

MINUTES OF THE CCBC BOARD OF DIRECTORS MEETING – JULY 21, 2019

Call to Order: 5:22 p.m., Peter Bono, President

Present: Peter Bono (President), David Clapp (Vice-President), Fran Raleigh (Secretary), Maria Curley (Treasurer), Ron Cadillac (Director, Outreach/Publicity), John Goodchild (Director, Merchandise), Mary Jo Foti (Assistant Treasurer), Mark Faherty (Programs), Herb Raffaele (Membership), Bob Forbes (Refreshments)

1. Appointments

- a. Peter Bono nominated Bob Forbes to fill the vacant position of Refreshments Director. Ron Cadillac seconded, approved by acclamation.
- b. Peter Bono nominated MJ Foti as Assistant Treasurer. John Goodchild seconded, approved by acclamation

2. Approval of Minutes of May Annual Meeting

- a. There are no minutes from the May Board meeting; only meeting notes and the agenda (lacked a quorum).
- b. Minutes of the Annual Meeting, circulated in advance, were approved. These minutes record the results of the Annual Election.

3. Merchandise (Goodchild):

- a. After discussion of the pros and cons of charging a commission on sales of merchandise through the new website, it was decided to charge a 10% commission, so that the purchase of clothing would support the club financially as well as getting our logo out there. There were questions about the club logo and design changes, but that was put off for now. *[Ed: The new website became operational on July 30; notice was sent to all members via email blast, and the news was posted on Facebook and on the CCBC website.]*
- b. Checklists are still available for sale at Wild Birds Unlimited (charging \$1.25) and the Birdwatchers' General Store (\$0.50?). We sell them for \$1. We have 668 checklists remaining. John will investigate whether other vendors, such as the CCMNH and Wellfleet Bay might want to sell them also. *[Ed: After the meeting, Peter determined that the CCBC paid 40 cents per checklist in 2015, and MJ found an invoice showing that we charged the Birdwatchers' General Store 55 cents per checklist in 2017. Wild Birds Unlimited is placing an order for 50, and the Wellfleet Bay Wildlife Sanctuary store will take 100. We will charge 55 cents per checklist until our current inventory is depleted.]*
- c. Other items such as CCBC pins, hats and mugs have not sold well lately, and we should not order more at this time. We could give old inventory away at outreach efforts such as Fall Fest, Brewster Conservation Day, etc. Also, John does not have the paper trail on pins, who makes them, etc. We can revisit the issue next year.

4. Young Birder Scholarship (Faherty):

- a. Renee did go to the Hogg Island camp, but Mark's efforts to reach her by email have gotten no response. She should be reminded that she owes Peter an article for the newsletter by the end of August. *[Ed: After the meeting Mark and Peter were successful in contacting Renee. She will provide Peter with a 250-word article for the next Kingfisher.]*

- b. A 5-yr lookback (to 2015) shows we have spent all funds specifically designated as donations for “Scholarships”
- c. We need to decide by the end of the September Board meeting whether to continue this program, by reserving at Hog Island again for 2020. No decision was made yet.

5. Teach the Teachers initiative (Curley):

- a. Maria Curley introduced the program to provide support for teachers who are introducing birds in their curriculum. Funds could be used for materials such as binoculars, bird apps, guides. She and David Clapp agreed to form a small subcommittee. It was suggested that Peter Trull might be approached to help out as well.

MJ commented that she knew teachers who had received small grants from local clubs to fund acquisition of binoculars and materials, but she did not know either the application process involved or the amounts of money granted.

- b. Peter Bono suggested a complementary effort. He wants to get more teachers to include birds in the curriculum, trying to reach 10-15 teachers at a time with professional development on birds and birding. He has the name of a contact at CCCC, who told him that the college can provide to classroom, accreditation PDPs, (at no charge to us) but we would need to come up with curriculum and speakers. He estimates it would cost us about \$1,000 for handouts and honorarium. Question: is the club providing the professional help (instruction), or is the club providing the money to pay the professional help? On the question of the length of the program, Peter thought a week would be needed, but other members indicated that teachers are usually looking for programs of 2-days (9:30-4:30), even in summer. More research needed before any decisions can be made. *[Ed: Bridget Burger, bburger@capecod.edu, 774.330.4459, is the Director of Adult Education, and she is the person that Peter met who spoke about the opportunity described above.]*

6. Micro-grant initiative (Raffaele):

- a. There is no follow up yet from this year’s grants, they only got the money two months ago.
- b. David Clapp thought spending the money locally (Cape Cod or Mass or NE) would serve us well for publicity purposes. We need more information about scholarship programs discussed earlier in the meeting (see 5a above) — how many \$\$ are the clubs giving, what are the applications like? It was noted that stores might contribute some resources — perhaps a “beginners kit” with Peterson’s First Guide?
- c. It was decided that it’s too soon to pursue local foundations for small grants, since we don’t have results from our first grants yet. It was also pointed out that a local effort would be more attractive to the Cape Cod 5, while national banks might be approached for either program. We need to have projects in the offing, and sell a particular proposal.

7. Walks: Need new Director (Clapp)

- a. Jim Sweeney is not ready yet; he’s still commuting from off the Cape to his new job at WBWS.
- b. Other candidates? Christine Bates is still a “maybe”.
- c. John Goodchild will do it in September for the Fall Quarter. Finding leaders takes a personal appeal. There were three walks in the summer of 2018: Stef leading 2 and Peter 1. Before Peter Bono took over, only two people had agreed to lead walks in the summer of 2019. But, after many emails addressed personally to Board Members and others, we now have a good program of 10+ walks scheduled for these three months. Unfortunately, it appears this is the level of effort required every quarter to recruit enough walks.

- d. It was suggested that different kinds of walks (kids, photography, beginners, handicapped friendly) might appeal to a broader audience. Ron was willing to try a photography walk, indicating that the timing of walks is usually not conducive to photography (light conditions). He might try leading a photo session early in the morning (6 a.m.?) before the August 18 walk, which is scheduled for 8 a.m. *[Ed: This walk has now been scheduled and announced on the website and on Facebook.]*

Maria would be interested in leading a walk for beginners (“we’re talking robins”). Another possible walk type is “plirding” – suggested by Ray Brown - picking up (plastic) trash while birding (see <https://www.wvtf.org/post/talkin-birds-damage-plastics>)– this would require investment in gloves, bags, caveats about needles, etc. There was limited enthusiasm for this.

- e. Joint walks with other clubs: how reach out? - This has been done in the past. *[Ed: MJ should announce to the Association of Massachusetts Bird Clubs that we are looking to partner on Bird Walks—on the Cape and on the South Shore.]*

8. Kingfisher mailings: CONTINUE WITH BULK PERMIT OR USE FIRST CLASS MAIL (BONO)?

- a. When 55c is First Class rate, breakpoint is 123 newsletters (200 / 0.55).
- b. We are currently below breakpoint (about 115 need to be mailed), so when we use Bulk Permit we are mailing approx. 85 extra newsletters.
- c. How might this change our Merlin cost? Bono will discuss with Merlin Printers.

[Ed: Unless the numbers of members wanting paper copies of the Kingfisher increase substantially, Peter will use First Class mail (and print an extra 20 copies without mailing them) for the Fall 2019 Kingfisher.]

9. Publicity/Public Awareness (Cadillac):

- a. Social Media (Facebook; what else?)
- b. Local Media and Event Sites, plus CCMNH “Tidings”
- c. Local event presence?
- d. What else?

[Ed: There was little time to discuss in detail. Peter will work with Ron and Maria on implementing a new, more aggressive strategy. Progress will be reported on by Ron at subsequent CCBC Board Meetings.]

10. Meeting location and format (Clapp)

- a. Consider moving to other sites (libraries) around the Cape?
[Ed: David Clapp will investigate availability, room capacity, cost for future discussion.]
- b. Consider different format:
 - i. “potluck” dinner with speaker/presentation
 - ii. Show streaming video (e/g., YouTube) or DVD with a moderator for a discussion with Q & A after the viewing
- c. Are we happy with format of December “Holiday” event, which also serves as our fundraising event of the year?

[Ed: There was little time to discuss in detail. More time at subsequent meetings will have to be allocated. In particular, we will have to decide on the December “Holiday” event format at the September meeting, so that details can be described in the Fall Kingfisher.]

11. Environmental Positions

- a. Association of Massachusetts Bird Clubs (AMBC)
 - i. MJ has represented us at last two meetings
 - ii. What is process for “voting” or “endorsing” AMBC actions or recommendations?

The Board agreed that MJ should ask for opinion of whole Board when there was time for us to make a decision or when there was not overwhelming consensus among the AMBC representatives. Otherwise, MJ is empowered by the Board to take a position, and simply report the result to the Board.

- b. Killing of Osprey at Barnstable Airport – raised by Eldon Ziegler

Mark F. says that this is a well-studied issue; that the “Snowy Owl” solution at Logan Airport does not work for these Ospreys; and that the airport is already consulting with “experts.” The Board decided not to take any stand or action.

12. Miscellaneous Donations

- a. Camera from Ron Cadillac: do on line in September or wait to Dec Auction?
- b. Donation of books or other items
- c. What if a donor asks for a TD receipt? Do we know the proper wording to give them? Who will prepare the form letter for the Treasurer or Secretary to provide to them?

These agenda items deferred to September Board meeting.

13. Discuss and APPROVE INITIAL BUDGET FOR 2019-2020 FISCAL YEAR (Bono, then Foti/Curley)

- a. Use 5-year look back for guidance
- b. Note declining membership receipts (bad)
- c. Note increasing donation receipts (good)
- d. Discuss adding Amazon Smile as a source of income
- e. Restructure to show grants/Research & Education (in/out) separately; remove some income and expense rows; re-label and reorder other rows.
- f. Approve numbers for each income and expense item

Based on the Actual 2018-19 Balance Sheet, Peter provided a 5-year look back, and a proposed Budget for 2019, which included some rearrangement of line items. Peter had some suggestions about further revisions. More budget discussion will take place by email before the budget is approved. *[Ed: The initial 2019-2020 budget was circulated by email for approval on July 29, 2019.]*

14. Adjourn at 7:15pm.