



## FLORIDA NATIVE PLANT SOCIETY

PO Box 278  
Melbourne, FL 32902-0278

### On The Vine

...a synopsis of the August 10<sup>th</sup> Board of Directors in-person meeting at Archbold Biological Station.

If further information is needed visit [www.fnps.org](http://www.fnps.org) or <https://www.fnps.org/contacts>

#### Housekeeping & Announcements by FNPS Executive Director Juliet Rynear:

- Shout-out to the 11 chapters that are growing in membership – Martin County (50+), Serenoa (50+), Pine Lily, Passionflower, Cuplet Fern, Ixia, Coccoloba, Pawpaw, Citrus, Eugenia, and Palm Beach County.
- 12 acres of the Warea Tract in Marion County will be purchased in the next few weeks. For more info <https://www.fnps.org/news/society-news/you-can-make-a-difference>
- Discussed compliance issues regarding filing income taxes and that each chapter may have different deadlines. Check with Juliet Rynear for more information.
- FNPS is partnering with the Springs Institute to produce educational material pertaining to utilizing native plants in the springshed as part of green infrastructure techniques.
- Conference deadline is mid-February to have registration up and running.

#### Strategic Plan (2018-2020):

##### Operational

- Increase revenues 10-20% annually. Currently memberships make up the bulk of revenue share, but trying to get more grants, money from foundations and corporations. We are on track with the goals we set in the plan.
- Build organizational capacity by hiring staff. FNPS added two fulltime staff members in 2018. This was a first in the history of the organization.
- Increase revenues from the revamping of FNPS membership levels and the production of the new membership brochure.
- Continue to update the website to support organizational structure and database.
- Securing grant to use for upgrading the volunteer database and reporting.
- Conference discussion highlighted increase of 10-20% annually, increase in sponsorships, promoting partnerships and marketing to a greater diversity of organizations.

## **Aspirational**

- Support for Land Management Review and Planning (5yr, 10yr, Passion for Public Lands, public lands, Attend ARC meetings)
- New Model Land Development Code for state
- Support Educational Programs – Annual Conference, new brochures, promotion
- Habitat Restoration Program

Discussion followed of the importance of a strong foundation to strategic planning. Policy and law, i.e. – Legal compliance (Articles of Incorporation, Bylaws, state and federal laws & regulations, income taxes, Chapter compliance); Labor law compliance (payroll, employee handbook policies); Internal policies and procedures (FNPS Handbook).

## **Goals for 2021 and Beyond:**

- Increase & diversify revenue by 10-20% annually
- Build Organizational Capacity by hiring more staff in each area of the state, build existing programs throughout state, FNPS conservation lands and offices in north, central and south Florida.
- Upgrade CiviCRM & Website – volunteer logins, website upgrades, create intranet for board/chapter logins.
- Continue to grow annual conference – reach more students, researchers, conservation practitioners.

## **Discussion of Annual Budget 2020 by E.D. Rynear:**

- New proposals (New brochure \$2,000, increase in lobbyist contract \$10,000) and looking for more proposals
- Projection of membership income for 2020 as \$160,000
- Budget deficit and expenses
- Uncertainty of grants at this time
- Unrestricted donations and Annual Campaign (budgeted \$22,000 and so far \$20,252)
- Chapter support this year \$23,000 and next year \$28,000
- Examined different revenue projections and how revenue and the annual budget affect the 6-month liquid asset minimum. Examined the potential to add a portion of liquid assets in CDs.
- [Policy/Advocacy handbook](#) being produced from the S.E. Chapter's lobbying initiative.

## **Workshop for New Brochure:**

- Members asked to gather in groups, review suggested goals/topics and suggest possible title for new brochure.
- Edits/suggestions were collected and will be compiled by Wendy Poag, Education Chair.

### **Discussion of Bylaws and unresolved issues by FNPS President Susan Carr:**

- Term limits
- Having two classes of Directors
- Appointment of Directors and officers
- Requirement of Committee chairs to serve on Board
- Necessity of committees versus advisory boards
- Take-aways – more flexibility, “Pinch Point” of just 3 At-Large Directors = future leaders, uncoupling Committee Chairs and Directors, creation of advisory boards and get “ground up” ideas.

### **Discussion of Board roles and responsibilities by FNPS President Carr:**

- Discussion of Board training session in Winter Park
- Number of Board meetings per year
- Defining the role of staff vs. board vs. volunteers
- Conflict of interest concerns including serving on two boards, competing for resources by non-profits
- Having staff work more with Executive Committee to get FNPS work done
- Discussed protocols for new chapters and requiring a minimum of 50-75 new members to avoid stealing members from existing chapters.
- Difficulties in propping up current chapters resulting in using too much staff and contractor time costing FNPS \$30,000 this past year

### **Council of Chapter Meeting Highlights:**

- Emphasis by Chair Kara Driscoll for each chapter to have a proxy to attend the meetings and provide proxy contact information
- Check forum for board reports
- Chair has long discussion going over policy and purpose of Council of Chapters to define who the council is and the purpose
- Highlights of C of C purpose discussion-
  - purpose to help each other
  - better share information, learning new things
  - “communication manifold”
  - Council to allow networking, helping ourselves
  - need regional workshops
  - conduit between FNPS and chapters
  - possibly alter meeting structure to have more get togethers
  - have regional meetings 1-2 times per year
  - strengthen communication between chapters
  - FNPS needs to mentor chapters

- ideas should bubble up, shouldn't always be handed down
- using Google Drive to share things
- thirst for on the ground enrichment
- Discussion about forming a Steering Committee and purpose for committee to guide C of C into the future
- Note: Council email follow up will have detailed Powerpoint from this meeting and any other relevant notes/handouts. Email will be sent to all Chapter Governance, Chapter Reps, and the Board.

### **C of C Roundtable Highlights:**

#### Participation of young people discussion

- Ways to sponsor more young people and young professionals to go to the annual conference, although conference free, room/food/transportation could be additional \$300-\$500
- Suggestions included each chapter sponsoring local student/person or chapters pooling money to sponsor young person and local conservation staff
- In return for donation towards cost, person could volunteer at the conference
- Concern about seasonality of conference close to end of spring semester resulting in lower attendance
- Some young people may find it awkward to room with an older FNPS member

#### Mentorship discussion:

- Definition of mentorship
- Educating new members
- Some chapters lacking social time within chapter meeting
- Idea to partner with local nursery
- Have thematic events to draw public and members in
- Idea to have scavenger list for families for inclusion
- For young members inform them who are the experts within chapter and encourage networking

#### General discussion:

- For October C of C Roundtable submit questions first to Kara or Athena
- Idea to partner with local Extension Service and Garden Clubs to provide topics eg, pruning workshop
- Roadside wildflowers and working with local FL Dept of Transportation, how to carry out resolution, Best Management Practices, and providing comprehensive guide on mow zones.
- Magnolia Chapter Rep Scott Davis brief chapters on his ongoing discussions with FL FDOT about taking his milkweed roadside data and putting into map for staff and public

Committee Reports can be found at <https://www.forum.fnps.org/index.php/topic,1610.0.html>

**Google Drive Workshop:**

- Purpose - To give attendees a better understanding of the basics of Google Drive.
- Attendees learned how to:
  - Navigate to Google Drive
  - Upload, create, and share folders and documents
  - Find folders and documents
  - Basic tips for organizing their personal drive
  - Keyboard shortcuts for copying, pasting, and undoing mistakes (i.e. accidentally deleting a file)
  - Adding comments to shared documents for collaboration
  - And more.