Native Plant Week
-The weekends on both ends of the week are being included in the Native Plant Week celebration and activities.
-Rack cards are printed, and we need to get our order to Mike Ross mikerossz@prodigy.net
-Activities we are planning for the week need to go to Nancy Morin, Mike Ross, and Tara Hanson so they can be put on the website cnpweek.org.
-Rack cards and native plant bouquets (not picked from wild) should be put anywhere people gather such as libraries and nurseries.
-There will be a reception at the State Capitol on April 13th showing photos of native plants.

Board of Directors Report
-Orchid Black and Brian LeNeve, members of the committee that serves as liaison between the BoD and the Chapter Council (CC), gave the report.
-The Bilisoly investment is in utility bonds, but not including coal or nuclear power.
-There will be no cuts to the budget for next fiscal year.
-There is a proposal to make the Bulletin an e-mail-only periodical.
-The Rare Plant Committee will coordinate with Dept. of Fish and Game (DFG) about the Rare Plant Inventory on issues of transparency, and what gets added to, or deleted from, the Inventory.
-The State Office will not be changing locations as reported in the last delegates report.
-There were questions about the percent of membership dues going to administration costs. The picture is complicated, and it was resolved to add more detail in the budget that is released to the public so they understand what the numbers mean.
-Every year our expenses exceed our known income. It is expected the shortfall will be made up with donations, grants, and bequests. So far this has worked. The State has reserved funds to run the Organization for 3.2 years, if for some reason we did not get those donations.
-A conference coordinator has been hired to coordinate our upcoming Conservation Conference in San Diego on January 12-14, 2012. The Conference will host a poetry reading, botanical illustration contest, public day, silent auction, photo contest, and Chapter sales table. Chapters are encouraged to sponsor students.
-The Board approved $20,000 to fund a coordinator for the Rare Plant Treasure Hunt (RPTH) in that part of the state not included in the desert region, which has a separate paid coordinator. The RPTH has been a great success. There is now a paid coordinator for all parts of the State. They will provide Chapters with maps, forms, and photos of plants, track volunteer hours, and train volunteers.
-There is an ongoing discussion about forming a Horticulture Committee, goals not defined at this time.

Raffles
There have been questions by some of the chapters asking if we can hold raffles. Carol Witham looked into it and reported to the CC.
Raffles are regulated under the Penal Code. There are three main restrictions: 1. 90% of the gross proceeds must go for the beneficial purpose; 2. We would have to register annually with a list of dates the raffles would be held; 3. A financial report would have to be written for every raffle.
There are three exemptions to get around the Code: 1. There is no charge for the tickets (but a donation can be asked for); 2. There is indiscriminate distribution of tickets; 3. All tickets, free and with donation, have an equal chance of being chosen.
Someone asked about silent auctions, and Carol said they were fine, but sales tax must be collected and reported.
Carol will send out a state-wide policy statement to the Chapters.

Program Policy
Jim led a discussion on where the December and March meetings will be held, and how CC meetings will be paid for in the future. As you probably remember, the December meeting used to be held at the Faculty Club in Berkeley, and March was always at Rancho Santa Ana. The Faculty Club became too expensive, and Rancho
has changed its policies as well as its coordinator whom we have worked with for several years. The other two quarterly meetings are rotated around the state. We can’t always rely on the same chapters to host CC meetings in the Bay area (expensive) or Rancho (ditto). So the CC was asked what it wanted to do with this December meeting. Just for this year it was decided the Monterey Chapter would host it. There will be much more discussion about hosting in general at a later meeting.

Conservation Program Update
-There has been a lot of progress since a paid Conservation Director, Greg Suba, was hired.
-CNPS has been much more involved in the process of siting renewable energy plants in the desert
-he has cultivated partnerships with other organizations
-been a constant presence for the last 2 years and has educated the Energy Commissioners and staff on native plant issues
-his testimony and oral and written comments have brought mitigation wording into the contracts
-coordinated and assisted Chapters in working on their local conservation issues.

In January the Commission stepped up and authorized 1.3 million dollars to map the Mohave vegetation.
8 of the 12 Energy Commissioners will turn over in 1-2 years, Dave Magney (CC Chair) is on the oral interview board, and Greg will make input to the process.

More details are in the quarterly report; let me know if you would like more information

How Chapters can help conserve natives in their areas:
-Engage in specific local issues using guidance from the CNPS Conservation Program.
-Review city and county plans for plant-related issues.
-Provide comments on CNPS letterhead.
-Comment on all NEPA and CEQA documents.
-Start a letter-writing campaign.

The State can direct notices of projects received in Sacramento to the affected Chapters for their review.

The State wants to build an inventory of CNPS conservation documents that will be downloadable.

Quarterly Report
Tara Hanson gave us a brief summary on how the State Programs are faring. If anyone wants details on any particular program, or wants to see the quarterly report, let me know.

Logo
It is so close to time to prepare for the Conservation Conference, it was decided not to proceed with a discussion about whether to update the logo. We were asked to vote on whether or not to accept an interim logo that pictured the Panamint daisy. All but one of the delegates voted to accept the interim logo for a period of 1 year.

Education
The John Muir Laws curriculum and field guides are available in beta version on the website.

The Field Guide project is based on the curriculum, and encourages kids and adults to make local field guides. These will be posted on line, linked to a map of the State, so anyone can look one up if they are traveling to a different part of the State and want to see what plants (and sometimes animals as well) are there. This was funded by the Jiji Foundation.

Membership Breakout Session
Mary Francis led the discussion as Arvind was not available.

-Spring Chapter event information including plant sales should be e-mailed to Arvind chhaprahiya@yahoo.com and also Stacy Flowerdew to put on our Facebook page.

-Our e-newsletter is on an “opt in” basis only. We need to inform members if they would like to receive the e-newsletter to go to the CNPS website and sign up. Every quarter there will be a horticultural edition.

-Several outstanding Chapter Development Grants were awarded, but so far only 4 Chapters voted on who got funded. The deadline for receiving funds will be the end of the fiscal year March 31st. A report must be filed.

-The State wants to know the join dates of all members. It will send out a list of members of each Chapter along with the date they joined if it is known. All members with a join date of September 1, 1949 are members for which the State has no record of the join date. Membership chairs are encouraged to contact those members with a 9-1-1949 join date and ask them when they joined CNPS.

-A new system is coming on line to track address changes for members. The new system requires that each member go to the website and change their address themselves, the membership chairs can not do it for them. If there are members who don’t or can’t do it themselves, the membership chair or the member must send the
information to the State office so that Stacy can do it for them. An article should be written in the newsletter to inform the members. Some chapters do a first class mailing once a year to keep addresses up to date. And make sure we have “Return Service Requested” on our newsletter.

- The cost to the State to service each member is $36 plus another $12 for Fremontia. So Chapters need to encourage new members to join at the $45 and above level.
- The State wants to know how many members have reduced their membership level or dropped out because of cost.
- An article should be written for newsletters to let members know how much money it takes to service members, and where that money goes, and to ask for donations on top of membership fees.

Education Committee Breakout Session

Discussion was about how do we engage all of the diversity in our communities, and 3 ideas came out of that:
- Make it clear that botany-related careers were available for anyone.
- Taking nature journaling to all ethnicities in schools.
- Giving diverse individuals opportunities to lead other students.

Sunday Meeting

Membership Best Practices
Joan Jernigan and Karen Callahan from Redbud Chapter gave a presentation on how they accomplished double-digit member growth throughout 2010. Here were Joan’s (membership chair since 2009) ideas for plant sales or other Chapter activities:
- greet all new arrivals
- smile a lot
- develop a “pitch” you’re comfortable with
- keep talking to engage, find out what they are interested in
- refer technical questions to experts if you don’t know an answer
- have an upright table sign with prices and colorful pictures to draw them from afar
- give a good % off local flora or other item (they give 15% off their flora) when they join
- give everyone something even if they want to “think about it”
- create the impression they are joining a friendly group
- offer early entry into plant sales for members
- telephone lapsed members
- acknowledge new members in the newsletter

Karen Callahan talked to us about Redbud writing a flora. It was quite a project that took 10 years, and it was an all volunteer effort.

Fee Sharing
Tara Hanson told us about a new program from the State that would return a portion of the membership dues back to chapters to encourage them to get new members. The main goal is to reach 15,000 members Statewide by 2012. Here’s how it works:

The baseline membership for each Chapter is established as the total on December 31st 2010. The dues sharing rate that goes to Chapters, 15%, is based on the total number of members for the whole organization, times the average membership rate. For example: if the average rate for all members of CNPS was $51.06 at the end of 2010, then the fee sharing would be 15% of $51.06 or $7.66. That money would go to the Chapters for each new member, not renewal, and over and above the December 31, 2010 member number. See me if you need more information on this. I hope I haven’t confused everyone.

Strategic Plan
Tara gave a presentation about revising our Strategic Plan. There was supposed to have been a questionnaire mailed out to the Chapters asking for feedback on Strategic Goals 1 & 2. I don’t remember seeing this, has anyone else gotten this? We have been playing computer tag with our old computer and our new computer in and out of the shop, so it may have gotten lost in the shuffle. The State wants input from the Chapters on how to achieve our goals. Any input?