

**Sierra Club Santa Cruz Group Executive Committee**  
**Meeting Minutes, March 14, 2018**  
**6:30 PM – 8:30 PM, Louden Nelson**

**Called to Order 6:30**

**Attending: Steve Bakaley, Keresha Durham, Gillian Greensite, Rick Longinotti, Mark Mesti-Miller, Jane Mio, Rachel O'Malley, Ron Pomerantz, Erica Stanojevic**  
Syda Cogliati - running for Superior Court Judge  
Mary Odegaard, Jack Nelson, Nina Donna

**Online Votes**

On March 1st a motion to send to the Coastal Commission regarding the Santa Cruz Downtown Plan passed.

On March 2nd a motion to send a letter to Eric Marlatt, city of Santa Cruz Zoning Administrator, regarding Heritage Trees on Washington Street passed.

**Welcome – Member comments**

Great blog regarding sighting of Bald Eagle - San Lorenzo River blog

Our chair is now officially a US citizen!

**Approval of Minutes –**

February minutes - Jane moves to approve, Rick seconds; unanimous

A request to have time when a motion is made for secretary to pause and read the motion back

**Treasurers Report (Mary)**

Accounts have been taken care of; we may owe about \$10,000 to chapter

Savings still is available

We had outflow of money due to having an outreach coordinator

A request to find out an average monthly allocation income

Recent event almost broke even; including cost of advertisement

Nina will volunteer to pick up mail from now on - thank you Nina!

**Dignity Model-Request to give presentation (Jack)**

Jack presents a dignity model - essentials and violations

**Executive Committee**

### Conservation Committee Chair (Gillian)

- Gillian has nominated Erica to be chair; Steve seconds; unanimous
  - Duties include: Calling for agenda items; writing up agenda and getting it out (especially to Steve who can post it)
  - Charing meeting
  - Can include taking on meetings, drafting letters, etc. although that isn't necessarily part of job
  - Coordinating guests for meetings
  - Gillian was also writing minutes for awhile

Important to outreach for the conservation committee, membership sometimes wanes

### Leadership Retreat (Erica)

- Slated for May 12, Saturday
- Potentially at Rachel O'Malley's place in Happy Valley
- 9am - 2pm time
- If anyone has something to offer, please send to Erica/Jane soon
- Gillian states that goals is different from issues focus
- Mark comments 3 items, no more, to focus on
- Rachel wants us to be aware that it is an election year
- Rachel likes what Jack shared; maybe do an activity with that
- Rick is willing to do NVC activity again

### March fundraising letter

- Steve questions cost effectiveness of manual mailing
- Last year we got donations that exceeded costs
- Note that we can do email blasts for money more frequently than once a year
- Rachel suggest mail to just our previous donors
- Steve has an email list ready to go
- Rachel motions to send a hard copy letter to previous donors; and that we schedule a timeline to craft email solicitations; Ron seconds; unanimous
- Rachel will edit a document; Keresha will draft if chairs send her highlights of events; and a mailing party
- Maybe have local elections be front and center
- Note to have end of letter say thank you to anyone who has already donated

### **Events and Outreach Committee**

- Steve gives a membership list
- Notes that these members are oriented towards slide shows, not items like Earth Day

### Outreach Coordinator- discussion on whether to hire (Steve)

- Challenging that we are scrambling for volunteers and we shouldn't be - an outreach coordinator should handle that
- Would like someone on staff to be backup for website

- Rachel suggests to potentially having an intern who, if this person works, then to hire them afterwards. She notes a really good job description helps; and also suggests a stipend for an intern if allowed by Sierra Club rules. Suggests naming as “volunteer coordinator”
- Duties would include - volunteer coordination; outreach; website backup; event presence; collecting and finding articles; going to different organizations
- Steve would supervise person
- Concern about this creating an outflow of money
- A thought that interns may fill some of this space
- Concern that a great intern may not necessarily be able to be hired
- A note that Steve has been really working hard and for this request to happen it must be important; whole outreach committee wants a coordinator
- A note that an outreach coordinator can really help propel us forward
- Some say that because we have funds in the bank now is the time to have an outreach coordinator
- A suggestion that checking with professors and getting references; checking grades and such would potentially be helpful in getting a quality coordinator
- Concern that an outreach coordinator would drain funds which may be needed in case we need to have litigation for an issue

**Ron moves that we first quickly work to find an intern to support Steve and the outreach committee and secondly to move forward to hire an outreach coordinator; Mark seconds; friendly amendment that a sub committee writes an intern/job description and Steve researches Sierra Club rules regarding interns; 8 votes for one against; motion passes**

Website update (Steve)

- Steve is working hard on website; thank you!

Earth day (all)

- Jukka will coordinate
- Nina and Mary have worked on organizing tabling materials
- Opportunity to work on visual presentations
- Erica will sign us up

Beth Austin’s proposal (Steve) - put off for a future agenda

### **Transportation Committee**

Recap of Trail With Transit event (Jack)

- Over capacity for event; between 250 - 340
- Peaceful event overall
- Interesting note that people were requesting that the presentations for various groups
- **Steve moves that we sponsor an event regarding Transit with Trail in Watsonville and Aptos with minimal investment (covering cost of venue); Mark seconds; five support, four against; motion passes**

- Rick proposes a joint fact-finding process with members of Greenway to try to resolve areas of disagreement on factual information. Mark and Rick have been invited by Zach Friend and Ryan Coonerty to meet with two Greenway representatives. This may offer an opportunity to initiate joint fact-finding.
- Jane hears “you’re wrong” from both sides and is not happy with that discussion tone
- Jane notes that the environment isn’t really being stressed in all this - trees are under three different jurisdictions and other issues as well are not really accounted for
- EIR for rail trail does not address all these points
- Sierra Club adheres to precautionary principle - proponent of activity rather than the public should prove the harmlessness & has a list of addressing environmental concerns
- New Senate Bill - along transportation corridors will be high density housing
- Concern that this divides our membership

Application to National for use of Sierra Club logo on materials produced by other organizations (FORT & Land Trust) (Mark)

- National Sierra Club level is only level which can approve use of logo; takes 2 -3 weeks
- **Mark motions that we apply for use of the logo for specific material produced by other organizations; Keresha seconds; Passes 5 to 4**

### **Conservation Committee**

Jessie St. Marsh (Erica) - Erica motions to move the lawyer’s letter regarding Jessie Street Marsh along to state; Ron seconds; unanimous

Update from county Planning Commission meeting re cannabis ordinance (Gillian)

- Pushback from our email blast
- Rachel suggests hosting a talk regarding the issue

Some items postponed for next meeting

Adjourned at 8:43

Thank you Rachel for the pie on Pie Day!

Next Meeting: April 11th