



PACIFIC NORTHWEST
Salmon Center

PNWSC Board Minutes
4:30 – 6:30 pm @ Pacific NW Salmon Center Office
June 17, 2009

Directors Present:

Fred Barrett	Al Adams	Mike Henderson	Paul Hirsch
Leslie Krueger	Sue Patnude	Bill Portuese	Neil Werner

Director Emeritus:

Directors absent:

John Burgess	Larry Peck	David Petersen	Jay Saucedo
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Staff: Michelle Hori

Guests: Herb Gerhardt Debra Holland

Call Meeting to Order: Chair

The meeting was called to order by Fred Barrett at 4:30 pm.

Roll Call: Secretary

The President called the role. We do have a quorum.

Minutes Approval: Secretary

It was moved and seconded to approve the minutes of May. The motion passed unanimously.

Financial Reports: Staff

It was moved and seconded to approve the financial reports for May 2009. The motion passed unanimously.

Public Comment:

Herb Gerhardt commented that bad publicity can only harm the organization and suggested we do our best to get a positive message out to the public. Debra Holland is here at the invitation of Bill Portuese to discuss the Development Director position, requirements, recommendations on finding someone who fits our needs and other funding strategies.

Fundraising Committee:

Debra Holland – Development Director Presentation

Giving in USA in 2009 totals 307 Million. Individual donations make up 74.5% Corporations 5%, Foundations 13% and bequests 7%. PNWSC has been good at raising money from public sources but now we need to focus on individuals to build support within the community. There is a cycle of donor cultivation. Step 1- Identify donors, 2- Interest them in our mission, 3-Educate them about what we are doing 4- Involve them. Then ask for commitment of time and/or funds. We need to establish how we want to move through these steps with the SC.

Gifts are made in multiple ways. **Annual giving** is defined as a large number of small gifts and are stimulated by a POE (point of entry) of donors to our organization. This could be an event, a mailing, work giving or a phone campaign. It is giving of one's current income and not a large investment. We should develop a database from this point, of these people. **Planned giving** is from accumulating assets. When time to distribute one assets many think of charity after family. **Capital giving** is a small number of large gifts. **Grants** can be corporate (only 5% of total US gifts and can be controversial w/ stockholders), foundational, or public agency. **Corporate giving** is usually sponsorships or in kind. **Major gifts** are large gifts from cultivated donors. Each Board member needs to get in touch with their story on why the SC and our mission is important to them before we approach major donors.

We need to get capacity to have a paid fundraiser on staff. Compensation and contracts: Can pay salary and increase it if they do well or give bonus but no "commission based" pay as this is considered unethical by the industry. General development staff can do mailings, events, talks, tours and newsletters but when the time comes for a capital campaign we need to get outside help. Capital campaigns generally have a 3 year timeline. We need to find someone knowledgeable about and connected with local wealth and sense of place as well as knowledge of Seattle wealth. A sample job description was distributed. We should set measurable financial goals for any new hire. A list of hiring resources was distributed. We need lots of donors and support – don't rely on one "named for" donor. i.e. buy a brick campaign. Involve the community at every level so our base of donors is diverse and can weather many situations.

Tour or virtual tour strategy: Develop a pie chart showing what we are and what we do. Pick top 3 activities. Take potential donors or volunteers to these places to give them an actual experience. Call the person after and thank them, ask if they saw anything that interests them and they would want to be a part of, do they know anyone else that would be interested. If not interested – bless and release. We need to be able to succinctly explain our mission, what we want to do and what their money will be used for.

Donors want personal recognition of gifts. Send a personal thank you immediately upon receipt of donation, keep donors updated by emails, newsletters. Look into social networking opportunities.

Suggested readings: *Raising More Money* by Terry Axelrod and *Donor Centered Fundraising* by Penelope Burk.

Approval Items:

The proposed budget for 2009 was presented to the Board. Sue and staff have simplified it, with 2 pages of detail, one page of summary and a category description and detail that tells what each category is spent on or where the revenue comes from. No strategic plan is currently linked to the budget and no development director has been allowed for. We can approve as is and amend later if needed. We are in a new phase of operations, no purchases are pending, we are now maintaining the property so the differences between 2008 and 2009 are not so odd, really. We should continue to look at this as a tool and adjust as necessary throughout the year as reality takes hold. *It was moved and seconded to approve the proposed budget for 2009. The motion passed unanimously.* Sue made a request to put a subcommittee together to start working on the 2010 budget. Sue, Larry, Michelle, Neil and Fred will serve on the committee.

Discussion Items:

AFCI Update: We hope to soon have a document for Board review and input. We hope to have it circulated so we can discuss at our next meeting. The notion is a capitalization event to get all the money for the project at once using specific assets and specific partners.

Permitting update: Our Special Use Permit Application has been deemed "complete" by Mason County. A Determination of Nonsignificance will be will be issued June 23rd. This document

states that there is no significant environmental impact from our project. Our hearing date is Tuesday, August 11 at the Mason County Planning offices in Shelton.

CTED Update: Our amendment was approved and executed.

Facility/campus name: A list of the top 3 names was distributed for Board consideration:

The Northwest Center for a Sustainable Environment - Home of the PNWSC and...

The Northwest Center for Environmental Leadership - Home of...

The Northwest Center for Environmental Excellence - Home of...

Maybe we need to think about a shorter more representative, location oriented, inspiring and inclusive name for the center. i.e. WatersEdge.

Executive Session was convened at 6:15pm to discuss legal matters.

Meeting adjourned at 6:50 pm

Submitted by Michelle Hori
For Paul Hirsch, Secretary