

Sierra Club Guadalupe Group Executive Committee Meeting Minutes
November 6, 2019

Attendees: Molly Cox – Secretary/Vice Chair, Charles Schafer – Treasurer, Shawn Britton – Outings, John Cordes – Political Committee Chair, Justyna Guterman – Chapter Development Coordinator

Meeting Started – 7:10PM

ESP

Justyna recommended that the ESP use the VAN (Voter Action Network, a tool inside Salesforce) for managing conservation campaigns. It has the ability to coordinate email or texting campaigns.

Action: Molly – ask ESP excomm for volunteer to be trained on VAN
– ask ESP excomm about starting an ESP program in southern portion of Loma Prieta Chapter

Action: Molly – write grant proposal to chapter for 2 tablets for sign-ins at Guadalupe Group meetings and tabling events. (BestBuy has Google tablets for \$99)

Polcom update

There have been several changes this year:

- Club is allowed to do endorsements before filing deadline
- Club is allowed to make dual endorsements if both candidates agree to the dual endorsement. If they don't agree, they may get access to list of Sierra Club members.
- Endorsements have been made for County Board of Supervisors, Assembly Districts, 3 of 5 San Jose city council races
- Announcement of endorsements in 2 weeks
- Need to hold training classes in spring/May to perform endorsements for Nov. elections

Outings/GIS Mapping

- Coffee Shop meeting and afternoon hike on 11/23
- Shawn has a volunteer that wants to help with GIS tracking. The club currently has no GIS projects. Justyna suggested Pathways for Wildlife organization, or bio blitzes done by other organizations. Charles thinks there will be demand for mapping around the bay if living levies are built to stop sea level rise.

Guadalupe Group Newsletter

Justyna attended our meeting this month, and she is willing to help us create a better newsletter. In addition to the general meeting announcement for the month, we can include a couple of additional items, like:

- A conservation message
- An action item, like a Thank you to San Jose City Council for helping preserve Coyote Valley, would get our members involved.
- Upcoming hikes

Review Membership numbers

- Currently 5715 members Year to date loss of 268
- 2018: Loss of 533
- 2017 loss of 514
- So, we tend to lose about 500 members per year.

According to Justyna, this is not unique to GRG. Sierra Club has lots of supporters but fewer dues paying members.

ExComm GRG: Ideas/Plans for future meetings

December - Holiday dinner celebration

January - communication strategy

- planning for a South Bay ESP

ExComm Elections:

Happening online this year. Sean and Molly are up for election.

Charles will also officially join GRG ExComm.

General Meetings:

November: Creating Meaningful Work to Build a Sustainable Future

Action - Gary - Ask speaker to come up with an action item

December: Holiday Dinner for ExComm

January: New member orientation night

Invite James to talk on Chapter's Conservation work,
Outings leaders on their events

Present local endorsements

Ideas for future meetings:

John Cordes - Bicycle commuting in silicon valley (John is Advocate for Silicon Valley Bicycle Coalition (SVBC) for Santa Clara County)

Movie: Climate Ocean

Movie: Microcosmos

Katie Cantrell - Benefits of a vegetarian diet

Sea Level rise

Wildfire risks, safety (James' suggestion)

(Conservation topics usually draw a good attendance)

Meeting adjourned - 8:55PM