associated with the dollars given to the District or to the Foundation. Advisor Kessler said that is where Executive Director Flavell comes in to traffic the donations and where they are directed.

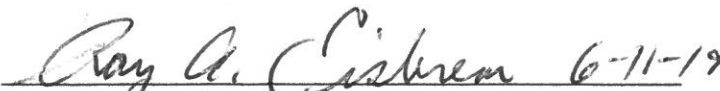
Lora Petrak and Wendy Kummerer can help with designing brochures for the Foundation. Director Dreher felt it important to keep consistency with the District.

12.0 ADJOURNMENT

There being no further business before the Board, Director Dreher made the motion to adjourn the meeting. Secretary Eisbrener seconded the motion. All were in favor. The meeting was adjourned at 9:10 p.m.

The next meeting is scheduled for Tuesday, June 11, 2019 at Lost Valley Visitor Center at 6:30pm, if needed.

Respectfully submitted,


Ray Eisbrener, Secretary