

# Grand Traverse Audubon Club

## Board Meeting Minutes

Dec 12, 2024

1. Meeting called to order at 6:03 pm by John Imboden
2. Roll Call
  - a. Present: Jared Gugnitz, John Imboden, Kirk Waterstripe, Jenny Young, MaryEllen Newport, Kathy Flegel
  - b. Absent: Kathie Wiley
3. Approval of November meeting minutes
  - a. Motion to approve by Jenny, 2nded by MaryEllen. Approved unanimously
4. Consideration of Agenda
  - a. Motion to Approve by Kirk, 2nded by Jenny
5. Introductory Comments – John Imboden
  - a. Agenda Priority
    - i. Budget is the focus of this meeting
  - b. Bird City Zoom Meeting
    - i. Dec 16, 7PM
6. Treasurer's Report – Kathie Wiley
  - a. FYI: We did have North Sky Raptor do a presentation at our Annual Dinner Meeting October 22, 2022. We provided them with an Honorarium of \$200.00.
  - b. We received a letter from the IRS acknowledging our change of address to my new home address.
  - c. Out of the 6 donations we sent out last week, the following 5 have cashed their checks:
    - i. GT Regional Land Conservancy
    - ii. North Sky Raptor
    - iii. Mackinac Straits Raptor Watch
    - iv. ARK
    - v. Leelanau Conservancy
    - vi. Still waiting on the check to National Audubon the \$50.00 donation earmarked for Christmas Bird Count.
  - d. Current balances:

- i. Main Account: 4434.69
  - ii. Walter Hastings: 1475.83
  - iii. Certificate of Deposit: 2059.98
  - iv. Total: 7970.50
- e. Membership / Budget
  - i. We've brought in about \$1285.00 in Membership Dues since last September.
  - ii. We have about 60 people who haven't paid dues yet, estimated at \$925.00.
  - iii. We will most likely see the \$925.00 next year, plus the \$1285.00 so the estimate projected income next year is \$ 2210.00
  - iv. I will be sending out a past due notice shortly after the holidays to those in arrears.

## 7. Old Business

- a. Finish donation list
  - i. Decided to hold on additional donations for now.
- b. Goals and Priorities for 2025 and longer
  - i. Attract young birders
    - 1. Increase social media presence. We need to get someone who knows this space
  - ii. Increasing visibility/membership of the club
  - iii. Conservation Efforts
  - iv. Kirk's dreams if we had a bunch of money
    - 1. Purple Martin colony
    - 2. Swift nesting tower
    - 3. Tower in this area to track bird migrations
- c. Complete recommended 2025 Budget
  - i. There is a big difference between our proposed spend and our expected revenue. Should we be spending more than we bring in? We've decided to cut some items from the 2025 budget
  - ii. Honorariums
    - 1. Move the honorarium for Digiscoping to \$100 from the budgeted \$300
    - 2. Remove another \$100
  - iii. Marketing

1. Hold on the banner for now, until we have more data that the events are making an impact. With this removal, it takes the Marketing total down to \$200
- iv. Donations
  1. Move this down to \$500
  2. Hold off on additional donations until we can decide on what to do about this.
- v. John to discuss the proposed changes with Kathie for presentation to the membership in January
- d. Speaker Roster for 1st half of 2025
  - i. January – Gull ID or Columbia Trip
  - ii. February -Skegemog Rescue Center
  - iii. March – Piping Plover
  - iv. April – Colombia or Botany for Birders or Ecuador
  - v. May – We normally don't have a May meeting
  - vi. September - Kirtland Warbler?
- e. Field Trips/Events
  - i. U.P. trip led by Jenny
    1. Trip is full
  - ii. Arcadia – April 19
  - iii. Digiscoping – April 26
  - iv. Makerfest – April 26
  - v. Sportsman Park East Jordan May 3rd Curt
  - vi. Lighthouse West – May 10 - Kirk
  - vii. Tawas May 16-17
  - viii. Shumsky Rd - May 18th MaryEllen
  - ix. Kayak on bridge lake – May 24<sup>th</sup> MaryEllen
  - x. May 31<sup>st</sup> – SE Grand Traverse County – Kirk to see if Tim Webb will help with this.
  - xi. Polar Plumage – Nature center is administering this
  - xii. Detroit Bird Alliance Birds and Bikes June 8<sup>th</sup>
  - xiii. Houghton Lake Sewage Ponds August 16th Curt
- f. Other Events
  - i. Naturefest – Elk Rapids Probably in June, but not scheduled yet
  - ii. Waterbird conference in Traverse city – No date set yet
- g. Laptop donated by Pat O'Connor
  - i. Might need to buy an adapter to be able to connect this to the projector and plug in a flash drive
- h. Outreach ideas

- i. Nature Walk Studio in Empire could print up T-shirts with the club logo. We should discuss other merchandise at a future meeting.
  - ii. Jenny has a call into the Leelanau conservancy to see if there is some opportunity to work together
  - iii. Try to pull in a national level speaker like Jason Ward or the Badgerland Birding youtube channel.
  - iv. Mi Bird/Audubon Great Lakes – possible partnership if we host events like “birds and brews”. Or they might be able to offer some support for our existing events or list our events on their website. Let’s discuss at the next meeting and try to come up with an event that we could cross promote.
  - i. Kirk requested that board members think about updating our website to be a little more attention grabbing. See Grand Rapids Audubon Club site (<https://www.graud.org/>) as a reference point. Also we could use some content to add to our social media sites
- 8. Agenda and date for next board meeting
  - a. Focus on attracting young birders
  - b. January 14th at Elks Lodge 6 pm
- 9. Adjournment
  - a. Motion made by Kathy to adjourn. Seconded by MaryEllen. Meeting adjourned at 7:44 PM