

THE AMERICAN CHESTNUT FOUNDATION
PROMOTION AND OUTREACH COMMITTEE MINUTES

DATE: Saturday, April 6, 2019

TIME: 8:30 AM – 10:00 AM

MEETING VENUE: Room 240, Southwest Virginia Higher Education Center

Attendees:

Committee: Cathy Mayes (Chair), Steve Barilovits, Samantha Bowers (Staff Recorder), Jay Cude, David Kaufman-Moore (Staff Liaison), Lewis Lobdell, Dr. Brian McCarthy, Allen Nichols, Z. Cartter Patten, Dr. Jeanne Romero-Severson

Gallery: Michael Doochin, John Wenderoth, Greg Miller, Thomas Klak, Shana Zimnoch, Judy Antaramian, Jules Smith, Cherin Marmon-Saxe, Betsy Gamber, Larry Grossman, Jim Searing, Yvonne Federowicz, Bruce Wakeland, Mark Double, Robert Sypolt, Kathy Patrick, Paola Zannini, Hill Craddock, Carolyn Keiffer

Committee: Promotion and Outreach Agenda Topics

Call to Order

Chair Cathy Mayes called the meeting to order. The prior meeting's Promotion and Outreach Minutes were approved unanimously with the addition of Hill Craddock as an attendee. The prior meeting's Education Subcommittee Minutes were approved unanimously.

Report: Grant Revenue

Grants Manger Samantha Bowers presented a power point focusing on projected and actual-to-date grant revenue, external grants, and collaborative grants with partners such as SUNY-ESF, and Virginia Polytechnic Institute. Samantha said we will close this year in good standing with regard to grant revenue; where \$780,000 in foundation grant revenue is budgeted, \$754,000 has been approved-to-date and \$195,000 in grant applications are pending review.

Hill Craddock was rapt to see the impact figures on the External Grants Program highlighting its importance to TACF and asked for more detail to be presented on External Grants at the next meeting (**ACTION ITEM**); Samantha commented Sara Fitzsimmons has a presentation on these figures of which can be updated. Cartter Patten asked if we are seeing a shift in foundation giving as he is noticing changes in his firm; Samantha said we steward our large foundation donors to keep strong relationships and have not seen a shift. Jay Cude asked what is the leading goal marketed in grant applications; Samantha responded with TACF creating a replicable toolkit for tree restoration at large; TACF's frontier will create best practices and a road map for other tree restoration efforts. Greg Miller similarly asked what is it about TACF that entices large donors; Samantha replied TACF is one of the largest tree restoration entities including a grassroots effort spread across a multi-state region and other important reasons are listed in the Sample Grant Application Template on TACF's Chapter Resources page.

THE AMERICAN CHESTNUT FOUNDATION

PROMOTION AND OUTREACH COMMITTEE MINUTES

Reports: Awards Subcommittee

Dr. Hill Craddock provided an update on the subcommittee. The following chapters are up for sending volunteer award nominations: WV, PA/NJ, VT/NH, and TN. There is a new award on the floor for consideration to recognize staff. He said the subcommittee discussed offering tenure awards for staff, such as a day off for 5 years of service, and two days off after 10 years of service. The subcommittee agreed to discuss this with the President and CEO (**ACTION ITEM**). In Gettysburg this fall, there will be a call for posters and another poster award. President & CEO Lisa Thomson, via phone, spoke of the chestnut conservation award potential nominee.

Reports: Education Subcommittee

Cathy Mayes and Samantha Bowers provided a summary of the four taskforces that Barbara Tormoehlen spearheaded, which are: education webpage, chapter reporting of education activities, learning box revision, and student education programs.

Bruce Wakeland said he has chestnut wood cookies for the learning box (Gary Carver has cookies, too). Greg Miller said his daughter is able to update the learning box since it is being outsourced. John Wenderoth gave an update on his chapter's education efforts and working directly with a teacher. There is a demonstration planting guide made out of Ohio that Brian McCarthy is familiar with. The Boy Scouts are interested in using this guide for the Eagle Scouts. John Wenderoth presented how he utilizes the book *Champion: The Comeback Tale of the American Chestnut Tree* as a great resource for teachers. It was announced that the author, Sally Walker, will be presenting at the Gettysburg fall meeting.

Report: Donor Management

Donor Relations Manager David Kaufman-Moore presented his power point focusing on donor and member retention analysis and initiatives, appeals and donor revenue. TACF's donor retention rate sits at 68% when the national average is 45%. Donors, who were not members, that recently started receiving the *Chestnut* magazine have increased their giving; \$30,135 donated at a magazine expense of \$600.

A discussion ensued about the difference between a donor and member. Hill Craddock asked if we have run the net cost of membership; David said it is positive at this time. Michael Doochin said nonprofits have an identity issue not clearly explaining to donors if they are members or donors; he suggested we stay abreast of this and actively ask donors how they would like to be engaged with TACF. Thomas Klak asked how to find out if they have lapsed donors so they can cultivate them; Mark Double said he uses the monthly member report sent by Membership Coordinator Judy Antaramian.

David reviewed the end-of-year appeal where our goal was \$275,000 and we raised \$190,000. The spring appeal theme will focus on support for Regional Science Coordinators. There is an ad-hoc group that will begin to review volunteer management software; more on that will be discussed at the Chapter Committee meeting. Jay Cude asked if there have been any impacts on the new tax laws; David said it is too early to tell as of now but staff is actively discussing and keeping an eye on the issue at hand. Don Willeke suggested we reach out to people in September about their IRA rollover.

New Business

Education Subcommittee

THE AMERICAN CHESTNUT FOUNDATION

PROMOTION AND OUTREACH COMMITTEE MINUTES

Chair Cathy Mayes reported that Barbara Tormoehlen stepped down as the chair of the education subcommittee since she has taken on the roll as treasurer of the Board. She proposed combining the education subcommittee meeting time under the promotion and outreach committee time slot. She proposed we merge the Education Subcommittee back into the P & O Committee, and preserve the education subcommittee task forces that are still active as ad hoc subcommittees. She hopes to put this to a vote at the August Board meeting.

Yvonne Federowicz volunteered to run an external meeting to keep things moving forward with regard to technology. Vice President of Operations Betsy Gamber commended Barbara's leadership and suggested continuing the ad-hoc style with specific topics.

Annual Meeting Sponsors

David Kaufman-Moore presented the TACF business sponsorship package located on the website asking for network possibilities in the room with regard to upcoming or future annual meetings. The Gettysburg fall meeting has a budget of \$60,000.

Call to Adjourn

The meeting was adjourned at 10:00am.