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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 December 06, 2021, 6:00 to 7:30pm
Via Zoom Web-conference

Present: Kathy Hill, Melinda Kashuba, Cassie Simons, Tammy Reynolds, Tyler Compton, Aura Weinstein, Ellen Petrick, Josh Hoines

Not Present: Francesca Huntsman, Nathan Fairchild

	Discussion	Action Items
Call to order/Make Introductions	Meeting was called to order at 6:04 pm	
Approve Minutes/Agenda additions and changes	October meeting notes reviewed. Cassie motioned to approve; Kathy seconded. Motion approved.	
WNRA Report: Tyler Compton	Ranger led November hikes were very successful. Interviewing the Community Intern position and very excited to hire a candidate, starting in February. Planted a total of 47 trees grafted from Humboldt Cider Company and shoots from the apple trees cut from the apple orchard at the Camden house.	
SCOE Update: Melinda Kashuba/ Ellen Petrick proxy to Nathan Fairchild	Environmental Literacy Grant. This week, the first after school meeting. First cohort going well, second cohort up and coming.	
Friends of Whiskeytown: Tammy Reynolds	No meeting last month. Participated in Giving Tuesday and it went very well. Fundraiser silent auction planning possibly for spring. Next fall planning a second beer release in the fall. New board member is Donnie Redd from Sound Wave Jam Pad. Possibly enter the Redding Christmas Parade as a float.	

Board of Directors

Kathy Hill Melinda Kashuba, PhD
 Francesca Huntsman Cassandra Simons

WES Liaisons -

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

<p>Treasurer's Report: Kathy Hill</p>	<p>12-6-21 WES Community Account: \$16,262.27 (\$5000 restricted for student assistance) (Total Available unrestricted Funds: \$11,262.27)</p> <p>Restricted Rebuild Account: \$7,128.70 Expenditure (Total Out): \$260 -Cal Sec. State - Statement of Information</p> <p>-Book Keeping, Solid Office Solutions using QuickBooks program reconciled 2011 to 2020 next appt. 12/16) Deposits/Revenue (Total In): \$199.42 website donation button on Giving Tuesday</p> <p>Giving Tuesday 2021 \$5,405 estimated, Goal \$4000; 62 Donors, Goal 80, 3 Peer Fundraisers: Francesca, Peggy, Aura, Kathy (Stevie) Donors engaged: 1- receipt from Northstategives.org 2- email Thank you from WES Comm 3- handwritten note from WES Comm</p> <p>Past years; 2020: \$2,280, 2019: \$1,125, 2018: \$2,650, 2017: \$7,000 (\$5000 one donor)</p> <p>Lead up to GT Nov 30, 2021 Newsletter email by MailChimp (45% opens 5% clicks) Nov 20-65 Print Newsletters in Mail Nov 22. GT communications: email MailChimp invite (37% opens 1% clicks) Nov 30 GT reminder email MailChimp (35% open 5%clicks) GT Facebook 11/25 Started Thanksgiving 3 peer fundraisers GT shared with FOW on Nov. 30th</p>
<p>On-going Business</p>	
<p>Capital Campaign Update Gordon Flinn</p>	<p>Phase 2 of Capital Campaign. Gordon generated 2-3 different scenarios to raise \$3- \$3.5 million. Has 2 generic 12-month proposals, 8% overhead cost (\$200K-\$250K) for campaign manager and director, plus printing costs etc. Advises against doing “the Home Depot” approach, do it yourself. Proposal 2 is hiring an out of area professional “turn key” company (\$70,000-\$75,000 range/year). Proposal 3- recommends a possible blended approach as well. Set-up task force and volunteers. Will set up a sample budget for us.</p> <p>Josh- we need to have a long-term timeline for the entire project. Challenge cost share programs will</p> <p>Melinda- Send out a timeline template for timeline to Gordon.</p>
<p>New Business</p>	
<p>Alternative Designs for</p>	<p>Ellen and Francesca have been researching alternative cabin designs from various residential programs through the pacific northwest. They submitted a database of information generated in inquiries. Programs:</p>

Cabins- Ellen Petrick	Lassen Community camper cabins at Manzanita Lake in 2009, 20 camper cabins cost \$450,000, Sky Mountain Education Center- San Joaquin , Golden Gate Natural Area- Nature Bridge, Ferry Beach Ecology School in Sacto, Maine. Waiting on info for Wolf Ridge and Great Smoky Mountains.
2022 Budget Melinda/ Kathy	Kathy and Melinda will meet and discuss. Melinda believes we can get a better rate for our insurance at US Liability insurance (est. March 2019). Little Green Light and Mail Chimp will enter into a subscription this year. What are our spending projects in the upcoming year? Supporting field labs, getting online store operating, and Capital Campaign.
WES Community GuideStar Update	Melinda got us registered on GuideStar, an online platform rating non profits. Planning to advance up to Gold rating, but Platinum is fairly challenging to obtain.
Grants	**Cornell Foundation (Bethesda, Maryland)- Environmental \$15K -\$50K. Does not say funds can't be used for Capital Campaign. Deadline: End of January. **Shasta College- CERF Community Economic Relief Fund- funding things like broadband and environmental education. \$650,000 million per year. Part of American Rescue Plan Act (ARPA). Not sure on the deadline.
Advisory Meetings	Two upcoming meetings with Jacobs Engineers- Look at the possibility of volunteer hours for site Environmental Assessment. Nichols, Melburg, and Rossetto- Nathan is meeting with to see about seeing a possible 3D model of what the campus would look like. Kathy will ask Dave Larabee about design standards for NPS and visitors center at Lassen.
Meeting Adjourned	Adjourned at 7:46 pm
note taker	Cassie Simons

Next meeting 6:00pm Jan. 24, 2022 via zoom