

Sierra Club of Northeast Florida
Executive Committee Meeting Minutes

Meeting Place: Virtual meeting using Zoom

Meeting Date: Monday, June 26, 2023

Call to Order: Logan Cross called the meeting to order at 6:30pm

Members in Attendance: Logan Cross, Chair; Carr Smith; Bill Snow; Sandy Bond; Peter Harding; Lisa Williams

Members not in Attendance: Deanna Zastro; Barbara Gubbin

Other Participants: Suzi Stone

Approval of Meeting Minutes: Minutes of the May 22, 2023 meeting were approved. Bill Snow made the motion and Carr Smith seconded. The vote to approve was unanimous.

Executive Committee

EC Election- Candidate Recruitment

Logan indicated several Executive Committee members will need to be reaffirmed, including himself. Logan asked members to begin thinking of potential recruits to the board.

FI Chapter Meeting Update

Logan indicated the Sierra Quarterly Meeting will be held September 22-24, 2023 in Jacksonville. Logan has suggested hotels in the urban core to highlight the riverwalk. We are responsible for the outing entertainment. Be thinking of outing ideas.

Sierra Club Florida Chapter

Logan indicated Ben Jealous, SC Executive Director, will be in Tampa this Wed June 28, 2023 for a FL Chapter meeting. Logan indicated he will be attending. Suzi asked for a photo of Logan with Ben and a short article on the meeting.

SCNEF Strategic Plan

Logan indicated he will update the strategic plan and submit it to the EC for review.

Visibility And Advocacy

Communications Team Update-

Suzi Stone described an upcoming event at Ink Brewery to showcase the RenewJax Campaign. She will provide related information when it has been confirmed.

Position Replacements- Julie Webber has expressed interest in the Social Media Administrator position. Suzi is considering adding the newsletter editing to the job description also.

Events and Tabling

Bill Snow mentioned events where the SCNEF tabled. These included the June 3 Blue Zone Event. He mentioned upcoming events where assistance will be needed: the Nov 4, 5- Right Whale Festival; Sustainability in Music industry events; the 7/25 Garden Club Sustainable Yards with John Giddings. Lisa and Bill Snow will be attending the latter event, but more assistance will be needed.

Political and Legislative

Logan indicated there are numerous COJ Committees and Boards where SC members can join and participate. He indicated Jimmy Peluso, city council member, suggested SC members join some of these committees

Membership

Bill Snow indicated the membership down 47 members. He indicated a Membership Task Force meeting is planned for August to discuss. It was suggested that we ask members who have left why they're leaving and/or ask current members what they want more of.

Education and Engagement

Educational Programs Update

Lisa Williams identified the recent and upcoming educational programs. These programs are listed below.

- June 10- Educational Outing at Genungs Fish Camp on plastic. Will try to package educational programs better so we have more than the choir show.
- July 14- Educational Outing at Feeding Northeast Florida in conjunction with Bill Snow/Outings. Includes a movie on food waste called Just Eat It and service project sorting food.
- August 5- Educational Outing at Guana Reserve in conjunction with Outings. Barbara Blonder, professor, will give a program on gopher tortoises followed by a hike led by Bill Armstrong.

Outings Report

Bill Snow prepared an outings report which provides details regarding the Outings Program and its activities. The report is available in the EC meeting documents folder for review. Bill noted there is a challenge with getting outing participants to become more involved in other group activities. He indicated outings leaders are making efforts to encourage participants to become more involved. Bill creating a link to city parks where Jolie Friedrich, city naturalist, offers guided naturalist walks.

Logan suggested that service projects be more structured, preferably limited to two hours in duration with a break in the middle with snacks during which time we could offer a short talk on the topic.

Financial

Logan Cross indicated the group finances are fine at this point, but efforts are needed to grow the pool of money to pay for events and advocacy. He indicated the group is currently receiving financial assistance from SC National, the Florida Chapter, and foundations. He described the assistance received from the Sachs Media Group paid for by the Energy Foundation.

Lisa asked about printing more Homegrown National Park brochures. Logan said to pull from Planting With a Purpose pot of money.

Conservation Priorities and Initiatives

Okefenokee Swamp Mining Update

Carr Smith indicated the Okefenokee Protection Alliance is seeking to get UNESCO World Heritage site approval for the preserve. Carr indicated he will provide a link for submitting comments to the National Park Service to include the Okefenokee as a US submission to UNESCO is <https://protectgeorgia.org/#/388> . He indicated the deadline for comments is 6/28- the day after tomorrow.

Carr submitted the following motion which was seconded by Lisa Williams and unanimously approved: The Sierra Club Northeast Florida Group request that the Florida Chapter join with the Georgia Chapter, to raise the profile of the Okefenokee with Sierra National, to include an article in Sierra Magazine on the mine threat to the Okefenokee.

Renew Jax Campaign Update

Logan explained that Renew Jax is using Sachs Media group to promote causes through the media. They are providing services at no cost due to funding through Energy Foundation. Though article writers are needed, Sachs Media can prepare a draft version of the article for modification and use.

Logan indicated the campaign is shifting to its Phase 2. Which will focus on the Jacksonville City Council and the mayor. This phase will also include efforts to influence the JEA Board.

Next meeting is scheduled for Monday, July 24, 2023

Meeting adjourned at 7:58pm.

Minutes taken by Lisa Williams.