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WES COMMUNITY

An independent non-profit dedicated to supporting outdoor education at Whiskeytown Environmental School

**Meeting Notes
 WES Community Board
 Monday, March 22nd 2021, 6:00 to 7:30pm
 Via Zoom Web Conference**

Present: Kathy Hill, Cassie Simons, Francesca Huntsman, Ellen Petrick, Tyler Compton, Nathan Fairchild, Eva Hecht, Melinda Kashuba, Sara Hoxie, Kim Stempien, Josh Hoines

According to email, also invited: Tammy Reynolds, Lori Martin, Kathy Anderson, Julia Lewis, Josh Hoines, Eric Woodstrom, Maria Escosa Emerson, Kristie Lanham, Laura Shaskey

Not Present: Ted Meyer

Discussion

Action Items

Enjoy food/ Call to order/Make Introductions	Meeting was called to order at 6:04 pm
Approve Minutes/Agenda additions and changes	February 2021 Minutes addressed, Melinda motioned to pass the minutes, seconded. Motion passed.
SCOE Update	Nate- Focusing on fall program for 2021. Fall program doesn't need a lot of infrastructure. Energy interns possibly being used by NPS that could be incorporated into fall field labs. Summer camp isn't going to happen this year, hard to pull off a quality program in the current situation and previous staff aren't unavailable.
WRNA Report	Tyler- Wrapping up hiring of seasonal interns. Hiring first bilingual intern (Spanish), excited to increase programming to Spanish speaking visitors. Rerouting trails on Brandy Creek area. Replacing three bridges at Brandy Creek Falls, trail might be open by the fall. Placing interpretation tents on the beaches for the weekends to do some informal ranger programs. Ana- hiring 5 native plant interns. Great American Outdoor Act grant- here results in mid-summer. (Has to be passed regional, DOI, and possibly routed through

Board of Directors

Kathy Hill Melinda Kashuba, PhD
 Edward Meyer Cassandra Simons

WES Liaisons -

SCOE Liaison – Nathan Fairchild **WNRA Liaison** – Tyler Compton
Special Projects - David Huscher

	<p>congress- will check). Major reconstruction at Whiskeytown, includes WES camp re-build as a component. 2023/24 would be the earliest projects could be implemented). 3 projects put in; campground at Crystal Creek Boys Camp (tear down; was originally intended for day use area; didn't burn too badly)/Oak bottom and re-doing headquarters also included. WES camp component includes restoring Paige Boulder watershed. College Cost Shares program: \$25,000 grant-climate change, outdoor recreation, youth engagement, education, \$ would come to WES Community. April 23rd is due date. NPS donates up to \$25,000, but match can be in-kind (teachers time, community work, etc.) Possible long term funding stream? Possible fall program for WES? Let Ana know if we'd like to go for it.</p>
Friends of Whiskeytown	<p>Melinda (Tammy not available) – group excited to have new member on board. Not much news, waiting to hear back about funding sources. Group is getting website updated and looking to hire a web designer. Each meeting is being attended by more new faces, so there is a positive momentum building in the group.</p>
Treasurers Report	<p>Current Balance: \$35,265.41 Morgan Stanley Balance: \$5,000</p> <p>Income: N/A</p> <p>Expenditures: \$1,353 Liability Insurance went through 2/19</p> <p>Some notable topics: Action Items; Kathy: Transfer Giving Tuesday into Morgan Stanley Account \$2,278.47. Check and see if Amazon Smile has \$ in it, may only distribute quarterly.</p>
On-going Business	
Status of NPS Partnership Agreement & Work Plan	<p>Status of WES Community/ NPS partnership and work plan will soon be back from headquarters and on Josh's desk.</p> <p>Updated MOU with NPS and SCOE is being processed at NPS as well.</p>
Capital Campaign	<p>Melinda reached out to folks to network- Randy Wiedera and Rachael Hatch- waiting for call back. Melinda has been researching previous capital campaign efforts in our community from the past 10 years: Turtle Bay, One Safe Place, Children's Advocacy, etc. Turtle Bay online auction. Suggestion to look at Lassen National Park capital campaign – Jennifer Finnegan- Francesca will reach out. Possibly reach out to COSA directors- Nate will reach out.</p> <p>Would like to invite Gordon Flynn to April meeting- president and CEO of Go Forth- feasibility, advocacy, and public imaging for non-profits (used to communications for Simpson University), has been used by Josh at NPS and Rachael Hatch for the Woman's Fund.</p>

<p>Status: Lidar data to Nichols, Melburg & Rossetto</p>	<p>Kathy- emailed Nichols, Melburg, & Rosetto to gauge interest in doing a LIDAR fly through. Nate will follow through with Wes King to connect about further LIDAR imaging. We additionally have community volunteers in the wings that experienced in GIS data imaging willing to work on the imaging data. Kathy: lead investigator on project for obtaining permit through NPS. NPS may have other needs for LIDAR as well, possibly Paige Boulder watershed in upper watershed for restoration project.</p>
<p>Advisory: Communications Protocol Meeting Feb 26, 2021</p>	<p>Communication Plan Meeting last week- very productive. Info for Websites – formatted key communication words that describe what we do. Team is learning how to optimize search engines and to navigate Guide Star to describe us as an organization worthy of receiving donations. 3 major documents generated by group: big story with facts, FAQ’s, and procedures to inquiries and capital campaign approach. Redwoods Rising – Josh provided connection to an NPS organization that successfully started a grassroots campaign.</p> <ol style="list-style-type: none"> 1. Action Item: Everyone: read through the WES Messaging Ideas #4 and offer edits and suggestions. 2. WES Forever Communication Plan (modeled off of Redwood Rising plan)- the anchoring document for policies, procedures and communications plan. Too soon to mention Great American Outdoor Act information. 3. March 25th – next communication plan meeting, this week.
<p>Status: East Redding Rotary presentation May 12</p>	<p>Blanket permit from NPS for tours and spring cleanups? NPS thinks this can be possible with a simple attachment to current permit. Waiting on answer from NPS.</p> <p>Francesca- working on informational pamphlet handouts and inviting NPS/SCOE folks. 11:30 am – meet, eat at noon (sack lunches), break into groups and walk around to different stations, hand out information. Minimal prep- arrange picnic tables for a large group address. 2:00 pm end time. Brian Rasmussen- NPS speak to large group? Or at smaller station?</p> <p>Let Ana and Nate know what expectations of time and presenter format is for day.</p> <p>M&O from SCOE (Dan Ostrowski) is very committed to adding internet and support to WES. Fiber optic cables are being out towards Mule Mountain, Dan will reach out to AT&T to see about possibilities.</p>
<p>New Business</p>	<p>WES Spring Clean-ups: April 7th 8:30 – 10:30-ish, Kathy and Melinda will do an initial clean up day.</p> <p>Rancheria Grant: Kim Stempien- going to wait until next round of funding for recreational materials for summer/fall programming to give a more solid picture of needs of program. Emphasis on youth educational programming. Also emphasis on infrastructure, could possibly use for existing camp buildings? SCOE- Not much need for materials, but for specific large items such as a Mower and “George mobile” (the gator). May not be able to be purchased by SCOE, good ideas for grants.</p>

	Friends of WES is applying for grant for wildlife Webcams.
Facilities	SCOE and NPS both said they are checking in with M&O about steps to clear and clean some indoor spaces.
Draft budget 2021	<p>Website:</p> <p>Melinda- Possibly switch from GoDaddy to Dream Host (Melinda's nephew's company; founded 20 years ago) hosts WES Forever. Using in Word Press site Adobe Publisher and professional design team. Would be extra for "donate" button and merchandise page. Service include posting and hosting website. \$1,499 quote. Servicing fee (\$59/ month for maintenance).</p> <p>Kim Stempien recommended using 3 quotes from organizations.</p> <p>2nd quote possibility: APLOS is an example of a company that wants to do it all for you. Have needs for further technology that may exceed capacity of just web-hosting. Need to have an email system set up for specific roles (i.e. WES pres, VP, etc) so personal emails are not connected with positions.</p> <p>3rd quote from Alyssa Engstrom- local who created "donate" button for website.</p> <p>Action Item: Kathy Hill to research APLOS And Alyssa Engstrom</p>
Spring small-group guided tours of WES site	A newsletter is in the works- in the beginning stages of development.
Board FYI	April 24th – NPS Community Clean Up- Earth Day/ Public Lands Day– prizes, free passes, community invited to attend and compete.
Meeting Adjourned	Adjourned at 8:12 pm
Note Taker	Cassie Simons

Next meeting 6:00pm- 7:30 April, 26th 2021 via zoom