



LAKE MOHAWK
PRESERVATION FOUNDATION

Science and Nature Working Together

Lake Mohawk Preservation Foundation

A Tax Exempt 501(c)(3) All Volunteer Charitable Organization, lakemohawkpf.org

Strategic Planning Meeting 2/29/20

at Tanti Baci

MINUTES

In attendance: Bill Askin, Brenda Klumpp, Laura Parker, Craig Kalucki, Tom Nerviano, Marie Cramer, Jim Wardell, Julia Kelly, Rebecca Gillespie, Tom Murray, Pop Askin

Excused: Lauren Karnacewicz

Call to Order– Quorum was confirmed at 10am. Decision to take minutes was made by group.

President's Welcome– Bill stated his idea that each trustee should head 1 committee and be a member of one other. Consider that events are committees and will count in the mix.

Legal Update– Bill circulated and reviewed the Conflict of Interest Policy. Bill would like to form a legal Committee: Bill and Tom N.

Action: Tom N. motioned to adopt the COI policy, Brenda seconded. All in Favor, 1 abstention.

Finance Review– According to our treasurer, decisions are made based rules. A formal committee is required with the following areas of discussion: Roles, accounting procedures including financial controls, reporting process and asset management. We need to review our Investment Policy and consider whether it needs revisions. Finance Committee: Pop, Jim, Brenda.

Action: Bill will electronically disseminate all papers: Investment policy, bylaws, etc. so that all trustees understand our purpose and governance.

Earth Day– Craig discussed a 5-year plan with a future event like a fair and move the cleanup to the fall. Consider a location like Station Park for a day long Earth Day event with yoga, band, star gazing. Consider making this a Sparta event rather than just Lake Mohawk. Many want to continue a spring cleanup since we have been running it for 6 years. Committee: Craig, Laura, Rebecca, Lauren.

Action: We want to run a raffle with tear off roll of tickets on April 25. Pop will get the license from town.

Education Plans- Marie spoke of the Kayak tour scheduled for June 20. Rebecca mentioned that we are in need of Blog/website/newsletter educational info on a regular basis. Emily is available and spoke at our last meeting about potential workshops. In the past a trustee who was a master gardner would review homeowner properties for rain garden placement. This is very time consuming (for the board member). Committee: Julia, Maria, Emily.

Volunteer Committee- Bill suggested a committee responsible for getting volunteers when we need them. Committee: Chair-Craig, Kaela Burke, other H.S. students from other schools? Julia, Jim

Art Gala- Lauren has been speaking with LMCC. Has 6 artists lined up. Ongoing. Committee: Chair-Lauren, Craig, Marie, Rebecca

History Committee of the Foundation- Bill suggested a committee who follows our progress and keeps our history. We are coming up to our 10th anniversary. Jim will confer with original board members regarding their participation. Committee: Chair-Jim, Brenda, Tom M?.

Beautification Committee- Suggested as a resource for garden development, education. Julia will split it off later as we acquire volunteers.

Fran Smith Lake Preservation Award-Brenda distributed a written report, attached. After some discussion and agreement that the event would be nice on a Sunday afternoon, the thought was to see if we could run it at the beginning of October outside on the Boardwalk. All agreed that November gets too busy and we don't speak about the event again until January. It was suggested to make it a casual affair. Limit the AV needs, less speeches. Move to a slide presentation for sponsors (rather than papers). A shorter event would be nice. Brenda doesn't want to have a silent auction. Julia likes the silent auction and will assist with that aspect. Laura asked for more participation with the communications committee. Brenda asks that everyone participate in the event. . Committee-Brenda, Marie, Julia, Jim, Tom N.

General: Recommendation from Pop to have a debriefing after every event, within 2 weeks of the event. Bill requests that we send emails to everyone on the board about each committee meeting date so that we can attend if desired. Reminder to get outside volunteers as committee members and participants.

Communications- Rebecca will call a meeting soon. See below for goals. She wants to look at events as a whole so that our messaging is consistent. We need information about events 4 months in advance so that planning can occur. Committee-Chair-Rebecca, Laura, Craig

Communications Goals 2020

Overall 2020 Goals

- Better brand awareness
- Higher event attendance
- Better fundraising

Establish True Marketing Plans for Each Event

- Identify audience
- Determine messaging by channel
- Communications content calendar
- Save the dates at least 3 months out
- Finalize details at least 2 months out

Marketing Channels (Free)

Current

- Website
- Pitching Press Releases
- Social Media
- Papoose
- Community Boards (Newspaper related - Township Level - Facebook Groups)
- Email blasts to LMCC members
- Email

Goal

- Identification of Community Influencers (Schools, Organizations, ext)
- Building Relationships with Like-minded Organizations for Sponsorship and Promotion Purposes

Communications Drumbeat

- Regularly planned social media posts (weekly or bi-weekly).
 - To be pre-written and scheduled via Hootsuite.
 - Highlighting who we are and our mission. (Brand awareness focused)
- Educational Articles (1 - Monthly)
- Quarterly Newsletter (Goal)
- Website updates (as needed)
 - Calendar of events
 - Press Releases
 - Event Photos
 - Addition of Educational Articles

Quarterly Newsletter Elements

- Pre Event Promotion (Save the Date, Register, Sign up, Ext)
- Post Event Promotion (Event Photos, Press Release, Ext)
- Quater's Educational Articles
- Donation Reminder
- **Drive all traffic back to the website*

Branded Collateral

- New Brochures
- Step & Repeat (Earth Day Budget)

Participation from each committee

Fundraising/Events- Committee formed to plan a tiki bar event and other concerns. It would be good to space out our events throughout the year. Committee- Julia, Lauren, Rebecca, Bill, Brenda.

Meetings 2020, 4th Wednesday at 7pm

Mar. 25

April 22

May 27

June 24

July 22

Aug. 26

Sept. 23

Oct. 28

Nov 18

Dec. 16

Events 2020

Feb or March Member room event??? Next year

April 25, Earth Day, 8:30 daytime cleanup; celebration in the evening beginning at 5

Sat. June 20, Paddle for Clean Water Marie

July/August Tiki Bar event Julia, Bill, Rebecca, Craig

Sept. 7 Labor Day 5 K

Late September/early October Recognition celebration Brenda

Oct. Fall cleanup, Lauren

Meeting adjourned at 1:50pm.