

**Inland Northwest Land Conservancy  
Board of Directors' Meeting Minutes  
March 26, 2018**

Board members present: Tom Bradley, Rob Lindsay, Mike Currin (by phone), Jake Williamson, Yvonne Smith

Board members absent: Carl Griffin, Michelle Anderson, Todd Beyreuther, Rod Price

Staff present: Dave Schaub, Vicki Egesdal

Quorum having been achieved Rob Lindsay called the meeting to order at 3:44 PM.

**January board meeting minutes**

Tom Bradley noted that the minutes mention that a committee was to meet and review the Idaho Club property, but that has not yet happened.

Upon motion duly made, seconded, and passed, the Board approved as written the previously distributed minutes of the January 2018 board meeting.

**February financial report**

Jake Williamson reviewed the January and February financials. January looked pretty good. Our monthly burn is about \$35K. February revenue was skinny. Jake asked about plans for revenue for the rest of the year. Dave Schaub said there is about \$65K in grants in the works - these grants are more like major donor cultivation. We netted \$8K from WWVI last year so that should help. Conservation Connection events are a long-term cultivation plan that will culminate with the Appetite for Conservation ask event. The revised budget that the board approved is not incorporated in the treasurer's reports yet – but it includes additional transfers from board restricted.

Upon motion duly made, seconded, and passed, the Board accepted the January and February financials as presented.

**Special Projects Fund policy revision**

The proposed revision is for the purpose of accreditation – mostly a re-write and polishing up of the existing policy.

Upon motion duly made, seconded, and passed, the Board approved the proposed revision to the Special Funds Policy.

**Board Resolution to apply for accreditation**

Upon motion duly made, seconded, and passed, the Board approved the proposed resolution regarding applying for accreditation.

Rob Lindsay offered congratulations and recognized staff's hard work.

**Connections to the Land**

Dave Schaub said this is a voluntary opportunity for board members to talk about any recent experiences

that connect them to the land or to INLC.

Tom Bradley reported that he sat in on a Capitol Land Trust board meeting. CLT is based in Olympia and growing quickly. They have a board of 15. They were recruiting someone from Evergreen and a policy person to serve on the board. They are very grant driven and very hooked in with the State. They received a large grant matched by The Nature Conservancy for climate resiliency. They have one board member each meeting present a property or project. They are considering dropping the membership component.

The Board discussed the difference between a membership organization and a non-member organization. Is this something we should pursue? Dave Schaub noted that we should start communicating with members before we need them to vote. The Board asked Dave to come up with a proposal and timeline.

There was further discussion about the idea of having board members present about land projects. Rob Lindsay offered to present on our collaboration with universities. These presentations could be in place of the Connections to the Land segment in the board meeting. Yvonne Smith said this could be a type of mission moment. Jake Williamson wants Dave Schaub to drive this if it is valuable to him. In what ways could each board member be helpful? What would help each board member deepen their engagement?

### **Executive Director Report**

Metrics – Dave Schaub presented the metrics graphs. Because they are quarterly they don't change a lot from meeting to meeting. In the metrics presented this meeting, the budget used is the old budget, not the one that the board approved last meeting. Dave noted the impact of leadership transition on the number of donors. Dave expects these numbers to increase over time as a result of events, conservation connections, and WWWI as well as re-engaging people that we already have in our database. We'll look at a spring appeal with board members signing letters to people we know.

Gratitudes – Dave Schaub expressed gratitude for the following:

- Michael Currin responding to every email promptly and for connecting us with INB that came on as a WWWI sponsor.
- Tom Bradley raises his hand to participate in all kinds of committees and he attended a Conservation Connection event.
- Jake Williamson connected us with Pearson Packaging for a WWWI sponsorship.
- Yvonne Smith has offered to connect us with Kalispel to offset some of our WWWI costs
- Rob Lindsay sent a letter to the Johnston-Fix Foundation in our support.

### Opportunities for Involvement

- Conservation Connections - Bring people to a Conservation Connections event. Board members may be more comfortable inviting people if they have attended one – the next two are Wednesday, March 28 at 8:00 AM and Tuesday, April 10 at 4 PM. These are one-hour information sessions that introduce our work, mission, and vision to public. It is not an ask event. We are shooting for a gathering of 10-15 people each time. It is more like a conversation than a presentation. So far we've invited the board and recent supporters. The goal is to create a personal connection so that people are inspired and we learn the best way for them to participate. The goal is that these folks would invite people to A4C for the ask. Yvonne Smith is interested in hosting one in May. She would do an evening event with wine and appetizers. We are working with some long-time supporters who want to host events at their house.

- Walla Walla Wine April 29 - Please buy your tickets, invite your friends – encourage people to attend. Net proceeds benefit INLC. We have great sponsorships this year but we hired Jennifer Evans to manage the event so that is additional cost. It would be nice to net \$10K or more. This year's event was more for continuity than doubling revenue. It is a good opportunity for board members to talk to guests about who we are and what we do.
- We need reliable board engagement on committees as well as at board meetings.

#### **Accountant's Financial Review FYE 6/30/18**

Jake Williamson presented the accountant's financial review – the numbers are pretty consistent with what we discussed earlier in the year. A review says the numbers add up – it is not an audit. At some point soon we'll have to do an audit when we hit the threshold required for accreditation.

Upon motion duly made, seconded, and passed, the Board accepted the accountant's financial review for the fiscal year ending 6/30/18.

#### **Land Protection Committee**

Tom Bradley reported that it has been over 5 years since INLC did a strategic plan. It's timely to do a new conservation plan which will become part of the strategic plan. Also WWRP expects a conservation plan in order to apply for funding. This is a good source of revenue for conservation work. The average grant is \$500K. They do fund easements and acquisitions. Using the LPC to run with this. Working on vision and geographic focus. Settled on 3 priorities – habitat, recreation, clean water. Will need more community input. LPC leans heavily toward habitat – need people with expertise for recreation and clean water. Would like to get the conservation plan done this year. It directs a lot of our program work. This is an iterative process between LPC's recommendations and board's approval. Jake Williamson suggested that Dave Schaub should run the process rather than expect the board's participation at every step.

#### **Palisades to Riverside Project Area proposal**

The LPC recommends that the board approve the Palisades to Riverside project area. Dave Schaub handed out more information on the project. Bringing it to board for specific approval because of the negotiations we're getting into with Riverside State Park, City of Spokane Parks, Spokane County Parks, and funders. Just like the board approves specific conservation projects like easements, Dave would like approval to pursue to explore opportunities and develop relationships. There is no firm plan yet as to how this would be funded. INLC might have to fundraise for matching funds. INLC is not expecting to own any land – rather it would be held by Riverside State Park or City of Spokane. Positive response from the board. Our role would be convener and catalyst.

Upon motion duly made, seconded, and passed, the Board approved staff to pursue opportunities in the Palisades to Riverside Project Area and for INLC to take a leadership role on the project.

#### **Internal Affairs Committee**

Michael Currin and Rod Price attended IAC meeting – the main topics of conservation included executive director evaluation, board recruitment, adopted a charter will meet in alternate months. Jake Williamson, Rod Price, Mike Currin, Carl Griffin, Vicki Egesdal, and Dave Schaub will address issues of governance. The board needs to have a conversation about what it needs before we start recruiting new members.

### **External Affairs Committee**

Yvonne Smith doesn't have a report – Dave Schaub took notes and sent them to Yvonne. Wide ranging discussion about events, sponsorships, advocacy, growing donor base, growing social media presence. Yvonne and Michelle Anderson will put together a proposal for a plan that incorporates these things. What can we do as individual board members and what can we do as an organization. Project Beauty Share hired someone to do their social media – and in a few months she increased likes, awareness, and donations. They now have donations from all 50 states – and they are now connected with You Tube vloggers.

### **Strategic Planning Overview**

Dave Schaub asked board members present to write down INLC's mission. Dave wants a strategic plan that guides his work, our work – he doesn't want a huge document that sits on the shelf. He's like it to be similar to the evaluation piece he handed out at this meeting. He wants the planning to be substantive and meaningful. Not a one-day retreat – a little bit longer process involving more stakeholders. He hopes to insert strategic planning work into board meetings over the coming months. Dave invites the board to engage as deeply as they want – just at board meetings or more. Dave wants to have some stakeholder meetings – perhaps a dinner with current and past board members to talk about the things they are most proud of during their tenure on the board. With that as our foundation where can we go?

Dave handed out his evaluation of the 2012-2017 strategic plan. His responses are based on his understanding of the plan. Staff may have additional input but if staff knows something that Dave does not, then we haven't ingrained the plan in our organization. Dave does not intend to review line by line today. Dave will share with the board electronically. Goal #2 doesn't need to be included since it is regular business. #4 is accreditation which will be achieved shortly.

Missions can be easy to forget and meaningless. Dave went to a strategic planning workshop that tried to script a description of our mission that is easier to invoke. Dave presented a proposed mission update "connecting people to nature by conserving the lands and water on which life depends" - with the intent to start a conversation about this. Given that we don't have a full board and given that we have so much to tackle at board meetings, he is reluctant to kick it down to next meeting. Tom Bradley suggests we get to it at our next board meeting. Rob Lindsay says all board member should have a fundamentally simple elevator speech. Vicki Egesdal suggested that we have a communications person present a couple of ideas if this is meant to be basically a marketing tool. The strategic plan is more important than the details of the wording.

The 3 pillars of conservation work were hammered out by LPC. There's some pushback from die-hard conservationists when we talk about recreation. Our focus is more on connecting people to land physically and emotionally. Holistic approach to values. Tom says we aren't do anything stupid now – instead we're refining our work and then taking on more.

Tom Bradley said the strategic plan review was eye-opening. This was a good document to start from for strategic planning. Make sure we have measureable objectives and review it periodically to see that we are moving forward. Perhaps we should start with those areas that were not achieved. Goal #1 would be taken care of mostly by LPC. The previous emphasis was very water related. The Flo-Analytics model reflected that. Eric Erickson doesn't like it. Our modeling will be revised to reflect refined priorities.

Goal #5 – need to put some thinking into what are realistic goals.

APPROVED 5/21/2018

Dave Schaub asked the board - Are there other areas of priority we should be considering that are not on there now? Outreach? Governance? Maybe each month we focus on a different strategic initiative.

Adjourned at 5:30.

Respectfully submitted,

Vicki Egesdal  
Recording Secretary