

THE AMERICAN CHESTNUT FOUNDATION
PROMOTION AND OUTREACH MEETING MINUTES

Saturday, March 24, 2018
8:00 –9:30am, SVHEC, Room 222

Attendees:

Committee Members Present:

Cathy Mayes (Chair)	Brian McCarthy
Steve Barilovits	Cartter Patten
Jay Cude	Allen Nichols
Doug Gillis	

Committee Members Not Present:

John Agricola	Joe Nicholson
Don Davis	Jeanne Romero-Severson
Jeff Krause	Brad Smith
Lewis Lobdell	Kim Steiner
James Mills	Vicki Turner

Guests:

Hill Craddock, Michael Doochin, Bruce Wakeland, Greg Miller, Lois Breault-Melican, Denis Melican, Larry Yowiak, Barbara Tormoehlen, Robert Sypolt, Ricky Caldwell, Yurji Bihun, John Wenderoth, Lisa Thomson, Betsy Gamber, Jules Smith, Shana Zimnoch, David Kaufman-Moore, Brandon Yañez, Samantha Bowers, Ben Jarrett, Tom Saielli, Heather Nelsen, Jared Westbrook, Cherin Marmon-Saxe, Dick Will, Carolyn Keiffer, Yvonne Federowicz

Call to Order

Chair Cathy Mayes called the meeting to order.

Approval of past minutes-

Approval of October 6, 2017 Development Committee minutes.

Hill Craddock made a motion, seconded by Brian McCarthy, the approval of the past minutes and the committee approved unanimously.

General Discussion

TACF gift policy and gift acceptance procedures-

David Kaufman-Moore reviewed changes to the gift policy and gift acceptance procedures handouts. Brian McCarthy asked for clarity on 1C Anonymity. Lois Melican

asked if an orchard needs full board approval at the national level. Since her chapter is separate from TACF, it does not need to be approved at the national level.

Hill Craddock motioned, Lois Melican seconded, the approval of the gift policy and the committee approved unanimously.

Steve Barilovits said we do not know when people give us stock or who the stock is from since the brokers will not share that information. Heather Nelsen clarified that we have a form to help circumnavigate this issue. Dick Will said confidentiality rules are strict. David suggested the development committee research charitable gift annuity (CGA) companies to manage any CGAs if we decide to issue them. Michael Doochin suggested a modification to the language of life insurance to from “will terminate” to “may terminate”.

Dick Will motioned, Hill Craddock seconded, the approval of the gift acceptance procedures including the above changes and the committee approved unanimously.

Implementation plan action items-

David Kaufman-Moore reviewed the Implementation Plan handout. Cathy Mayes said donor databases for chapters would be beneficial. Cathy Mayes asked if we have an Instagram account and Jules Smith commented it is being researched. Barbara Tormoehlen asked for implementation plan items of high importance be highlighted for the committee to focus on.

Reports

Staff Report-

Cathy Mayes commended David Kaufman-Moore on his data analysis skillset. David reviewed his new role at TACF and what his responsibilities will encompass. He analyzed TACF’s donor base to map out where donors are located, where they are concentrated, and other demographics, e.g. donors are ~ 72% male. He is ensuring data integrity with items such as bequests. Hill Craddock asked about donor mapping and if David had that with him. David will follow-up with that data.

Comprehensive Donor Revenue Analysis-

David Kaufman-Moore reviewed the handout and pointed out that donor retention is high even though average gift level is low compared nationally. Cathy Mayes asked if we can establish any bench marks to compare us to the industry at large. Hill Craddock asked if we should increase the membership rate. Judy Antaramian clarified that we have varying gift levels and people more times than not choose the higher levels.

Samantha Bowers reviewed the grant revenue projection handout listing \$253,559 actual FY18 grant income to date, FY18 pending foundation asks at \$1.3 million and \$1.1 million lined up for FY19 thus far.

New Legacy Tree Orchard project-

David Kaufman-Moore presented the Legacy Tree Orchard power point presentation. David commended Brandon Yañez on his work on the project design. Brandon presented the landscape model he built. There will be new signs and a new location closer to the office. Jared Westbrook said the trees will be composed of 150 of our elite B3F3 trees.

Education Sub-committee report-

Barbara Tormoehlen presented action items including revision of the education web pages, revisiting the learning box program, junior high and high school programs, and a module for chapters to report education and outreach activities.

Awards Sub-committee report-

Hill Craddock presented action items including longevity staff awards, nominations for service awards, review the committee charter and formalize the poster session program process. There will be a new award called the Chestnut Conservation Champion thanks to Lisa Thomson's idea.

Meeting Adjourned

Final remarks-

Dick Will commended the progress of the organization as a whole and he sees a positive uptrend in trajectory. Dick asked attendees to consider donating a portion of their IRA to TACF as he has done.