



744 La Guardia Street, Building A, Salinas, CA 93905

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MAY 2018– REGULAR MEETING MINUTES—approved 06/21/2018

Regular Board Meeting, Thursday, May 17, 2018, 10:00 A.M. – 12:00 P.M.

Directors Present: J. Devers, R. King, B. Plemmons, E. Gardner (remote)

Directors Absent: B. Lipe, B. Jefferson, L. Ferrasci

Others Present: P. Robins (RCDMC), L. Murphy (RCDMC), M. Errea, M. Barker, K. Fletcher (consultant)

Recorders: M. Barker

<u>Time</u>	<u>Agenda Topics</u>	<u>Presented by</u>
10:20 A.M.	<u>Call to Order</u>	<u>R. King</u>

Meeting was called to order once a quorum of Board Members was present. Approval of Agenda: No changes requested.

Public Comment: None.

<u>Consent Agenda</u>	<u>R. King</u>
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- Minutes from the April 19, 2018 Meeting.
- Staff Activities Report for April 2018

Director Devers moved to approve the consent agenda. Director Plemmons seconded the motion, which was approved unanimously.

Reports

*Executive Director Report:* Ben Burgoa will be leaving the RCD in late June or early July. Paul has spoken with other staff about filling the position. The critical gap is for a Spanish-speaking Ag Water Management Specialist with 5 or more years of experience in farm irrigation and water management. Paul will work with Ben and staff to account for his work tasks that will need to be addressed before he leaves.

*Executive Committee Report:* Board Members discussed wrapping up business planning process and workplan and budget for next year.

*NRCS Report:* none.

*Finance Committee Report:* A review of next year’s draft budget was initiated by Robins with Directors Devers and Plemmons at their recent meeting. The budget to be presented at the June meeting will be fairly similar to the current fiscal year budget as most large programs are continuing.

*Outreach/Education Committee Report:* none.

<u>Old or Standing Business (Review &amp; Approval)</u>	<u>P. Robins / Directors</u>
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*Monthly Financial Statements:* P. Robins presented the financial statements regarding Accounts Receivable, Payables and Bank balances for the period ending May 18, 2018. The accrual account balance on May 18, 2018 was \$182,981.22 with \$16,561.21 in the Chase Bank and County Treasury accounts (taking into account checks to be signed at the

meeting), \$169,569 in liabilities, and \$335,988.63 due to the RCD as receivables from various grants and outstanding invoices. By comparison, the Accrual accounting balance for District Funds stood at \$188,347.66 on April 20, 2018.

*Expenses:* P. Robins presented the list of detailed expenses to be paid in April including bi-weekly salary through May 13, one-time and recurring miscellaneous expenses, and reimbursement for expenses incurred during the month of April, totaling \$110,913.31.

Approval for the May financial statements and for April and May expenses from the Chase Bank account was motioned by Director Plemmons, seconded by Director Devers and passed by a unanimous vote of directors present (5-0).

### Special Presentation

*Business Planning – Session IV:* Consultant Kristen Fletcher led the board through a review and discussion for the business plan, revenue plan and messaging, and moving forward into fundraising. The business plan is an external document that should be useful for communications with potential funders and partners.

Revenue Planning – The Revenue Plan is an internal guidance document for RCD board and staff. Points for Review & Consideration (Goals) that were discussed:

- Create folder/collection of marketing materials by December 31, 2018. Staff should create a folder of marketing materials, relevant logos, photos/graphics, good visual displays and text, summary documents, so that education content can be plugged into this template, using agreed-upon taglines
- Board opted to maintain 2018 BBQ Sponsorship levels in 2019. All contact information should be gathered and ready, so RCDMC can contact 6-months or 3-months in advance. By the end of August, the BBQ partnership option, date and location should be lined up. A task for fundraising committee could be to solidify these details in July.
- Secure \$10,000 from Individual donors by December 31, 2019 (donors to donate to programs), this number includes Monterey County Gives.
- Establish donor Database of 25 new individuals by December 31, 2020. Donors include people who have given in the past, including supporters of the BBQ, and should be tracked in Excel and Mailchimp. There is software (Little Greenlight, Bloomerang are two options) fundraising database management and might be worthwhile in the future for a larger program if the RCD continues in that direction.
- At least 10% of Paul's time needs to be available to accommodate new fundraising workload as outlined in the plan.
- For bridge loan requests, RCDMC will need to show cash flow records that demonstrate how often we run into budgetary problems, while emphasizing that we carry out key services for Monterey County.

### Top Taglines:

1. Healthy soil, water and air for a vibrant Monterey County
2. TIE Resource-smart solutions for productive and sustainable lands  
(2 variations of this tagline were also suggested)
2. TIE Resource management to sustain a thriving Monterey County
3. RCDMC, working landowners to conserve resources since 1942

Messaging Documents:

Fletcher has initiated 3 different messaging documents to target Corporate, Large individual donors/Landowners, and Foundations. Targeted outreach will include:

- Corporate: Education/Specific Projects (ex. Driscoll's, Trainings). She noted that Driscoll's is currently tailoring their program to regional efforts.
- Large individual donors/Landowners: Planned Giving (Kristen provided examples of incentives and approach), suggesting an 'RCD landowner legacy club'
- Monterey County (MC) Gives Application: Messaging 'hooks' that speak to people at a personal level or remind them about food benefits, will be more successful than a general campaign. Needs to include something quantifiable, ex. number of kids that have attended our events or our general education program. Building a donor database is an important tool.

Fletcher recommended that RCDMC's outreach committee transition into a fundraising committee to support plan implementation. Board members concurred with this proposal.

New BusinessDirectors/ Robins

*Staff Presentation:* Laura Murphy, RCDMC Soil Scientist gave an overview of the work she is doing with FarmLink, providing new, small-scale farmers with technical assistance. Her work includes distributing a user friendly, soil-nitrate quick test to farmers. The test kit includes nitrate test strips, calcium chloride solution, a scoop to measure CaCl solution, two centrifuge tubes for conducting the tests, and a soil probe for checking soil moisture at depth, with the total cost of the kit at approximately \$60. Laura also provides instructional information to growers for setting up and interpreting the test. Most of her work is with Spanish-speaking, small-scale organic growers. One of the key challenges to these farmers is lack of time, so to try to help with this, she has developed a text-messaging newsletter about soil and water management, for which she has a distribution list of 62 growers. Two newsletters have been sent out by text so far, and the pilot project will extend to 5 total texts. Most referrals have been through FarmLink or ALBA. Laura has found that her participating organic growers tend to have low soil nitrogen levels and that one-on-one consultation approach is the most effective way of working with them.

*Spring Barbecue discussion:* The fundraiser netted \$11,999.77 to be put towards work on the Salinas River. The following suggestions were made for next year: make dessert self-serve, split the auction payments into cash/check and credit, include phone number and email address in the auction item sheets to build donor database, try a door raffle, and assess our greatest needs and plan accordingly for future topics or partnerships.

*Draft 2018-19 Budget and WorkPlan:* All board members were provided with an initial draft version of the budget that the Finance Committee and Robins will revise for consideration at the June meeting. The Executive Committee will conduct a similar process with Robins for preparation of the next year's Work Plan at the June meeting.

The board briefly discussed the possibility of focused supervisor tour to foster support for a bridge loan request to the County. Robins has reached out to Supervisor Parker as an initial inquiry for support.

An October or November 'Friendraiser' event will coincide nicely with the Monterey Gives Campaign. Director King indicated that last year's event partners are interested in conducting a similar event, and she will look into either using the same venue or a different one for this fall.

AnnouncementsDirectors/ Robins

The next meeting will include an initial Closed Session for the Annual Performance Review

of the Executive Director, to be led by the Executive Committee. Staff peer reviews will also be occurring within the next month.

12:15 P.M.    Meeting Adjourned

R. King

Next Regular RCD meeting:

Date:            **THURSDAY, June 21, 2018, 10 A.M. – 12 P.M.**  
Location:       **RCDMC Office, Salinas**