

**Muskegon River Watershed Assembly
Finance/Human Resources Committee Meeting
November 14, 2013
Brooks Township Hall, Newaygo**

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

MRWA Finance/HR Committee Chair, Kurt Ray, convened the meeting at 5:35 p.m. Those present were:

Kurt Ray, Finance/HR Committee Chair
Greg Mund, MRWA Chair
Ken Johnson, MRWA Treasurer

Don Henning, Member at Large
Gary Noble, Executive Director
Terry Stilson, Program Director

Agenda – no changes as presented.

Approval of Meeting Summary

Mund motioned to approve the October 15, 2013 meeting minutes with Johnson’s support. Motion passed.

Old Business

MRWA Organization Funds – Stilson distributed a spreadsheet from the Financial Standing reports 2006-2013 with organization fund balances at the end of each year (2013 projection) and spoke of her concern. She suggested the Board have an action plan and perhaps move the committed funding to the Leftover Wege match.

- **Ray asked Stilson to create a 2014 forecast, break it down month by month and send it to him.**

Nonprofit Finance Fund (NFF) Business Analysis of MRWA – The “Technical Assistance and Coaching Summary” was reviewed and questions and requests were generated for NFF (to discuss with NFF during the November 20 conference call).

- **Page 2 – Technical Assistance Summary and Recommendations**
 - Operating vs. Capital
 - Define operating and capital
 - Suggested format?
 - Revisit the five year MRWA operational/program report from the Keep it Cool packet.
 - Board Designated Reserve
 - Send an example and clarify.
 - Development Capacity
 - Determine precisely where we stand first.
- **Page 30 – Key Considerations**
 - Last paragraph – “MRWA carries a significant amount of cash on hand”
 - What is our cash on hand?
 - Build in the 2013 projections.

- **Page 31 – Key Observations from Sustainability Plan and Update – Development and Fundraising**
 - First bullet – Hire development person
 - See “Development Capacity” on page 2
 - Second bullet – Membership Campaign
 - Need a major membership campaign.
 - Different tiers may be needed.
 - Third bullet – “Local Champion” model
 - Probably don’t have the resources – discuss with the Board.
 - Fourth bullet – Revenue vs. Capital
 - Does NFF have a way to distinguish between the two (revenue and capital)?
 - Campaign may need to be redefined.
- **Page 32 – Key Observations from Sustainability Plan and Update - continued**
 - First bullet – Projects and Programs
 - Stilson and Fitzwilliams-Heck are working on categorizing projects and programs.
 - Second bullet – Revenue
 - See if Frey Foundation (proposal) revenue projections are sufficient.
- **Page 33 – Initial Observations from “Keep it Cool” Campaign**
 - First paragraph – Presentation of financials associated with campaign
 - Revisit with the Development Committee
 - Second paragraph – Clarity on GLFT gift size and reflection
 - Consider dropping the \$10,000 GLFT funds (awarded before Campaign started)
 - Third paragraph – Long term funding plan
 - We’re not certain on this beyond our fundraising campaign and the Development Committee is discussing this.

The meeting adjourned at 7:15 p.m.

Respectfully submitted,
 Terry Stilson
 Program Director