

To: Howard Hunter[(b) (6)]@msn.com]; Shannon Browne[shannon@cascadesiskiyou.org]; Stasie Maxwell[(b) (6)]@gmail.com]; Morgyn Ellis[(b) (6)]@gmail.com]; Suzi Given[Sgiven@givenco.com]; Dick [(b) (6)]net]; Ellie Thompson[thompsoe5@sou.edu]; Christine Beekman and David Dawson[(b) (6)]@gmail.com]; Joel Brumm[(b) (6)]@yahoo.com]; Christine Beekman[cmbeekman@blm.gov]; Kristi Mastrofini[kmastrof@blm.gov]; Joel Brumm[jbrumm@blm.gov]

From: Terry Dickey

Sent: 2017-12-31T02:41:22-05:00

Importance: Normal

Subject: Board Agenda

Received: 2017-12-31T02:42:10-05:00

[Board Agenda 01032018.docx](#)

[Board Minutes 11282017.docx](#)

[11-2017Financials.pdf](#)

[Diane's resume 2018.pdf](#)

[Seasonal Round 2018.docx](#)

Hi Board members and advisors

Find attached the board agenda for Wednesday, January 3, 2018, 2-4 pm, my home.

Diane Garcia will be discussing fundraising for the first part of our meeting, and afterwards we will have a full and interesting agenda topics to discuss.

I've attached several files for your review:

Last board meeting minutes

November financials

Resume Diane Garcia

Draft Seasonal Round 2018

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Terry Dickey, Chair

Friends of Cascade-Siskiyou National Monument

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December 14, 2017

Friends of the CSNM
P.O. Box 3495
Ashland, OR 97520

I have prepared a balance sheet for Friends of the CSNM (the "Company") as of November 30, 2017, as well as the related profit and loss statement for month and year-to-date ending November 30, 2017. These financial statements are limited by the information that was provided to me by the Company. I have not audited or reviewed these financial statements, and do not express an opinion or any other form of assurance on them.

If there are any questions or comments regarding the financial statements, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marlee Bertram', with a long horizontal flourish extending to the right.

Marlee Bertram, EA 00128555

4:16 PM

12/14/17

Cash Basis

Balance Sheet

As of November 30, 2017

	Nov 30, 17
ASSETS	
Current Assets	
Checking/Savings	
1010 · Wells Fargo Checking #6625	64,013.43
1020 · Wells Fargo Savings # 3691	198.43
1030 · RCU Savings	5.00
1035 · RCU Checking	19,854.21
1040 · RCU Directors Checking	2,095.12
Total Checking/Savings	86,166.19
Total Current Assets	86,166.19
TOTAL ASSETS	86,166.19
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2150 · Payroll Tax Liabilities	436.27
Total Other Current Liabilities	436.27
Total Current Liabilities	436.27
Total Liabilities	436.27
Equity	
National Enviro Edu Grant	5,000.00
32000 · Retained Earnings	63,310.99
Net Income	17,418.93
Total Equity	85,729.92
TOTAL LIABILITIES & EQUITY	86,166.19

4:16 PM

12/14/17

Cash Basis

Profit & Loss

November 2017

	Nov 17
Ordinary Income/Expense	
Income	
Revenue - Fundraising	
Dinner Event	1,015.00
Total Revenue - Fundraising	1,015.00
4000 · Revenue - Unrestricted	
4010 · General Donations - Foundations	20,000.00
4015 · General Donations - Individuals	4,894.21
Total 4000 · Revenue - Unrestricted	24,894.21
Total Income	25,909.21
Cost of Goods Sold	
5000 · Cost of Goods Sold	
5010 · Wages - Personnel Director	2,340.00
5014 · Payroll Tax Expense	184.11
5016 · Payroll Fees	45.50
Total 5000 · Cost of Goods Sold	2,569.61
5100 · Fund Raising Events	
Fund Raising Expense	275.00
Total 5100 · Fund Raising Events	275.00
Total COGS	2,844.61
Gross Profit	23,064.60
Expense	
7000 · Admin & Management	
7020 · Bank & Merchant Fees	43.82
7025 · Office Expenses & Fees	88.16
Total 7000 · Admin & Management	131.98
Total Expense	131.98
Net Ordinary Income	22,932.62
Net Income	22,932.62

4:16 PM

12/14/17

Cash Basis

Profit & Loss

January through November 2017

	Jan - Nov 17
Ordinary Income/Expense	
Income	
Revenue - Admin	
4400 · Investment Income	0.06
Total Revenue - Admin	0.06
Revenue - Fundraising	
Dinner Event	2,415.00
4500 · Proceeds from Merchandise Sales	1,435.56
Total Revenue - Fundraising	3,850.56
4000 · Revenue - Unrestricted	
4010 · General Donations - Foundations	23,476.83
4015 · General Donations - Individuals	11,097.01
Total 4000 · Revenue - Unrestricted	34,573.84
4600 · Revenue - Restricted	
4620 · Grants BLM 2014 Learning Opport	15,000.00
4630 · Personnel - Director	20,000.00
Total 4600 · Revenue - Restricted	35,000.00
4640 · BIM Pass Thru Grant	7,270.00
4645 · GIS D'Allur Pass thru Grant	8,504.50
Total Income	89,198.96
Cost of Goods Sold	
5000 · Cost of Goods Sold	
5010 · Wages - Personnel Director	17,280.00
5012 · Wages - Interns	15,211.00
5014 · Payroll Tax Expense	1,719.90
5015 · Payroll Tax Expense - Interns	1,787.04
5016 · Payroll Fees	378.05
5017 · Payroll Fees - Interns	136.80
5018 · Reimbursement Mileage - Interns	858.64
5019 · Reimbursements Other - Interns	180.34
Total 5000 · Cost of Goods Sold	37,551.77
5100 · Fund Raising Events	
Fund Raising Expense	275.00
Total 5100 · Fund Raising Events	275.00
Total COGS	37,826.77
Gross Profit	51,372.19
Expense	
6200 · Programs Education & Awareness	
6201 · Friends Research Grants	2,454.00
6212 · Program Honoraria	1,171.56
6214 · Public Events Fees	75.00
6230 · BioBlitz	6,668.19
6250 · Student Stipends	2,983.75
Total 6200 · Programs Education & Awareness	13,352.50

4:16 PM

12/14/17

Cash Basis

Profit & Loss

January through November 2017

	Jan - Nov 17
7000 · Admin & Management	
7010 · Insurance	1,533.00
7015 · Catering Expenses	165.45
7020 · Bank & Merchant Fees	214.71
7021 · Accounting	610.00
7025 · Office Expenses & Fees	974.98
7040 · Office Supplies	1,869.98
7050 · Printing/Copying	64.76
7060 · Web Maintenance	2,347.97
7065 · Postage	34.30
7070 · Marketing & Advertising	
7073 · Promotional Items	2,890.28
7074 · Fundraising	85.51
7070 · Marketing & Advertising - Other	630.50
Total 7070 · Marketing & Advertising	3,606.29
7072 · Special Programs BLM grant Bio0	336.47
7090 · Staff Training/Development	470.00
7100 · Contract Services	450.00
Total 7000 · Admin & Management	12,677.91
Total Expense	26,030.41
Net Ordinary Income	25,341.78
Other Income/Expense	
Other Expense	
MISC - Ask Board	0.00
9010 · Pass Thru Grant - GIS D'Allur	7,919.50
9500 · Fed Tax Penalties	3.35
Total Other Expense	7,922.85
Net Other Income	-7,922.85
Net Income	17,418.93

Friends of Cascade-Siskiyou National Monument
Seasonal Round 2018 as of January 2018

Note: SEASONAL ROUND will be updated with more specific information as the year progresses.

January 2018

- *What's Happening* Newsletter: January 16 - Raffle, 1% Planet--Paws, Outdoor Store
- Contact SOURCE (Southern Oregon University Research Center) for audience survey.
- Submit sponsorship plan: Ashland Outdoor Store
- Fundraising program logistics: write, schedule, hire
- Community Research Symposium: Invite speakers / date / venue / start publicity
- Board Meeting
 - Set Date Strategic Planning Retreat
 - Propose Friends Planning Committee (FPC) – Shannon, Terry, Howard, Dick
 - Develop strategies and proposals for board consideration:
 - By-Law changes
 - Board infrastructure changes w/ staff
 - Board officers job descriptions
 - Recruitment of new board members
 - Fundraising
- Advertise student H&L Coordinator
- Advertise Student Research Fund

February 2018

- *What's Happening* Newsletter: February 20 - Hike & Learn Coordinator
- Interview and Hire student H&L Coordinator
- Board Meeting
- Community Research Forum: Confirm speakers / date / publicity / agenda
- Advertise Student Research Fund

March 2018

- *What's Happening* Newsletter: March 13 - Community Research Forum
- Board Meeting
- Rack Card reprint– BLM / Friends
- Monument Guide ???-- BLM
- Junior Ranger program???-- BLM
- Friends Research Fund Proposals Due March 17
- Monument Research Symposium, March 23

April 2018

- *What's Happening* Newsletter: April 17 - Raffle / BioBlitz / Earth Day
- Board Meeting
- Meet & Greet April 8, 3 – 5 PM ??
- Earth Day, April 21 9 – 4 PM
- Friends Research Funds Awarded

May 2018

- *What's Happening* Newsletter: May 22 - BioBlitz

- H&L #1
- Board Meeting
- Prepare Oregon Community Foundation Grant
- BioBlitz 2018: Birds - May 22

June 2018

- *What's Happening* Newsletter
- H&L #2
- Board Meeting
- Write OCF grant

July 2018

- *What's Happening* Newsletter
- H&L #3
- Board Meeting
- Submit Oregon Community Foundation Grant

August 2018

- *What's Happening* Newsletter
- H&L #4
- Board Meeting
- Tourism Grant

September 2018

- *What's Happening* Newsletter
- H&L #5
- Fundraising event

October 2018

- *What's Happening* Newsletter
- H&L #6
- Board Meeting

November 2018

- *What's Happening* Newsletter
- Board Meeting
- Fundraising Dinner
- Giving Tuesday: Present scheduled fundraising program
- Fundraising event?

December 2018

- *What's Happening* Newsletter
- Board Meeting

FCSNM Board Agenda
Wednesday, January 3, 2018 / 2:00 pm -- Dickey Home

Introduction:

Diane Garcia, fundraiser / Terry

A. Old Business

November 28, 2017 Minutes for approval.

B. New Business

1. Advisors & BLM

- Monument Report: Christine / Joel

2. Board Planning & Decisions / Tasks

- **Presentation by Diane Garcia**
- **Report: Director of Community Partnerships / Shannon**
 - Year-end Fundraising and donations update:
 - Seasonal Round
 - Proposal: Friends Museum Exhibit
 - Strategic Planning Session
- **Report: BioBlitz 2018: Avians / Dick**
- **Report: Advocacy / Howard**
 - Diarmuid McGuire: Visitor Center proposition
- **Report: Outreach / Stasie**
 - SOU hands-on collection
- **Report: Morgyn / Ellie**
 - Community Research Symposium
 - Friends Research Fund
- **Report: H&L / Terry**
 - Susan Roudebush will be interviewing students to fill H&L Coordinator.
- **Report: Chair / Terry**
 - Form a committee: Howard, Dick, Shannon, Terry to review by-laws, board infrastructure w/ officers, and recruitment of board members
 - Discussion of fundraiser, role, need, etc.

3. Finances: Last Month's Reports are attached: Terry

- Transaction Report, Balance Sheet, Profit & Loss. Will be sent when they arrive from bookkeeper.

4. Assignments and Next meetings / Events

Newsletters and themes:

January 16 (Raffle, 1% Planet, Paws), February 20 (H&L Coordinator), March 13 (Community Research Symposium), April 17 (Raffle, BioBlitz, Earth Day), May 22 BioBlitz.

Next Board Meeting:

Committee Meetings:

FCSNM Board Agenda

Tuesday, November 28, 2017 4:00 pm -- Dickey Home

In Attendance: Dick Ashford, Shannon Browne, Joel Brumm, Terry Dickey, Morgyn Ellis, Howard Hunter, Ellie Thompson

A. Old Business

October 16, 2017 Minutes for approval.

- **APPROVED**

B. New Business**1. Advisors & BLM**

- Monument Report: Christine / Joel
 - Manager report for 2017 is finished-provides synopsis of the year's activities.
 - Should be available publicly and is about 90 pages, Howard suggests we get a copy.
 - All road inventories are complete, and data is being compiled into GIS.
 - No time frame for length of public comment, should start in March/April.

2. Board Planning & Decisions / Tasks

- **Resignation of Susan Roudebush: Terry**
 - Susan will continue to volunteer and do her work for the Hike and Learns, but will step back from a role as a full board member.
 - **Suggested that we show appreciation in the form of a gift card/certificate**
- ~~Presentation by Diane Garcia~~ Potentially rescheduled for next meeting due to illness.
- **Terry: Fundraising Discussion**
 - Questions raised: what are we looking for in terms of fundraising? Where should our efforts be concentrated? Is Diane the key person to due this or should we look at additional options once we have established some key goals and details?
 - **Dick:** Budget for FY2018 needs to be drafted to determine our anticipated income, expenditures, and target revenue we need for fundraising. Budget will need board approval.
 - **Ellie, Morgyn, Terry, Shannon, Howard and Christine will meet on Tuesday, December 5th at 10am to begin budget draft.**
- There is \$25,000 from BLM that needs to be used by August 31, 2019.
 - **Could use funds for capacity building, Shannon's salary, possibly PT program assistant-but it must be used by 8/31/19.**

• Report: Director of Community Partnerships / Shannon

- Diarmuid McGuire: FYI Visitor Center proposition, Sunday, December 10
 - Will attend meeting to hopefully gain more concrete details and information.
- Fundraising Dinner and donations update:
 - Donations: \$8,586 **\$10,620.10 from individual at meeting date.**
 - Fundraising Dinner: \$2,190 net
 - Foundations & Businesses: \$ 42,000
 - Sales hats & T-shirts: \$ 2,881
- Year-end giving: GivingTuesday strategy, and schedule: Need help with mailing
 - Earned **\$350** from Giving Tuesday, there is a **\$2,500** match for all donations over \$50.
 - Received **\$525** from letter sent to past year donors (~45 people) on November 13th
 - Each donation should receive a thank you, suggestions:
 - Give tax receipt within a week along with thank you
 - Donations over \$50 receive a thank you phone call
 - Howard, Shannon, Terry will make calls due to name recognition and length of time with organization.
 - Question: **Should we do tier thank you's and appreciation? Just phone calls? Offer opportunity for winning prize for donation? Funding for projects people might be interested in?**

- **Report: BioBlitz 2018: Avians / Dick**
 - Sectors will be decided by experts and have a certain number of volunteers able to participate. Roughly 45 team leaders.
 - We will provide t-shirts again, no lunch since teams will be spread out and central meeting location not possible.
 - Should make connection with BLM ecologists/biologists
 - Look at Avenza to download PDF maps that are GPS enabled for teams
 - **Potential event outreach activities:** potluck the night of the count to go over results and data? Introduction meeting the evening before? How can we encourage non-birders to participate-possibly small event at Hyatt Lake that is family friendly?
 - **Publicity:** Get contact list from Susan that we use to publish for H&L, potentially utilized the H&L coordinator to assist in outreach?
 - Sign up will be electronic
- **Report: Advocacy / Howard**
 - On Monday, December 4th Trump is going to Utah and expected to shrink Bears Ears and Grand Staircase-Escalante in form of "anti-proclamation"
 - We are 4th on the list of targets behind Gold Butte and should anticipate similar action.
- **Report: Morgyn**
 - SOU EE Fall in the Field Final Report
 - Overall, had 1,715 students from 18 schools
 - Title 1 (free and reduced lunch prominent student body) made up 75% of audience
- **Report: H&L / Terry**
 - Largest turnout to date, very successful year!
- **Report: Fundraising / Terry**
 - Update: Fundraising Dinner
 - Earned \$2,190 from dinner
- **Report: Chair / Terry**
 - Transfer of bank accounts to Rogue Credit Union.
 - Will get debit cards for Shannon and general board for material needs.
 - Looking ahead for Community Research Day—Thursday, March 8 or 15
 - Met with Dotty Ortnes, librarian SOU Gov Docs: wants to highlight 65th anniversary of Gov Docs with a special event at SOU, April 26. Focus on regional bioregion / CSNM. Wants to do poster exhibits, speakers on Monument, will be a request for funding from the Friends.
 - **We will see what plans are in the works and other participants, will participate if able.**
 - Call for selection of board officers in December: Chair, vice-chair, secretary, treasurer
 - Should review by-laws and must vote on adoption of newest by-laws drafted two years ago.
 - Might be a good move to have Friends join the Oregon Cultural Trust, vote to change statement of purpose to include the term cultural history to become eligible.

3. Finances: Last Month's Reports are attached: Terry

- Transaction Report, Balance Sheet, Profit & Loss. Will be sent when they arrive from bookkeeper.

4. Assignments and Next meetings / Events

Giving Tuesday: November 28 – email everybody

December 5 – newsletter focus of achievements

December 12 – H&L targeted / rest one email

December 29 – Thanks if we met goal of \$ 5,000, solicitation if we haven't

Next Board Meeting: January 3rd, 2-4pm

Committee Meetings: Budget committee: December 5th, 10am Shannon's home

Diane Marber Garcia

(b) (6) ■ ■ ■ .net

PROFESSIONAL SKILLS

- ◆ Leadership
- ◆ Program Development
- ◆ Special Event Planning
- ◆ Fundraising
- ◆ Communication
- ◆ Social Marketing

EMPLOYMENT

Independent Fundraising Consultant, July 2017-Present

Southern Oregon Friends of Hospice

Provide advice and support to the Executive Director and board on a \$4 million capital campaign to create Southern Oregon's first home for hospice care resulting in over \$1 million raised since July 2017 (\$3.3 million total); develop marketing materials; write press releases and request letters; meet with potential donors; responsible for the largest campaign donation to date.

Southern Oregon Land Conservancy, July 2017-

Executive Director, July 2003-July 2017

Southern Oregon Land Conservancy, Ashland, Oregon

Responsible for assisting the board in creating the vision and direction of the organization and for the implementation of all programs; supervised a staff of seven; served as liaison to the board, finance committee, membership committee and development committee; developed and led all fundraising events; analyzed and reported on all financial aspects of the organization; increased membership from 150 households to over 1,000; increased staff from two to seven; increased land protected from 1,000 acres to 10,000. Grew the organization from a small nonprofit to a leader in the state.

Program Director, Waste to Work Partnership, 2000-2002

Center for Watershed & Community Health; Eugene, Oregon

Developed a regional economic development program to provide jobs for low income communities and individuals through reuse and recycling businesses; designed and executed workshops and speaking engagements; researched, developed and implemented outreach campaign; wrote grant proposals.

Executive Director, 1995-2000

Temple Beth Israel; Eugene, Oregon

Developed, planned, organized and managed all operations for a 600+ membership organization; served as Chief Financial Officer; supervised a staff of six; coordinated all fundraising

activities and special events; published monthly newsletter; managed facilities and grounds; provided support to Board of Directors and standing committees; developed operating policies and procedures.

Recycling Coordinator, 1992-1994

Ashland Sanitary and Recycling Service, Ashland, Oregon

Managed a community recycling program for seven-thousand households and businesses; developed community outreach program and materials; developed and presented educational workshops for schools, civic groups and businesses; expanded curbside recycling resulting in a 40% increase in the recycling rate; served as liaison to city, county and state committees; monitored and evaluated progress of programs.

State Recycling Coordinator, 1990-1992

State of Oregon, Salem, Oregon

Developed a statewide program for 150 government agencies; increased recycling by 65%; served as chair of state task forces and committees; designed and produced promotional materials; conducted over 100 public awareness training seminars each year; negotiated and administered contracts; reduced expenditures by over \$100,000.

EDUCATION

M.B.A. Marketing, 1988

Oregon State University; Corvallis, Oregon

B.A. Elementary Education, 1972

American University; Washington, D.C.

LICENSES

Oregon Real Estate Broker

PERSONAL

Diane has lived in Oregon since 1973, mostly in Southern Oregon. She is married to Dave Garcia, and they live on a small farm outside Phoenix with their three pack goats. She enjoys singing (founder of the Rogue Valley Peace Choir), games, traveling, nature and spending time with her grandchildren.