

Muskegon River Watershed Assembly Board Minutes – November 24, 2014

Science Building Room 136 – Big Rapids

*****These minutes are not official until approved at the next regular meeting.*****

Present: Chair Greg Mund, Vice-Chair Cindy Fitzwilliams-Heck, Treasurer Ken Johnson, Secretary Doug Trembath, Jean LaLonde, Wayne Groesbeck, Ron Kadelsik, Nancy Burmeister, Don Henning, Kurt Ray, Executive Director Terry Stilson and Project Manager Dixie Ward.

Chair Mund convened the meeting at 6:01 p.m.

Johnson Center Presentation –

Tara gave a presentation titled Marketing, Planning and Strategy via Google Hangouts.

- Mund asked how the 'Keep it Cool Campaign' fits into the marketing plan.
- Tara replied to lead with the major gifts campaign and emphasize the importance of recognizing major givers.
- Tara gave a wrap up and stated this is the groundwork and it is up to the Executive Board to prioritize, decide how to structure the campaign and see what works and what doesn't.
- Henning commented that some outreach work we do successfully, like what the Education Committee does through person to person contact. We need an additional strategy that is more aggressive and visible like Facebook, extensive email addresses, and using our website as a marketing tool.

Consent Agenda –

Henning motioned to approve the consent agenda (October meeting minutes and financial reports) as amended, with Groesbeck supporting the motion. Motion passed.

Executive Director's Report –

- Stilson reported the MRWA raised just over \$2,000 at match day, which is higher than last year.
- Ray asked about the report format and suggested having high priority first, to make sure the significance is known by the Board. Stilson to look at structure and adjust per Board discussion.

New Business

Executive Committee – Fitzwilliams-Heck reported:

- The Development/Financial Officer position has been posted and the deadline for applicants is Dec. 8th and resumes will be sent to the Executive Committee for review.
- Stilson suggested starting the interview process the week of Dec. 15th.
- Ray suggested sending out a reply notifying the applicants that we received their resumes.
- Ray commented that everything that is standard policy does not need to be in the work agreement and instead should be in the employee manual.
- Stilson replied we can work on an employee manual next year.

LaLonde motioned to accept work agreements as written, with Henning supporting the motion. Motion passed.

Governance Committee –

- Henning suggested that this committee be responsible for the recruitment of committee members too.
- Mund replied it makes sense to do that but to have each committee chair comment on potential candidates first.

- Ray commented it does not say anything about representing the members at large and they should be able to go to the Governance Committee.
- Stilson commented chairs of the Standing Committees are board directors and not directors at large. Discussion.

LaLonde motioned for the language to be changed to read ‘the Governance Committee will represent any concerns brought to the Executive Board by board members regarding process or representation’ and the process and the structure be approved with Fitzwilliams-Heck supporting the motion. Motion passed.

Education and Outreach Committee – LaLonde reported:

- Aquatic Wild presentation for teachers planned to be held in Holton in Muskegon County on March 12th 2015. Participants will pay \$12 for a full meal while rotating through stations as part of a progressive dinner workshop.

Finance Committee – Ray reviewed the budget and asked if there were questions. Discussion.

Ray motioned to approve the 2015 budget recommendations with Groesbeck supporting the motion. Motion passed.

Account Signers

LaLonde motioned, that during the transition time period, Jean LaLonde (primary signer), Cindy Fitzwilliams-Heck, Don Henning, and Nancy Burmeister will have authority to sign checks, with Greg Mund responsible for transferring funds. Henning supported the motion. Motion passed.

Development Committee – Mund reported Libby Cherin resigned as co-chair and this committee is going to be doing fund development work. Additional committee member recruitment will be focus in early 2015, with the new fund development position having committee responsibilities.

Transition Team – Trembath commented that the committee role is to keep the Executive Board aware of development with the sustainability plan. One of the committee’s goals is outreach and suggested approaching Kyle Randall to tie his interest with our program. Henning said he would be happy to contact him for follow up. Discussion.

Muskegon Water Festival Fiduciary Services –

Groesbeck motioned to continue providing fiduciary services to the Muskegon Water Festival with Trembath supporting the motion. Motion passed.

Small Business Membership Category –

Henning motioned to approve the small business category to 20 employees or less (\$50 membership) with Burmeister supporting. Motion passed.

Next Meeting – The next meeting will be on December 15th at 5:30 with the location to be determined in Big Rapids.

Trembath motioned to adjourn the meeting at 8:03 with LaLonde supporting the motion.

**Respectfully submitted,
Dixie Ward
Project Manager**