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MCHENRY COUNTY CONSERVATION FOUNDATION
BOARD OF DIRECTORS
SPECIAL CALL MEETING AGENDA
DECEMBER 1, 2021
6:30 P.M.
LOST VALLEY VISITOR CENTER

1.0 CALL TO ORDER

President Semel called the December 1, 2021 meeting of the McHenry County Conservation Foundation to order at 6:37 p.m. Roll call was taken and a quorum was present.

2.0 INTRODUCTORY ROLL CALL

2.1 Roll Call

Brad Semel, President
Kevin Ivers, Vice-President
Ray Eisbrener, Secretary
Dennis Dreher, Director
Pamela Althoff, Director
Jim Haisler, Director

OTHERS PRESENT:

Shawna Flavell, Executive Director of McHenry County Conservation Foundation
Yvonne Semel, Administrator
Elizabeth Kessler, Advisor, Executive Director of McHenry County Conservation District
John Henning, President, McHenry County Conservation District

DIRECTORS ABSENT:

Kim Becker, Treasurer
Martie Gorman, Director

3.0 PUBLIC COMMENTS

No public comments

4.0 BOARD DISCUSSION

4.1 Strategic Planning

4.1a Fundraising Comparison - Ray

Secretary Eisbrenner passed out a chart comparing the fundraising efforts of regional conservation organizations. Secretary Eisbrenner feels we are on track with our fundraising. Executive Director Flavell pointed out that District employees and the Foundation Board are all participants in the fundraising aspect of the Foundation.

4.1b Board Giving Policy

- Candid Board Fundraising Training Overview - Dennis
Executive Director Flavell asked the Board about development of a Board giving policy. Director Althoff commented on the importance of Board giving of their time as well. She pointed out the importance of board engagement: give money, get money, or give your time. President Semel pointed out there is (or should be) a portion of the Director expectations that speaks to this. Director Dreher suggested coming up with a collective board giving goal rather than an individual amount. Director Althoff pointed out that this makes it a group effort. It was suggested that a document be pulled together that speaks to dollar donations and Board participation that does take place. Director Dreher discussed the notes from the Fundraising Webinar. He felt the Board should pursue company matches.
- Financial Contributions
- Volunteer Contributions

4.1c Coordination with MCCD Priorities

Director Althoff suggested the District provide projects to the Foundation with short completion times. President Semel explained ideally how the project list works and what is desired. Director Althoff commented that funds shouldn't be so restricted to specific projects but broader. There were comments about specific "pillars" that donations would be directed to - Education, Land Protection, Land Management/Stewardship, and Recreation. The Foundation already does much of this but maybe it could be packaged differently. Director Althoff feels that grants should be mentioned as well to show how much is being used. It was asked if someone from the Foundation could collaborate with marketing at the District to improve the Foundation's marketing strategy. Executive Director Flavell asked if there was a better way for her to let the Board know what is being accomplished. Director Haisler suggested a grant tracking document. Director Althoff felt it was important to show the public how their donations have been multiplied effectively through matching and successful grants.

- Further Aligning Organizations
- MCCD Project Requests

Executive Director Flavell included a list of District potential priority projects FY2023. President Semel suggested focusing more on projects that appeal to the public and if funds that come in are more than needed for that project, they can then be shifted to help with critical shortfalls. McHenry County Conservation District President Henning commented that it is important that the District informs the Foundation how these projects turned out and what the end result was of the Foundation's support of this project. Director Dreher also commented on the importance of letting the public know the outcome of the Foundation supported projects. Director Dreher suggested hiring a consultant to help with marketing and fundraising.

4.1d Fundraising Campaigns

- End of Year Appeal
- Giving Tuesday - Can also be used for giving thanks to our donors. The District marketing list was used this year and brought in 32 new donors. Executive Director Flavell wanted to continue with the donor match.

- Additional Appeal

The suggestion was made for an additional appeal in the spring (March).

4.1e Branding/Marketing

This was already discussed under coordination with McHenry County Conservation District.

4.1f Annual Event Opportunities

Director Althoff suggested the Foundation approach well-known philanthropists to help with a fundraising event. She suggested inviting potential donors to a meeting with the District and Foundation to show how funds would be used. Director Althoff believes there should be a stronger focus on corporate giving. Director Althoff said a list of corporations should be developed and then look at each one individually and develop a specific message for each one. Director Dreher said that making a healthcare connection with some companies is a good start. Healthcare is the largest employer in McHenry County, second is government.

4.1g Community Engagement/Foundation Awareness

- Corporate Engagement
- Service Club/Key Club/Community Group Engagement
Prior to the pandemic, many clubs were approached and presentations given; this can be continued more after COVID-19 issues are under control
- Community Focus Group
- Municipality Board Meeting Introductions - Executive Director Flavell is working on this. She will send out an email highlighting what she is working on. Director Althoff said there are companies that have "green" committees that we should be reaching out to.

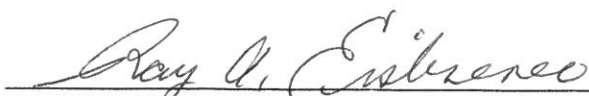
President Semel thanked McHenry County Conservation District President Henning for attending. Director Haisler mentioned it would be good to discuss funding at the next meeting. President Semel felt that planning meetings like this should not be posted so that specific names, entities, and strategies can be freely discussed.

5.0 ADJOURNMENT

President Semel asked if there was any other business to discuss. There being none, President Semel made the motion to adjourn the meeting. Director Haisler seconded the motion. A roll call vote was taken: Vice-President Ivers - yes, Secretary Eisbrener - yes, Director Dreher - yes, Director Althoff - yes, Director Haisler - yes, and President Semel - yes. All were in favor. The meeting was adjourned at 8:52 p.m.

The next meeting is scheduled for Tuesday, January 11, 2022 at 6:30 p.m. at Lost Valley Visitor Center (if needed).

Respectfully submitted,


Ray Eisbrener, Secretary