

Minutes

Friends of the Missouri National Recreational River (FOMNRR) Board of Directors (BOD) Meeting
October 24, 2022 1:00pm until 3:00pm

President Burns opened the meeting at 1:08 pm.

Attendance: Kelley Ashby, Shane Bertsch, Rich Burns, Bob Foley, Pat James, Terry Julesgard, Tony Kellar, Paul Lepisto, Don Nelson, Marshall Prichard, Rick Spellman, and Barbara Yelverton. Attending as guests were Luke Hummel and Teresa Metzner. MNRR Staff attending the meeting included Tom Downs.

A. Reports/Updates

- 1. MNRR Superintendent's Report** - Tom Downs mentioned that planning for the upcoming Fiscal Year was just beginning, including plans for education and outreach (including MRE events). Dugan Smith has accepted a position at the L&C Visitor Center with USACE. An individual in the Outdoor Recreation Planner position is coming on board this week.
- 2. Finance/Membership** - Bob Foley gave the report (see attachments). Total cash assets are \$10,782.32, including \$2,456.84 restricted funds for MRE events. Revenues from general memberships is down, as COVID affected those numbers substantially.
- 3. MRE Plans for 2023** - Paul Lepisto gave the report and listed the dates for the spring-early summer 2023 MRE events in May and June. More details will be coming later. Fundraising for these events has been progressing, including grant applications for funding to support these events. Also, a sign-up option for these events is now available on the FOMNRR web site. Some additional discussion followed, including the need to identify someone to oversee coordinating invitations and RSVPs from regional schools.

B. Old Business

- 1. FOMNRR Outreach** - The bi-annual newsletter was implemented to keep members up to date on FOMNRR's activities and to increase our membership base through outreach. Our newsletter has worked well for the news function but hasn't yielded an increase in membership revenue to justify the cost of hard copy printing and distribution. Rich Burns and Pat James led a discussion about continuing the newsletter, including printing hard copies or going entirely digital. A motion to retain the newsletter (Nelson/Kellar), which was amended to publish it only as an electronic document (Lepisto/Yelverton), engendered much discussion. The motion passed (8 yes, 3 no, 1 abstain).
- 2. Creation of a FOMNRR Communications Team** – A subcommittee was previously appointed to create a strategy for handling social media for FOMNRR. The initial strategy was to use the services of the Vermillion Chamber and Development Council (VCDC) for social media implementation. However, FOMNRR is not a current member of the VCDC, so the social media workload landed on a few individuals leading to difficulty with keeping outreach efforts current. Pat James and Rich Burns led a discussion relating to all communication needs (newsletter, social media outreach, and website information). A Communications Team (James, Kellar, Yelverton, Burns, Downs) will develop recommendations for a social media/communications strategy to present at the next BOD meeting. Pat James also mentioned that she had been adding and soliciting content for the FOMNRR Facebook page and other social media outlets and asked for continued contributions.
- 3. Strategies for Building Membership** - On 13 July 2022, FOMNRR representatives met with MNRR Superintendent Curt Dimmick to discuss FOMNRR's membership concerns, financial requirements

and organizational sustainability. A minimum of \$7,000/year is needed to continue support for the Missouri River Events (MRE) programs and to maintain organizational operating expenses. Current membership dues do not cover these annual funding needs. Rich Burns led a discussion to identify strategies that could help build membership by focusing on FOMNRR's Draft Strategic Planning Goals and the NPS/MNRR Strategic Plan. Superintendent Dimmick and MNRR staff will work with a FOMNRR team to provide a list of events where FOMNRR could work with the MNRR to help carry out MNRR activities. Rich will work with Paul Lepisto, Kelly Ashby and Tom Downs to provide a Doodle poll for FOMNRR members to meet with MNRR staff to develop a strategy to build membership along with a calendar for events at which FOMNRR could assist MNRR.

4. **FOMNRR Board of Directors (BOD) Appointments** - We are in the process of recruiting Board members and officers, including filling President and Treasurer positions, starting in 2023. Rich led a discussion focusing on this issue. Rich will appoint a nominating committee to identify candidates and report back to the BOD.

The meeting adjourned at 3:02 pm.