

**Western Cuyahoga Audubon Society
Board Meeting Monday, January 21, 2013
6 p.m. at Sandwich Delites, Berea, OH**

Present: Kit Birch, Liz Clingman, Nancy Howell, Kurt Miske, Penny O'Connor, Mary Anne Romito, Tom Romito, Stan Searles, Barry Wolfe

Mary Anne Romito moderated the meeting.

1. Carbon Offset: Fund has \$565.48, which includes some donations due to the Annual Appeal. Tom suggested that WCAS allocate money from the general fund in order to set up a fund with the Cleveland Metroparks with the goal of helping to acquire avian habitat in the Hinckley-Millstream area. Stan moved that WCAS add \$1,500 to the amount already in the Carbon Offset fund, and that Tom Romito be authorized to create an account with Cleveland Metroparks to be used for acquisition of land in the Rocky River East Branch watershed, for avian habitat, or for preservation of avian habitat. Kurt Miske abstained. All others were in favor. Tom will meet on January 23 with Cleveland Metroparks officials. Tom will report back to the board about some of the potential land acquisitions. Stan noted that Cleveland Metroparks has been a partner with Western Cuyahoga Audubon, and that Western Reserve Land Conservancy has been active as well in preserving habitat in the area of the Rocky River Important Bird Area. Nancy Howell suggested that Western Reserve Land Conservancy be invited to speak with the WCAS Board.

2. Vertical Response: WCAS uses Vertical Response for e-blasts. Other services are available. Mary Anne proposed that this discussion be postponed until the next meeting, when Mark Hofelich might be available.

3. Assistance with the Ohio State Nature Preserve's check-off program on the Ohio income tax return: WCAS will include an item in the upcoming newsletter. The board agreed in addition to put a link on the chapter website.

4. Removal of names from the mailing list supplied by National Audubon Society: A few national members have asked not to receive WCAS mailings, such as the Annual Appeal. Penny will hold the names so that they can be removed when the chapter does another mailing to national members.

5. Cleveland International Film Festival: Tom and Mary Anne attended the previews and selected a film for the chapter to sponsor. As a nonprofit, WCAS is a community partner. The WCAS logo will be on the program, and WCAS will have the opportunity to make a brief presentation at the start of the film. The dates of the Cleveland International Film Festival are April 3-April 14, 2013. Will ask for volunteers at the next meeting, February 5.

6. Northeastern Ohio Science and Engineering Fair: Tuesday, March 5, 2013 at John Carroll University. WCAS will give two \$50. prizes and several certificates at the discretion of our judges. Our focus is on projects relating to birds, or to environmental science with emphasis on local watersheds. Nancy Howell, Michelle Manzo and Penny O'Connor have volunteered to judge. Will ask for volunteers at the next meeting, February 5.

7. Buzzard Sunday, Hinckley Elementary School, March 17, 2013, at 10 a.m. WCAS will have a table. Kit Birch and Nancy Howell volunteered. Will ask for additional volunteers at the next meeting, February 5.

8. Annual Appeal: Nancy reported that gross receipts were \$2,165. WCAS paid out \$820.84 for printing, envelopes and postage. Net proceeds were \$1344.16. About \$150 was designated to Carbon Offset.

9. Financial management: Each decision made by the board should be connected to a financial component.

10. Review of Strategic Planning Workshop: The Board met Sunday January 13 for a session moderated by consultant Susan Cucuzza. Three strategies were developed. At today's meeting, the Board discussed, then selected two goals for each strategy from among several that were developed at the planning workshop. Each strategy got a champion who will develop the idea with suggestions from others, and put it into SMART format. Champions will present the strategies at the February 5 membership meeting.

Tom e-mailed a chart following our board meeting. Kit also e-mailed the suggestion that the group brainstorm by e-mail with Kurt, Barry and Stan prior to the membership meeting. The chart is on the following page.

11. Next meeting: Monday, February 18, 2013 at Sandwich Delites.

WCAS STRATEGIES FOR 2013

Strategies	Annual Goals	Champion	Action Plan
1. Identify and develop leaders on the board and in the membership.	A. Confirm the leadership structure of the board and develop a succession plan for all officers by May 1.	Kurt Miske	
	B. Confirm or change operating procedures for the board and membership meetings by March 1.	Kurt Miske	
2. Strengthen and enhance education, focused on birds and their impact on conservation.	A. Create two new programs for community outreach by September 1.	Stan Searles	
	B. Recruit five non-board members to get involved in our new outreach programs by September 1.	Stan Searles	
3. Grow and strength membership to achieve our mission.	A. Create a membership committee by March 1.	Barry Wolfe	
	B. Create a survey to learn membership interests by May 1.	Barry Wolfe	

Notes:

1. Annual goals are stated in SMART format: Specific, Measurable, Achievable, Realistic, and Time-based.