Minutes of 16 May 2012 Mount Lassen Chapter CNPS Executive Board Meeting, taken by Janna Lathrop

Called to order at 7:04 PM at the home Paul Moore
Members present (quorum count 5, in bold): Ron Coley, Woody Elliott, Gerry Ingco, Janna Lathrop, Phyllis Lindley, Susan Mason, John Meehan, Paul Moore, Paula Shapiro, Cindy Weiner
-April minutes approved (Susan M., 2nd Paula S.)

Old Business
-Treasurer not present- treasurer’s report to be sent
-Next Pipevine deadline is in August
-Yahi Trail signs: will get update later in the year from Adrienne Edwards.
-June picnic set for 10 June at 2PM Merlot Park above Stirling City.
-Aug 15 Board Meeting will be at Cindy Weiner’s home

New Business
-Maintenance and management e-mail lists: Woody led discussion. Work with membership chair to get email addresses/updates for Constant Contact. Will limit use 1 or 2 times/month with occasional “blasts” as needed. A Get Email Updates button now on the website for members and nonmembers to sign-up for email notifications. Promote the option to get the newsletter by email, ‘snail mail’ or both. Paul recommends solicit members preference and evaluate in six months. Place options in Pipevine and Constant Contact in August. (Currently 350 Pipevines mailed and bulk mail rate minimum is 275) Discussed developing strategy to emphasize a discount program for members and to recruit a member to oversee this. Obtain email lists of other organizations for MLC events or promotions. To work with appropriate chairs to design and utilize branded templates to suit specific needs of the chapter as well as content of messages.
- Annie B’s Community Drive begins August 1st and MLC will participate
-Sun canopy: We may continue to borrow from Friends of the Library for outreach events. It is located in the staff room of the Chico Branch of the library.
-Reserve Policy continues to worked on by Paul and S. Bazell, treasurer
-No status update about potential art gift offer to the Chapter
-CARD Center is reserved for the Wildflower Show on Sunday April 21, 2013. Will submit to August Pipevine that a coordinator is needed for the event
-Plant Sale made $600 at the CCNC fundraising event. Paula suggests a $150-200 donation as a thank you, possibly a brick donation in front of Tucker Hall.
-Donation letter template is complete and available from Denise Devine

Committee Reports
-Website: doing well. Content driven by chair submissions
-Field Trips: will develop a template for standardized trip information from tour leaders
-Membership: 249 members! Bulk mail will require barcodes in 2013
-Rare Plants: next treasure hunt scheduled for June 2nd
-Horticulture: Paula has a dozen flats of 4 inch potted native plants that need summer care/watering. Contact Paula
-Conservation: several land use, OHV, trail development issues in the Cascades being followed
-Invasive Plants: Broom removal this Friday on Yahi Trail around Bear Hole. Susan M. serving as representative to Broom Coalition in Paradise. Possible vote next week by Butte Co. Board of Supervisors to ban sale of broom plants in the county.
-Sales: will conduct inventory over the summer and decide on purchase selections
-Yahi Trail Maintenance: per Susan M. maintenance was done last week by Steve Overlock.

Meeting adjourned at 8:35PM