

GMN Board Retreat
April 17, 2021

1. Welcome and purpose of the meeting
 1. Meeting called to order at 9:37am.
 2. 19 members in attendance, including all board members.

1. Michelle Darnell	10. Kate Schnautz
2. Cinde Thomas Jimenez	11. Debra Windsor
3. Tom Hardaway	12. Ray Windsor
4. Jon Barrington	13. Crais Sagebiel
5. Rebeca Leininger	14. Pam Sagebiel
6. Marilyn Anderson	15. Chris Dyess
7. Debbie Balertaz	16. Jennifer Ehlers
8. Kimverly Lewis	17. Jim Dyess
9. Nancy Masterson	18. Sandi Wheeler
	19. Mark de Kiewiet
2. Chapter Operating Hand Book - presented by Chris and team
 1. Things in the Chapter Operating Handbook to discuss (see separate file)
 2. Summary of actions
 1. Updated, Vice President will be on Auditing Committee automatically
 2. Updated, Science Committee, now asks members to send their letters to the board
 3. Updated, Nature Ed Committee, now asks members to send their letters to the board
 4. Updated, Fundraising Committee was removed. Can be re-add ad hoc for future funding needs.
 5. Updated, Secretary, items D, E, F have not been done, but will be implemented going forward.
 6. Will add a copy of Robert's Rules and Orders.
 7. Google Drive will be the repository for all board and chapter meeting minutes and recordings.
 1. Ad hoc committee to pull all data to the main repository, members will be:
 1. Pam Sagebiel
 2. Jim Dyess
 3. Michelle Darnell
 4. Rebeca Leininger
 8. Board consists of all standing committee chair members plus officers; President, Vice President, Treasurer, and Secretary
 9. Discussed and we will keep this item as is, Invite members of training class to sit in on board meetings so they can report back to their class.
 10. Discussed and we will keep this item as is, Chapter State Representative will remain in, the President will act in this capacity.

11. Discussed and we will keep this item, Advisors section will remain as is
 12. Discussed and we will include an appendix that outlines the VMS codes, 2 page summary.
 13. Changes will be approved at the next regular board meeting in May after distribution to all members for feedback before the vote.
3. Review of the Mission of the Guadalupe Master Naturalists
 1. No action needed at this time.
 4. Who are our target audience(s) by natural grouping, age, interest, influence?
 1. Focus on creating programs for working adults
 2. More education programs for children ages 12 to 18
 3. Think on working with other local groups to expand our outreach
 1. Garden Ridge asked for TMN volunteers to sit on their board and help with projects.
 2. Recruit members for local city Parks Departments
 3. Work with local HOAs to educate them on nature conservation/green spaces.
 4. More programs at ILSOLC for children.
 1. Right now there are only 2 programs
 1. Seguin ISD is the primary participant
 5. Collaboration with YMCA to expand outreach
 6. Invite other groups who are aligned with our mission to be involved in board meetings to help expand community outreach
 1. Seguin Parks Department
 2. Schertz Parks Department
 7. After School/Summer programs
 5. Who is our chapter membership
 1. Current membership
 1. Make-up/who are we - Michelle
 1. Tom researched who stays on after training
 1. Retention percentages
 - i. 2014, 20 trained, 11 active, 55%
 - ii. 2015, 12 , 5 active, 42%
 - iii. 2016, 9 trained, 2 active, 22%
 - iv. 2017, 18 trained, 8 active, 44%
 - v. 2018, no class
 - vi. 2019, 14, 12 active, 86%
 - vii. 2020, 14, 12 active, 86%
 - viii. Total from all years, 86 trained, 50 active, 57%
 2. Pam researched by age diversity
 - i. 30 and under, 1 member
 - ii. 31 - 50, 9 members
 - iii. 51 - 66, 12 members
 - iv. 66 - 80, 33 member

3. What is the percentage of members doing education vs citizen science
 - i. More members are logging hours for Citizen Science than Nature Education
 2. Inventory of expertise of members
 1. Members asked to go into VMS and update the interest section so we can have a special report for this data.
 3. Is our current makeup sufficient to address our mission?
 2. Future membership
 1. Is there a gap in membership profile?
 1. Discussed above under "Who is our chapter membership", there is a gap.
 2. Who are the groups to target?
 1. Retirees
 3. How do we market to them?
 1. Buy our own booth at the county fair
 2. Invite public to our monthly program/chapter meeting
 3. Training classes - Marilyn or Pam
 1. The current statistics - Number of people enrolled, certified, continued certification, active?
 1. Stated above in "Current Membership".
 2. The classes - what has worked well in the past and why?
 1. Structure
 1. Hybrid classes, some prefer online for training due to ease of access.
 2. Timing/scheduling
 1. Both evening and day classes have a good turnout
 2. It also doesn't seem to matter if the course is in Seguin or Schertz
 3. Activities, speakers etc
 1. With virtual speakers, we can keep the recording for trainees who missed a class to review.
 2. Trainees benefit from meeting in person for class, promotes relationship building.
 4. How the Chapter operates
 1. Should we have a theme for the year?
 1. Membership is mixed on this proposal, hold for later discussion.
 2. Monthly meetings
 1. Physical, Virtual, Hybrid?
 1. Most members do not review recordings after the event.
 2. Some speakers still prefer virtual presentations.
 3. Membership should attend in person if possible.
 4. Attendance averages 20-30 members regardless of if the session was virtual or in-person.

2. In Seguin and/or Schertz?
 1. Alternate between both sites.
 - i. April in Schertz
 - ii. May in Seguin
 - iii. August in Schertz
 - iv. Continue the rotations for the rest of the year and revisit this discussion at the December board meeting
 3. Refreshments served again?
 1. No, still on hold for now
 2. Members can bring their own food/drinks
 4. Structure of the monthly meetings
 1. What is the purpose of the monthly program and meeting?
 - i. Program:
 1. To provide education for members
 - ii. Meeting:
 1. To discuss club business with general membership
 2. To allow members to take a moment to share what they are working on/share an interesting fact.
 2. Formal Speakers / presentations
 3. What is the appropriate level
 - i. High School level
 4. Paying for mileage?
 - i. We will continue to offer to pay for mileage for our speakers.
 1. Examples of what other groups do:
 2. Master Gardeners pay \$35 flat rate for speakers
 3. Bee Clubs pay \$50 for speakers
 - ii. A lot of our speakers work for a state department and are not able to take a payment.
 - iii. We will continue to give a gift to our in-person speakers.
 5. Informal "Share a minute"
 - i. Discussed and approved, as stated above under "Structure of the monthly meetings"
 6. Quarterly Fields Trips
 - i. Offer field trips for membership and general public
 1. Will consider for 2022
3. Archiving of ...
 1. Presentations
 2. Scrapbooks

3. Training programs
4. Reference of materials physical and or in the cloud
4. Sub-Committee structure
 1. How does it currently work?
 1. Members volunteer to work on subcommittee.
 2. If no volunteers, the President will appoint.
 3. Not all committees need a subcommittee.
 2. Is there a need to change?
 1. Discussion about creating a new subcommittee for Resource Management
 - i. For example, NPA, RM, FR would fall under this new committee.
 3. How to inspire leadership
 1. Activity leadership
 2. Committee leadership
5. Nature Education
 1. Our target audience...
 1. Discussed above under "Who are our target audience(s) by natural grouping, age, interest, influence?"
 2. Determining the appropriateness of requests - Nancy?
 1. Is the request something we already have a program for?
 2. Do we have enough volunteers to serve the requested program?
 3. Requests for volunteers that are a good fit for our organization should be communicated to the whole membership
 3. Outreach to the public - To increase awareness, encourage action
 1. More adult programming
 - i. Walk with a naturalist on a weekend afternoon
 2. Get our programs added to other website for outreach
 - i. Nature Rocks
 - ii. Texas Kids in Nature
 3. Implementing no-touch walks has worked well for outreach to parents as they participate in the walk.
 4. Partnering with others*
 1. Other chapters
 - i. Train Lindheimer on how to do the Discovery Series at Headwaters of the Comal.
 2. State/National parks
 3. Interest groups - Jennifer Ehlers
 - i. YMCA is interested in having GMN present programs for their summer camp and possibly the afterschool kids.

1. They have a theme every week, several themes that are already in alignment with our current programs.
 2. This has been done successfully in San Antonio with the Alamo chapter and the YMCA.
 3. Midcoast Chapter is currently doing this with the Victoria YMCA
 4. Commitment for GMN volunteers is once per week for 90 minutes or everyday of the week for 60 minutes per day.
 5. YMCA director would like a consistent schedule.
 6. Programs with the YMCA/GMN partnership are approved.
4. Educational institutions
 5. Participation in Earth Day or other community functions
6. Summary of actions going forward for 2021
 1. Archive Committee to reorganize the chapter documents in one place on Google Drive
 2. Recruiting volunteers for Nature Education programs for the rest of the 2021
 3. Re-engage in the partnership with SOLC
 4. Continue to recruit new members for the Training Class
 1. Bring a friend to our meetings