



Friends of Mashpee National Wildlife Refuge

MINUTES

January 11, 2022 Online Zoom Meeting

AGENDA:

- 5:00 Introductions (5 minutes)
5:05 Approve September, October, November, December 2021 Minutes
5:10 Budget/Treasurer's Report
5:20 Updates
- Membership Committee
 - January Member Mailing
 - Potential use of Constant Contact
 - Osprey Nest Cam
 - Potential Osprey Nest Repair
 - Rabbitat Brochure
 - Pollinator Brochure
 - Work Days: Pollinator/Brush Pile
 - Partners Meeting, WBNERR 1/19/2022
 - Annual Meeting/Vote New Officers in February
 - Other
- 6:00 Adjourn

Meeting called to order at 5:05 pm

Board Members Attending: Pres. Katelyn Cadoret, VP Glenn Davis, Clerk Tom Fudala, Treasurer MaryKay Fox, Nancy Church, Neil Barkin, Joan Barkin

Others in attendance: none

Glenn moved, Nancy seconded motion to rescind the Board's previous approval of the September 7, 2021 and October 5, 2021 Minutes. Motion approved 7-0.

Nancy moved, Joan Barkin seconded motion to approve the September 7, 2021 minutes as revised by Glenn. Motion approved 7-0.

Nancy moved, Glenn seconded motion to approve the October 5, 2021 minutes as revised by Glenn. Motion approved 7-0.

Nancy moved, Glenn seconded motion to approve the November 2, 2021 minutes. Motion approved 7-0.

Board voted to table approval of December 7, 2021 minutes to clarify a statement by Joan Muller.

• **Treasurer's Report for December 2021 Financials:**

Fidelity/ Endowment Account increased this month by \$713.39 ending @ \$24,217.69.

Cape Cod 5 Main checking: Starting balance \$7235.81, ending balance of \$7,444.45 (+208.64)

➤ Checking account activity:

➤ **Income: total \$ 739.63**

- | | |
|-------------------------|----------|
| 1. Interest | \$ 0.06 |
| 2. PayPal (memberships) | \$439.57 |
| 3. Mailed Memberships | \$300.00 |

➤ **Expenditures: total \$530.99**

- | | |
|---------------------|----------|
| 1. Zoom | \$ 14.99 |
| 2. Heritage Printer | \$516.00 |

Updates:

• **Membership Committee:**

January Member Mailing:

Joan B noted that Katelyn had said something about documenting the monthly donations.

The money comes through Glenn and MK in the 2 different channels (PayPal from MK and checks via Glenn). The Barkins get the information from them through Google Sheets, with donors identified with their name, address and phone number and how much they've given. So all of that is summarized on the Sheets.

Katelyn suggested that perhaps it would be prudent to just report on how many new memberships we've received.

Glenn: He doesn't think we're looking for a formal report, just a summary of how much was donated. Could name the donors as long as it doesn't get published in the minutes.

Joan B: The other thing is the privacy of the donors – do we want it to be published someplace? It's already published in the Google Sheets, name, address, when and how much they donated. Not sure if that's public or private.

Glenn: That's all private, not available to the public.

MK: It's just among us 4 people.

Tom F: I recall that was discussed previously, that we don't want anybody's name in our minutes.

Katelyn: Yes, we did say that.

Joan B: That's correct. She has all the documentation and notes and she can just tell us. (Joan mentioned some specific donations.) 2 memberships in December. Another thank you note sent out. 1 donation in November. 1 more so far in January.

Neil: Asked if we have yearly dues to be a member? Money comes in but it's not clear what it's for. You can donate, as a benefactor, or you can join as a member, and once you're a member then do you have to renew it each year? The organization they were in in Maryland required a

minimal amount each year to remain a member, but then you could supplement it any time with whatever you wanted. Here it's confusing as to what the funds we receive are for.

MK: Back when they established the Friends, until about 2002, they had the endowment that they were soliciting money for, to purchase more land in the future. That was about \$11,000 that became the seed money for the endowment. Originally with Merrill-Lynch, now its Fidelity. There's no documentation whatever about what makes a member, or dues fees in the bylaws. So there's no clear definition of: are you required to be a member? Last month we discussed what is a membership and what is a donation? Back with David Palmer, they put out membership lists, sent out mailings every year to get membership dues or just to say we're trying to raise some money for whatever they were targeting, i.e. buying property, but that's all she knows at this point. The Board can clarify it, define it. Got the feeling talking to past presidents that there's nothing that said you had to pay your dues every year. No membership committee. We did a couple of those mailings when she first started out just to solicit some cash. Also trying to bring awareness of the organization with Katelyn's talks, the website, our new Rabbitat brochure, which have boosted fundraising.

Glenn: Pointed out that, on our brochure, we've got membership levels, with the different amounts, so when people check off a box they get membership. As a member of Mass Audubon, he gets annual membership dues reminder, and in exchange gets a membership card that lets him use Audubon trails etc. We can't exactly do that since we don't own any property, so we can't see our membership in the same way, but the mailing we sent out last January was an appeal for membership renewals. Even though it's not required, he thinks we should do that every year soliciting membership renewals. He thinks it's a good thing and it benefits us.

Tom F: His recollection is that we did that from the start. We always had membership dues. But when the organization fell apart, we stopped sending out that annual reminder.

Neil: Membership dues provide a consistent yearly income. And even though we don't provide entry to properties, we do provide other things like the quarterly newsletter etc., and so there's a benefit to being a member, and so he would encourage that we have a membership due that's relatively inexpensive to encourage memberships, and then always encourage donations over and above the membership dues, and he would always keep them separate. He sent in a donation, but it's not clear what it was for, though he hopes it means he can continue as a member of the organization. But it's not clear.

Tom F: Most of the organizations he's in, you have membership categories, and then there's a separate thing for gifts/donations in addition to your membership. He just did that with The Mashpee Enterprise, paid for 2 years and then they ask for donations to support local journalism, so he gave them some more. He gets that from almost every organization he's in.

Glenn: That was his point. We should send out a renewal appeal every January and see what comes in. He wouldn't go so far as remove people from the list if they haven't paid their dues, because we're going to end up with a much smaller member base.

Tom F: We ought to keep 2 lists: dues-paying members and "others".

Joan B: Their group in Maryland sent out dues notices the beginning of every year, and even if they didn't respond they sent them out for another 2 or 3 or 4 years until they figured they weren't interested or had moved or something else. It was a nominal fee for membership. The notice and newsletter helped keep people involved, like part of something and then there was a separate category for donations.

MK: Gets all those comments, but from the perspective of rebuilding in these last few years and not being able to send out an annual request, those members that we had on the list we kept. The

information at the back of the brochure has been modified several times from the original brochures that the Friends made. We made up categories with different names, like other groups like the land trusts they had categories like that. She doesn't know if that works or not, but we're still trying to rebuild the organization, so even if they haven't paid their dues a lot have been involved, like members of the Falmouth Rod & Gun Club. Reluctant to take anybody off.

Neil B: We didn't take anybody off in Maryland. If people were long-standing members we allowed them to stay on the roster.

Nancy C: It costs us nothing to keep them on and at any point they can send in money.

Joan B: But having those various categories really piqued their interest so that they feel a part of those pollinator gardens etc. The basic membership was \$35 for a family and then if they wished, they could add more.

Neil: And that \$35 allowed us to go down to the Canal and volunteer to clean it at any time.

MK: So we have 2 pathways. One is receiving money to make sure our budgets are supported for the year, and the other aspect of getting a membership is to pull these people into the organization to see what we're doing, how can you get involved and keep them feeling ownership.

Neil B: That reminds me, we used to have a tangible benefit: Friends of Historic Great Falls Tavern made a calendar each year, with beautiful photographs of the Canal. We've got the same beautiful landscapes that would make a wonderful calendar. It would be a tangible thing members could get every year as an indication they were still a member. You can make it even more fun by holding a contest to see who can produce the best photos of the Refuge.

MK: Noted that artists come to WBNERR and do paintings of the buildings and the Bay. Falmouth Artists Guild does a contest. That could fit in with what Neil was suggesting.

Glenn: Are we all in agreement that we should do a membership appeal in January?

Katelyn: Do we want to have a formal vote on that?

Glenn: Asked if that is something Neil & Joan would be willing to do?

Neil: Sure.

Katelyn: Thinks it's a great idea to do a photo contest for a calendar.

Neill: Yeah, it sits on the wall all year and reminds people that they're members of FMNWR.

Katelyn: So do we think we should announce the contest in the appeal letter, should we have a deadline or should that be a separate thing?

Neil: I'd send it out right now to everybody that's a member. Put it in the Enterprise.

Glenn: He agrees but thinks it's going to take some time for planning and coordination. Especially if we sign up for something like Constant Contact we can easily put it in the emails that go out. He would do it separately just so we can get the January mailing out.

Neil: The only problem with the calendar right now is that most calendars don't come out in April.

Tom F: He's already got almost a dozen that came out last September for 2022 from environmental organizations. Doesn't know what to do with them there's so many of them.

Joan B: We could say we're putting together a calendar. Please join us.

Neil: Obviously it's going to be a 2023 calendar.

Katelyn: So for this contest it could be something we put out in our own newsletter and website.

Neil: He would also put a little ad in The Enterprise.

Tom F: Some organizations do an 18-month calendar starting in July and through 2023. Also, that's going to be color printing, so that's going to be a cost depending on how many you put out there.

Nancy: And if we say we're having a contest, we have to come up with all the rules and everything in print. Some people might worry about copyright.

Neil: We shouldn't re-invent the wheel. We should just find out how other people do it and copy them.

Glenn: Proposed that we table this for now, and maybe Neil and Joan research it a little bit.

Neil: We can do that.

Katelyn: Thinks it's a great idea and thanked the Barkins for being willing to work on it.

Glenn: He'll send them the letters that went out last January.

Joan B: Where should we document the donations? They're all documented on Google Sheets, and she sent out letters thanking all of them that she's keeping in a folder.

MK: All she needs is the numbers for her records and reports. She got email from someone who wanted to know how to get a kayak up the Mashpee River. She didn't know who they were but it turns out that they had given a big donation, so she emailed them when she figured it out, so it's good for her to get names.

Joan B: For when we get questions like that, we should have an email address that they can send such questions to.

MK: We get a lot of questions about injured wildlife. Her cell phone number is on the web site so she can connect them with one of the 2 rehab centers on the Cape. She also believes that our web site gets more traffic than the F&WS page on the Refuge. Should check that with Tom E. Also get a lot of questions about Partner properties.

Katelyn: We'll continue this discussion next month.

Constant Contact:

Katelyn: Is Constant Contact something that Glenn and MK were talking about for reaching the members?

Glenn: He looked into it a little bit. There are other services. Constant Contact is one of them. They're probably like the "gold standard". They charge \$20 per month, with some discounts for non-profits if you pay 6 or 12 months in advance.

Tom F: Asked what is it? What does it do?

Glenn: It's an email service that manages newsletters, regular communications to any kind of a list, like memberships. Once we have it, or a similar service, we can push emails out to all our members. Right now it's not an easy thing to do. We don't have a way to know if everybody gets them, or if they wind up in spam folders. So the goal is to enhance communications with our members and ensure deliverability of our emails.

Nancy: Wondered if the number of people on the mailing list has anything to do with the cost? We're talking about 50 members. WBNERR would use Constant Contact for 3000 people.

Glenn: The minimum plan gets you 5000, so we're well below the minimum. He looked at a bunch of local organizations that use Constant Contact.

Nancy: It's kind of cool. Say you were going away for a month, you can tell it to send out this thing on a date and another thing on another date for you.

Katelyn: Do we just agree to do Constant Contact, or research other options?

Tom F: He thought we should postpone discussion because it sounds expensive and complicated for 50 people.

MK: Says when she got the newsletter it came as spam. How many people does that happen to? There's a Google option that is free but more complicated.

Glenn: Agreed with Tom F. Maybe we should research it a bit more.

Katelyn: Lets move on with the agenda and discuss it more next month.

• **Osprey Nest Camera:**

Katelyn: Looks like we should be able to install it at WBNERR on the post.

Glenn: Met at WBNERR a few weeks ago. Everyone seems OK with it. Comcast has been out to the site, measured things and are OK with it. Just waiting for go-ahead from Tonna-Marie, who has to run it by her higher-ups. Once she comes back with approval he'll get back with Comcast.

• **Osprey Nest Repair:**

Glenn: Thursday afternoon will repair a nest in the marshes at Wheelhouse Lane, 2 p.m. Glenn, Neil and MaryKay and anyone else who wants to volunteer. Pole listing about 10 degrees.

• **Rabbitat Brochure:**

Katelyn: Received the 3000 copies from Heritage. She will send copies to Towns of Bourne and Eastham, have them out at Town hall, and asked Mark Robinson if he needs any for any other land trusts.

• **Pollinator brochure:**

Katelyn: Emilie is working on it, as well as the Newsletter.

• **Work Days -Pollinator Gardens/Brush Piles:**

Katelyn: Next Tuesday at 10 would like to remove grasses at the pollinator garden at the Community Garden. Will check to see if the ground is frozen.

She will work with Tom Eagle on scheduling work on building brush piles for NE Cottontail habitat.

MK: Suggested getting AmeriCorps involved.

Katelyn: Will get in touch with them.

• **Partners Meeting:**

Katelyn: Will be next Wednesday January 19 at 9 am on ZOOM.

• **Annual Meeting:**

Katelyn: Will have in February, with annual elections of President, Vice president, Clerk and Treasurer. Will invite the Partners. She'll do a Power point to go over our accomplishments and work for next year. We'll discuss goals for the next year and also have a Budget summary from MaryKay.

• **Other:**

Katelyn: Jeff Thibodeau of Orenda reached out to see if we would like to join the Cape Cod Wildlife Collaborative. She will forward more information when she gets it from Jeff. All she knows is that they hold the Cape Cod Wildlife Festival every year at Long Pasture Audubon Sanctuary.

MK: We joined that group for 3-4 years and had a booth at the Festival. Unfortunately, a lot of the people that attend are from the Lower Cape and were not interested in our end of the Cape. Was fun, but we didn't get much benefit. Wasn't as formal back then.

Katelyn: She'll get the info from Jeff and we can discuss it at next meeting.

Neil: Has seen more national reporting (e.g. Washington Post) on Mashpee this year than ever before, mainly because of the Tribe. NY Times article before Thanksgiving about how Wampanoags don't exactly celebrate.

Katelyn: If anyone has general suggestions on how our meetings could be improved feel free to talk to her or other officers.

Adjournment:

On a motion by Nancy, seconded by Tom F, the Board voted 7-0 to adjourn at 6:28.