

Desert Survivors Board Meeting Minutes

February 4, 2016

Location
6466 Vallejo Street, Emeryville

Attending: Deirde, Norma, Marisa, (Martina ran out, returning where indicated). Calling in: Charlene, Ron, Kevin, Martina, Jerry. Calling in after the meeting started as indicated: Nick, Bob, Dave.

I President's Report - Deirdre Cerkanowicz

A. Deirdre announces we have quorum, meeting start time is 6:35p, and asks for changes to agenda. Norma suggests adding Nick's request to discuss Henry Lin status

[Nick and Bob join.]

B. Deirdre asks whether we have been filing taxes. Jerry confirmed we are, and 990s are turned in every year in June.

C. Deirdre asks to revisit consent calendar - if we get the minutes and budget report in advance, we don't have to spend time on it during the meeting.

D. Deirdre asked for the process or policy for sending out a letter like the Malheur statement. Jerry said when an issue comes up and somebody feels it deserves a DS comment, they should draft a letter and ask president to sign. Nick added that the board authorized Jerry to make decisions on these requests and sign off when he was president.

E. Deirdre will distribute her notes from the retreat after the meeting.

F. Regarding Henry Lin, who will be here to tell him to leave, if that's what we want to do. Martina will be here. (Groundhog Day party at Martina's house.)

G. Kevin confirms Betty's membership is current. Henry's is not current, and is not on the invite list.

II Secretary's Report - Norma Wallace

A. At 6:45 pm, Norma reports the minutes were distributed in advance. Jerry asks for correction to the Desert Report editor, not Stacey but Craig Deutsche. Charlene moves to accept the minutes as corrected. Jerry seconds. Passes by unanimous vote.

B, Norma explained an action item coming out of the Retreat for her, to create an Event Template (attached). The main idea is to create an event "kit" that is taken to every event.

[6:47 Dave joins.]

III Managing Director's Report - Jerry Goss

At 6:53 pm Jerry reports Norma emailed the financial report out to everyone. Highlights: Annual meeting cost, \$500. Collected \$790, plus Marisa's \$250 donation. \$1,040.

IV Activity Director's Report - Robert Lyon

A. At 6:55 Bob reports he will send out request for trips for April/May/June this week, and get back by March 5. Neal Cassady and Stacey Goss are leading trip to Utah; Bob to move April 1 trip to Joshua Tree back; discussion between Bob and Martina about a plan for Earth Day. Martina shares we can sign up early this year for Solano Stroll, Sunday Sept 11. Deirdre is researching a family oriented event at the Lindsay Museum.

B. General discussion regarding the Summer party location. Marisa suggested the Watsonville location. Ron supports a change of venue. Discussion about timing - June, July or August have all been used. Bob will check out location with Jannet and/or Steve Perry.

[Martina returns.]

C. Ground Hog Day. Deirdre asked which board members were planning to attend; Martina responded affirmatively..

V Volunteer Director's Report - Martina Konietzny

At 7:05 pm Martina reports Berkeley Bay Festival is April 16, well visited and low fee. The storage unit is at Cedar / Highway. It's very tightly packed. Ron volunteered to help at the event and can help rearrange the Storage room.

VI Communications Director Report - Nick Blake

A. At 7:11p Nick reports the production of a new issue of The Survivor, which has lots of trip reports and less space devoted to issues. Will make a Donations button on the website. Will change the picture on the website soon. Sent Charlene and Chuck McGinn his slide presentation. Discussion about adding a price to the cover. Jerry clarifies that the Trip Schedule has been distributed for free. There is general agreement to take a look around at what others are doing, consider the arguments and review the subject again later.

VII At Large Director Reports

A. At 7:21p Kevin Pope reports Membership has been quiet. There are currently 456 members. A recently received update from Jerry included 6 people. Five of the six were

new members. One gave \$100. Through Constant Contact DS sent out four member communications: Groundhog Day, Winter Trip, Holiday Party and the Silent Film. We send out the original notification, and a reminder. Averaged 48-57% click-through. 2/3 use laptop/desktop, 1/3 open on a mobile device.

Deirdre asked Kevin to look into updating the email from Loretta when a member asks to unsubscribe. Within Constant Contact, at the bottom, when you click Update, the message presented is signed by Loretta and uses her email.

An email needs to be sent to members about the new communication vehicle Geoglyph, which is to be put on the website and put in Constant Contact. Deirdre will resend the info to Nick.

B. At 7:28 pm Marisa reports on AGM planning. First, she will be working around travel plans to New York as early as April, returning in August. Summarizing discussion which occurred at the board retreat, the group focused on the weekend Friday 9/30-Sunday 10/2. Comments on parameters and possible locations include: is Pismo Beach desert-like? Montana de Oro in Morro Bay. Better turnouts closer to the Bay Area - Pinnacles, Mission were well attended. Marisa will look at another weekend since Hardly Strictly draws so many DS members including board members. Jerry says the venue cost seems to be approx. \$500. Ron offers to donate \$250 to the event.

C. At 7:45 pm Dave reports having received Nick's email requesting an article. Interesting issues around Eagle Mountain Dump project, which is dead, studying transfer of public lands to national park service. Could turn open mine pits into water storage for solar. Bob said there's a trip scheduled (near) there in April.

D. Charlene reports first hearing about DS from Steve Tabor during one of his presentations at REI. She has now approached her Sacramento REI and they are excited to have DS do a presentation. She and Chuck will do one on March 24. They will be talking about their trips, camping and something about desert travel. Charlene hopes a well done presentation will lead to other invitations to make presentations. She says everyone remembers Steve Tabor (giving presentations). She has Nick's presentation, and Darrell Hunger's presentation too. There's about 1 1/2 hours for this so there's plenty of time.

E. Ron will follow up on Sports Basement. Charlene requests a copy of the Trip Leader brochure for personal reference. Bob offers to send the map showing the location of all of DS's trips.

VIII Additional item.

At 7:57 pm, an announcement is made to the group that National Public Lands Day in November this year.

IX Jerry moves adjourn; Marisa seconds; the motion passes unanimously, and the meeting adjourns at 7:58.

Respectfully submitted,

Norma Wallace

April 4, 2016

Approved by the board at the 04/14/2016 meeting

Finalized 11/28/2016