

THB ExCom Meeting Minutes
2015 Planning Meeting

Executive Committee: Claus Wawrzinek, Tom Tortorich, Stephen Flanery, Eileen McManus, David Anderson, Jim Turner, Winston Apple, Anne McGregor
Guest: Gretchen Waddell Barwick

Meeting adjourned: 1:00 pm

Introductions

Leadership:

Chair: David

Fundraising: Stephen

Political: Claus (Winston, Anne)

Membership: Winston

Education: Winston

Conservation: Jim

Outings: Eileen

Program: Claus, Tom (Green Drinks: Claus, Tom, David)

Website/Communication: Claus, David

Motion to approve committee appointments. Jim seconds. Approved unanimously.

Chair's Report:

We were sponsors of the Peoples Climate March. We hosted the SO2 event in the NE. This is a non-attainment area with a local coal-powered plant. We're using this as leverage to convert to NG or a cleaner fuel. Local residents testified on effects of the air on health, and we've gathered several volunteers from that event.

We decided to end the lemonade stand fundraiser due to the challenges associated with the stand, and we instead hosted a trivia fundraiser. We will plan to do this again in 2015. We have coordinated with Green Drinks, which has been successful. Our FB went from 157 to 303 likes. We gained 138 new members. We are finishing conversion to the new website within the next month. The new website will offer us the ability to more regularly update our information to attract visitors. This will increase our electronic presence.

There are weekly phone calls with SC staff, so we're keeping steady pressure on the energy companies, including KCPL. This is a great team that is doing good work. We closed 3 coal plants in STL. With Beyond Coal, we're seeing a large draw toward solar, and we're working on the Clean Line to increase wind.

SWOT Analysis of 2014:

Strengths: awesome and dedicated people, history and experience, connections across organizations, SC is a well-known and respected brand, numbers, SC staff, consciously working on building coalitions

Weaknesses: stuck doing the same things, Big Green/lefty-crazies, not well-known among younger population, old/white members, trouble focusing efforts, spread across all issues (jack of all trades and master of none), lack of tangible accomplishments, communicating to our members, disconnect between political and outings, bureaucracy

Opportunities: member engagement, network with other like-minded organizations, networking with other engaged groups, events/protests, engage with other Meet-Ups, use local political opposition to gather new energy, democratic clubs

Threats: hostile political environment, apathy/hopelessness, money in politics, fossil fuel corporations

2015 Goals:

1. Issues:
 - a. Chapter:
 - i. TPP: Jim has attended some local meetings to raise state-wide attention. This partnership threatens any environmental gains. We must defeat both the fast-track authority and the trade deal in particular. We'll have to reach out to local politicians.
 - ii. Beyond Coal and SO2
 - iii. MEEIA: KCPL has to develop a new plan through 2016
 - b. Group:
 - i. Water conservation: we'll work to get the land/water conservation fund re-authorized (by September). This enhances access to and protects wild places.
2. Increasing Membership and Activity:
 - a. We'd like to see an increased attendance at both general meetings and outings events.
 - i. We need middle managers: these individuals will work with others to get them involved below the ExCom level.
 - ii. Membership committee: Winston, Claus, Tom (engagement), Anne
 - iii. Tabling opportunities: Winston's PAC, Move to Amend
 - iv. Committees: report updates to the ExCom by mid-February
3. Communication:
 - a. Tools:
 - i. Website:
 - ii. Convio: difficult to schedule around other communications.
 - iii. Newsletter: this can be done monthly through Convio, and Chapter will work around this date.
 1. Paper: is it worth continuing this. Can we send this only to our active THB donors? What if we save money and only send postcards when we have events?
 - iv. Postcard: let's consider two times per year.

Chair/Leadership Report:

1. Issues Campaigns:
 - a. SO2
 - b. NAACP: involved with environmental justice

- c. Clean Power Plan: working with McCaskill to protect this. Planning district meetings and a lobby day.
- d. Utility Energy Efficiency
- e. Water Conservation: we'll focus on this in Q2.
- 2. Online/Communications:
 - a. First step is to get the website up and running.
- 3. Membership:
 - a. First two priorities are the tabling events. Group will report back with progress.
- 4. Budget (Process/Procedure):
 - a. ExCom meeting in Q1 will be focused on budget items.
 - b. We should make an attempt to reserve the funds ahead of time, so that committees have the funds they need throughout the year. These funds must be approved either ahead of time or at the time of the need.
 - c. Our budget format must line up with Chapter and National, but we can otherwise design the budget as wish.
- 5. Fundraising:
 - a. We'll plan two trivia events for 2015. These are both fundraising and outreach events.
- 6. Meetings:
 - a. Review calendar/brainstorm topics
 - i. The group will set a meeting to discuss topics.
- 7. Outings:
 - a. In 2014, 45 published outings of which 30 occurred. Made about \$500. 12 active leaders and 4-5 inactive leaders. Eileen is looking to get to 52 outings in 2015. She's looking for new people, because we're experience burn-out with previous leaders.
 - b. Outings will have additional trainings this year to train new and existing leaders.
 - c. ExCom members are encouraged to attend outings and training opportunities.
 - d. Individuals interested in becoming outings leaders should get in touch with Tom.

Meeting adjourned: 3:35

The perception is that half of our members are not interested in what the other half is. While this is somewhat true, we must figure out how to bridge the gap and gather both halves together.