

**Sierra Club Santa Cruz Group Executive Committee  
Meeting Minutes, May 9, 2018  
6:30 PM – 8:30 PM, Louden Nelson**

**Called to Order 6:35**

**Attending: Steve Bakaley, Keresha Durham, Gillian Greensite, Rick Longinotti, Mark Mesti-Miller, Jane Mio, Rachel O'Malley, Ron Pomerantz, Erica Stanojevic**  
Mary Odegaard, Kevin Condon

**Online Votes**

Motion to send a letter to city regarding PG&E and tree removal passed on May 2

Motion to endorse Robert Rivas for Assembly District 30 passed on April 22

**Welcome**

**Approval of Minutes** - April meeting----5 mins

Rachel moves to take out details regarding political candidates; Steve seconds

A concern about transparency - those who attended will hear more details than those who simply read them online

A note that it would be in the spirit of the Sierra Club to keep candidates

In other Sierra Club bodies, sometimes it is a closed session when political candidates are discussed and it may be best to do so in the future - while the votes must be in public

Motion passes - one abstention and one against

**Treasurer's Report** (Mary)----5 mins

Checking account and savings are about the same as last month

Did receive some money from March fundraising; cleared fundraising costs

Haven't heard from chapter for March or April

**Updates-** 10 mins

Tree planting

- City has grant to plant trees - on 19th from 9 - 11
- People who say they will attend on meetup is low
- Please spread the word

Earth Day

Fundraising Emails

Greenway walk

- 12 - 2 on Wednesday 16th
- Details about where to meet will be sent out

### **Bird School Presentation**

- Kevin Condon - Executive director and an instructor of Bird School
- We endorsed and supported the group
- A big thank you and says that it has made a big impact
- Started with a bike tour from Oregon to the border of Mexico with the idea of teaching people about birds along the way
  - Bike tour was short lived - a broken arm
- Instead went by van and did reach many students
- Had binoculars for every student
- Taught kids that they don't have to go far to connect with nature
- The full story is on a podcast - online Be Provided Conservation Radio
- The "Next Generation Science Standards" have been adopted
- Important to get kids to get outside and directly observe
- Teachers need help implementing standards - teachers were calling bird school
- Bird school goes for four weeks once a week
- Have 501(3) C status
- Have gotten donations from other organizations and so are planning to expand
- Working to train teachers as well

### **Political Committee ( Ron)-----5 mins.**

All candidates we approved got approved although it was challenging and complicated - compliance officers and such

It was a very thorough process

Rachel wrote a release to the candidates

Goal was to do it long before election as it is possible to vote long before election

A question about whether questionnaires are the best way to go about this; for statewide a questionnaire and an interview is required; maybe consider this.

A big thank you as it was a huge amount of work

### **Executive Committee**

Leadership Retreat (Erica and Jane)- 10 mins

- Erica motions to spend \$125 for location and to spend money for lunch
- Rachel seconds; motion passes unanimously

2018 Chapter Chairs & Directors Assembly- see info below---10 mins

- In Nebraska - 31st until 3rd - annual event put on by National
- Chairs of chapters all around country who go
- National pays plane, lodging, food
- Group pays \$250 - registration fees
- Topics include building team; managing workload; programs and campaigns; coordinating national and local work; best chapter practices; common challenges
- Ron moves to allocate \$250 and have Gillian represent us; Rick seconds; passes with one abstention

## **Events and Outreach Committee**

Outreach Coordinator- proposal attached (Steve)----10 mins

- Steve shares info regarding job opening; 20 hours a month
- Cost will be about \$6,000 a year
- What is opportunity cost we are missing?
- A comment that the person maybe could help put on fundraising events although the description does not include fundraising in general
- A clarification that we would need excom approval to increase the hours
- Info to include on job description:
  - “Demonstrated ability to” and then can ask for evidence in the job description
  - Add in organization skills and community organizing and outreach skills
  - Break up social media/word processing into multiple bullets
    - Including volunteer management software
  - Graphic design skills
- A concern that the salary should be set in the job description
- Rick motions that we approve this job with the amendments with a final circulation; Gillian seconds; passes with one person against
- A comment that the person should demonstrate fundraising skills
- A concern that the outreach coordinator should not attend all meetings as it would be a lot of money for the meetings
- A comment that the hours log should be reported back to the group
  - Steve says that it would be his job as outreach chair to make sure that the hours are recorded and report back to the excom about how the hours were spent; he has no objection to share the original logs
- Gillian could find out what other chapters do - do other outreach coordinators attend meetings?
- They could attend some or parts of the meeting - will take off job description
- A thought that they could start out attending meetings and then see how that works
- Attending meetings doesn't necessarily have to be in job description

Outreach Guidelines - proposal attached (Steve)-----15 mins

- Postings would go out to the “short list” essentially the chairs of the excom, outreach, political, transportation, and political committee chairs
- Mark motions to approve it; Rachel seconds; passes with one opposition vote

## **Conservation Committee (Erica)**

Parks & Recreation Director letter to City Council----10 mins

- Steve motions to approve the letter; Ron seconds; Rachel makes a friendly amendment to change with edits made; passes unanimously
- Rachel emailed out an edit which changes some content/formatting
  - Several items would be bulleted
  - Some words reduced

- Rachel will get it out to other groups as well
  - And any other groups we can get it out to as well

West Campus Housing draft EIR response (Gillian).....10 mins

- Rachel moves to approve the draft letter with the friendly amendment to have changes regarding asking for a response; Ron seconds; passes unanimously
- A comment that the in order to get a response to an EIR items need to be asked as a question - otherwise they don't necessarily need to respond
  - For a lawsuit, we just need to bring up the issues
  - If the desire is to simply get information, then ask as a question; otherwise "comment noted" can be the response
- A comment that the letter is overall very well written
- A line in the beginning - we request that you respond to these points

### **Transportation Committee**

Letter to Mayor and Council in support of Metro Plan (Rick)...5 mins

- Asks for transportation demand management strategies as well as others
- Rachel moves to approve; Gillian seconds; passes unanimously

A question about if we can promote an event on May 23rd that is supported by Campaign for Sustainable Transportation

- Steve moves to approve posting; Rick seconds; passes unanimously

June 28<sup>th</sup> Trail with Transit event - in Watsonville - budget (Mark or Keresha)---5 mins

- Would need to have a translator - and the equipment is free
- Will need to go out to really get people to know about it
- We cannot pass the hat - it is a city facility so we cannot do so
- A question about how many Sierra Club members are in Watsonville
  - A comment that our audience is not necessarily Club members; it will be for those with questions about the transit trail; and that we can recruit members
- A thought that we can find a better deal on glassware
  - Wine glasses are available - will need to be washed afterwards
- Overall estimated cost is \$330
- Rick motions to approve event with \$330 budget with a friendly amendment that we ask another group contribute to contribute \$150; Gillian seconds; passes unanimously
- A question about other groups contributing money - their names are on the flyer and so perhaps they can contribute
- Mark asks that we can use the flyer that is made and will add two sponsors
  - Steve asks for the logos to be sent as files
  - A note about a typo
  - Mark motions to approve flyer; Rachel seconds; unanimous

Adjourned at 8:34

**Next Meeting: June 13th hike**