

**Friends of the State Line Serpentine Barrens  
Board Meeting – March 29, 2013**

Attending: Anna Hull, David Ross, Henry Whitesel, Bob Gray, Mike Waltz, Kristine Parkes

**Action Items**

Our next Board meeting will be Friday, May 3 from 4-6pm.

**Kristine** to send out a pdf of the revised outreach and volunteer coordinating handbook.

**Kristine** will summarize the results of the Board personal assessment survey.

**Mike Waltz** will circulate the description of workday volunteer expectations for us to use when we spread the word about workday opportunities.

**David** will contact Marci and Brittany to ensure that our workdays are being listed on the PPF website.

**David** will ask **Mike Bertram** if he will draft a letter to the editor for Rose Chase to send to local newspapers to solicit volunteers. **Henry** will discuss the draft with Rose.

**Kent** will provide draft job descriptions for chair, vice chair, secretary and media outreach coordinator. **David** will make sure these circulate.

Suggest **Mike Bertram** contact Mick Economos about touring NT sites for May 4 workday.

**Molly** to order weed puller to be delivered to Henry.

**Kent** is following up with Molly on poison certification.

**Henry** to coordinate with Deloitte (June 7) and Patrick Hurley at Ursinus (April 27) for workday participation.

**Bob, Anna and Henry** continue to work with **Molly** on the Americorps proposal.

**Agenda Items**

## *Board governance and function*

Kristine helped us talk through actions the Board needs to take to put the organization on a sustainable path.

Technically we are not a governing board, but rather a local advisory council to the Pennsylvania Parks and Forest Foundation – a 501c3 organization that has its own Board of Directors.

Equally important to the governance of our organization are the disparate interests of the landowners of the properties we serve:

- The Nature Conservancy for Goat Hill, Chrome and Pilot
- Elk Township from Chrome
- DCNR for Goat Hill
- Chester County Parks for Nottingham County Park
- Hannum family for New Texas

Much of our management practice we inherited from The Nature Conservancy

Kristine administered a personal assessment to those of us present and will share the results with those on the Board email list.

We are making good progress in fleshing out position descriptions for key functions in the organization. Kristine suggested we associate these positions with committees that would share the work and draw in volunteers. Committee heads would report to the Board. We agreed to follow this suggestion, continuing with committees organized along functional lines, although we may want to give individual volunteers site-specific responsibilities.

The ad hoc AmeriCorps planning committee and the plant monitoring committee are examples of the sort of structure we hope will emerge.

Kristine praised Mike Bertram's 6 draft coordinator descriptions, but urged us to identify realistic time estimates for the commitment involved. We also need to specify terms of service (so folks don't feel that have entered into life-time commitments.)\m

We need to draft descriptions for president and vice-president (or chair and vice-chair) and secretary. (Still hoping Kent will provide starting points for our discussion.) We see no need at this point for a treasurer.

We now feel ready to put new volunteers to work on administrative tasks; i.e., to harness the energy of workday volunteers beyond those experiences.

Henry expressed satisfaction with Mike Waltz's description of expectations for workday volunteers. Mike will circulate to the full Board.

The primary source of new workday volunteers has been The Nature Conservancy web site, which lists our workdays and hikes. We need to make it easier for casual visitors to the PPF website to learn of our workday opportunities.

We need to find ways to sufficiently divide up the work that volunteers would not find the tasks onerous.

It is as important to praise veteran volunteers as new volunteers. PPF has a recognition system. We can submit nominations for May meeting.

We liked the idea of having our own barbecue/social event. There are a number of days sprinkled through the year that could excuse for celebrating one another, e.g., National Volunteer Day, National Trails Day.

We need a membership/volunteer coordinator – a structure for keeping track of our relationship with volunteers, a way of making sure that volunteers are feeling appreciated. There is free or inexpensive software for tracking members and volunteers (nonprofit volunteer management). Possible to get grants from SECCRA or Ware Foundation.

Two-fold strategy for filling the needed organizational functions:  
The larger the number of workday volunteers, the more likely we are to find folks interested in being more involved in the organization.  
Seek out volunteers who have a particular interest in getting more involved.

Build ties with local colleges and universities.

Chester Cty Chamber of Commerce does a Board Bootcamp – trains then to be nonprofit board members.

United Way of Southern Chester County has an active program for matching volunteers with organizations in need. Contact Carrie Freman.

Contact Chris Barber (Avon Grove Sun), Fran Maye (Kennett Paper), Steve Hoffman (Chester County Press). Our fall hike or an event celebrating completion of AmeriCorps project would be a good time to invite these and other folks to learn more about our organization.

For now, consider running a letter to the editor from Rose Chase telling the story of the hidden gem we have in the Barrens and the workday opportunities. David will ask Mike Bertram if he will take a crack at drafting such a letter and Henry will discuss it with Rose.

#### *Review of March 1 Action Items and Other Business*

Still waiting on Kent to adapt versions of job descriptions for chair, vice chair, secretary and media outreach coordinator for us to consider.

Joe Frassetta will join us for April 5 workday on state forest land at Goat Hill. Henry will discuss ideas for trail extensions as part of AmeriCorps proposal. We'd like Mike Bertram to establish location of glade spurge so we can make sure trail extensions by-pass that area.

Suggest Mike Bertram contact Mick Economos about touring NT sites for May 4 workday.

We are grateful to Jay Gregg for lending weed puller's for our use earlier today at Goat Hill. David will remind Molly that she planned to provide one for our use.

David has GIS parcel map showing route for proposed trail connecting Goat Hill to Nottingham County Park.

Kent is following up with Molly on poison certification.

Patrick Hurley's class from Ursinus would like to join us on April 27.

Deloitte volunteers are coming June 7.

***Deferred Agenda items***

Mike Bertram to provide update on Web site.

Mike Bertram to report on March 1 plant monitoring meeting