

**Sierra Club Santa Cruz Group Executive Committee
Meeting Minutes
August 13, 2014**

Called to Order 6:44 pm

Attending: Mike Guth, Greg McPheeters, Jukka Naukkarinen, Gillian Greensite, Ron Pomerantz, Melissa Ott (Outreach Coordinator)

Bill Carrothers from Salinas, former Sierra Club member

Cat Steele visiting to learn more about what the Executive Committee does.

Welcome – member comments

Bill: hasn't felt welcomed by other environmental groups in the area, so came to learn more about what our group is doing

Approval of Minutes – Decision to review and approve July Minutes at September Meeting.

Treasurers Report (Mary) – Mary is absent and was not able to send a report.

Executive Committee

- Need Nominating Committee and Election Committee. Tawn, Mary, and Greg are up for vote and can't be on these Committees.
- Greg moved to nominate Keresha to be Election Committee Chair with her consent once she returns, with Jukka and one other person supporting on Committee. Passed unanimously.
- Greg moved to nominate Jukka, Mike, and Helena for nominating committee with Jukka as Chair. Passed unanimously.
- Mike will contact Helena to request that she be third Nominating Committee member.
- Melissa and Outreach Committee will post about election online before next Executive Committee meeting.
- Melissa and Outreach Committee will post reminders online to update email addresses
- Nominating Committee will work with Melissa to send Convio with announcement.

Outreach Committee (Greg)

- Report from Melissa
 - Melissa has been updating the group website and has created an updated Facebook page to invite our Facebook friends to follow. We will be tabling at UCSC OPERS Fall Festival on Sept 30 and the UCSC Harvest Festival on Oct 12
- Outreach Committee Content Flow Draft Document
 - Mike moved to approve this document contingent on moving San Lorenzo River example to 50%, adding objective reporting to 99%.
 - Passed unanimously
- Outreach Committee – Outreach to Members
 - Many members are not receiving information from us because they are not online or their information is not up-to-date
 - Greg will email Trician to ask that Gillian's and Ron's database entries be reviewed to see if emails are correct.

Political Committee (Ron)

- November City Council Candidates forum and endorsements:
 - Will be held Tuesday, August 26 at 7-9 PM at Louden Nelson
 - 7 co-sponsoring organizations – NAACP, ACLU, Surfrider Foundation, Santa Cruz County Coalition Against Racism, WILPF, Human Care Alliance.
 - Each org will submit questions to the candidates
 - Six candidates so far – all but one confirmed to attend
 - Not doing Board of Supervisors; Capitola City Council race is coming up, too.
 - Plan is to nominate candidates based on their responses to the forum questions and a questionnaire.
 - Melissa will promote this forum on MeetUp, website, Facebook, possibly Convio

- Door hanger campaign
 - Another group would like to send out a door hanger with candidates who are being endorsed – but it may have candidates on it that the group or State Level Club has not endorsed. General discussion of next steps.

Events Committee (Keresha/Mary) – No Committee Members present, and no report was provided.

Conservation Committee (Gillian)

- Committee Report (current issues under review)
 - Outreach
 - Spoke about outreach coordinator work and communication with members (similar to this evening)
 - Using outings to publicize events and vice versa
 - Recruiting people at those events to be more involved
 - Castle Rock issue
 - CA Native Plant Society involved
 - Related to settlement 10+ years ago with Sierra Club and State Parks
 - 6000 square foot visitor center and reception center proposed
 - County Staff Report only reviewed impact on the area covered by the lot, not the Castle Rock State Park that would be affected by the lot.
 - Almost a CEQA segmentation issue
 - County Sustainable Corridor Plan – comments due Aug 18
 - Letter sent two years ago suggested concerns that are becoming evident
 - Mike will send this letter to Greg to share with the Conservation Committee, someone from Conversation Committee will update and send in
 - Forestry
 - Proposal to thin trees with exemption ostensibly for fire protection
 - Melissa will send Jukka forestry document report and forward any email responses she receives about this
 - La Bahia

- September 9 meeting at City Council will be chance to provide comments
- Water Supply Advisory Committee Update (Ron)
 - Next meetings are Aug 27, 29 location TBD, usually 5 – 8:30 PM
 - Have sought community public input and received 60 ideas – will be evaluating

Adjourned at 9:04