

SIERRA CLUB - SANTA CRUZ COUNTY GROUP of the VENTANA CHAPTER

A regularly scheduled meeting of the Executive Committee of the Santa Cruz Group of the Sierra Club was held on April 11, 2012 at Louden Nelson Center.

Committee Members Present: Mike Guth (Chair), David Casterson (Vice Chair), Greg McPheeters (Secretary), Kerasha Durham, Fred Geiger, Tawn Kennedy, Charles Paulden, Mary Odegaard, Patricia Matejcek

Committee Members Absent: none

Also Present: Charlie Dixon (Treasurer arrived 7:50), Allie Chavez (intern)

Presided by: Mike Guth (Chair)

Called to order at: 7:06PM

- 1) Member Comments: none
- 2) Agenda adopted
- 3) Minutes: Motion to approve by Patricia, second by Fred, Minutes Adopted with minor correction to details about seed money for Events Committee
- 4) Report on Club Actions:
 - a. Email vote taken and approved on Request to Co-Sponsor Precautionary Principle speaker.
 - b. Email vote taken and approved on Mar Vista Bridge Forum “The Santa Cruz Group of the Sierra Club agrees to sponsor the Mar Vista Bridge Community Forum.” Concern from Charles that the project locations could be better. Clarification from Mike that our current action is just reporting on the vote we already took on supporting the community meeting. We have not taken a position on the project itself.
- 5) Outreach to UCSC: Internships – we have an intern and she joined us at the meeting, her name is Allie Chavez. Tawn noted he still has a window of time to get interns for this quarter.
- 6) Outreach to group members – 2915 group members as of November. 1346 active email members on Convio as of February – 46% approximate coverage with Convio. Chapter is committed to funding communication with members, but also noted that Ventana was close to self funding by advertising in publication. We are still working on a postcard to membership to state following:
 - a. Who the new committee members and officers are.
 - b. Express our deep gratitude to Debbie for her years of amazing service in editing the Ventana.
 - c. Details on how to make sure members are getting notifications in Convio since the paper Ventana is not currently continuing.

Alternate suggestion to start with a Convio within the week to state the information above since we now know that half of our members receive those Convio notifications. Mike, Kerasha, and David will follow up with next steps on snail mail version.

7) Protocol for email approvals: Our bylaws do not specifically call out email votes, but they could qualify as an “emergency meeting.” Mike is suggesting some basic protocol for email voting:

- a. Email approvals can be used for event co-sponsorships, letter approvals of ongoing positions, positions approved in concept without a formal letter, or short notice public agency response letters.
- b. Email approvals for vote must come from the Chair.
- c. 5 votes are needed for new items; for letter review (informational) no quorum is needed.

Motion by David, second by Keresha to accept the above protocol for email voting, motion passed.

8) Statewide Programmatic Environmental Impact Report

- a. All Committee Members have these documents in their email to review. General discussion. No action taken.

9) Desalination Project Funding question. Request for funding to support petition drive to put the Desalination plant on the ballot.

- a. Motion by Charles, second by Fred, to contribute financially to the De-Sal petition drive. Motion passed.

10) San Lorenzo Valley Safe Pathways to Schools Project is working to create a bikeway through the Highway 9 corridor. Safe Streets SLV is holding a community forum on this project and hoping for club to Co-sponsor the event most likely on May 14th.

- a. Motion by David to co-sponsor the event and to have Tawn educate us on the Project ahead of our next meeting, second by Fred, motion passed.

11) Clarification of some billing issues related to Forestry work by Jodi Frediani, she will be invoicing through Loma Prieta Chapter instead of the Santa Cruz Group moving forward.

12) Treasurer’s Report:

- a. We are working on understanding the funding mechanism for the Ventana to be able to pay for a mailer to the membership. The Ventana was generally funded by advertising revenue.
- b. Annual fundraising Letters have brought in \$740 so far.

13) Web Committee Report:

- a. Web updates have been made to our existing site.
- b. The group is shifting focus to look at moving forward, adding new functionality, and how to best coordinate with the Ventana Chapter website.

14) Events Committee:

- a. Working on Earth Day presence and fun events for our booth. Trivia type events for the booth are coming together. General interest in having some local issue petitions for people to sign at the booth.

- b. General discussion about handling of event donations and expenses.
- 15) Coastal Committee: Report Received
 - 16) Conservation Committee: Report Received
 - 17) Transportation Committee: Nomination by Mike for Greg to be Transportation Chair. Motion passed.
 - 18) Political Committee: The committee met last week and reviewed questionnaires that had been received. The Political Committee is endorsing John Leopold for Supervisor District 2. They are not endorsing a candidate in District 1 or 5. Motion was made to accept and approve the recommended endorsements, motion passed.
 - 19) The Next Conservation Committee meeting is tentatively scheduled for May 24th.

Meeting adjourned 9:08PM

Respectfully submitted by Greg McPheeters