



BOARD MEETING MINUTES
November 13, 2019
Blackman Township Hall
1990 West Parnall Road, Jackson, MI

The meeting was called to order by President Kenny Price at 7:21 P.M.

ATTENDANCE:

Present: Kenny Price, Jack Ripstra, Deb Snell, Kay Brown, Jon Hoyle, Cathy Jehnzen, Dan Kaser, Kurt LaFrance, Jeff Lolkus, John Minar, and Kurt Rudolph,

Absent:, Benji Ward

Guest: Tracey McCafferty, Nonprofit Network

AGENDA REVIEW:

There was a motion to accept the emailed agenda as amended by Kurt Rudolph.

Second: Dan Kaser

Approve: all

MINUTES:

There was a motion to accept the emailed October minutes by Cathy Jehnzen

Second: Dan Kaser

Approve: all

MEMBERSHIP REPORT:

Deb noted that the next Newsletter will include a Membership renewal.

TREASURER'S REPORT:

The Treasurer's Balance Sheet, Budget Comparison and Profit & Loss reports were emailed out. Jack reported that we have a 2019 net income October YTD of \$3.00 compared to \$3,709.02 in 2018.

RIVER MASTER'S REPORT:

No report.

PRESIDENT'S REPORT:

Kenny had the following discussion items:

DISCUSSION ITEMS:

- Nonprofit Network (NN) – Tracey McCafferty helped lead a review of the GREAT web site hosted by Wild Apricot and Marketing.
 - Tracey felt that the web site looked good overall and that it was ready to roll out. She encouraged GREAT to utilize the Wild Apricot (WA) webinars to tweak the site to better fit our desires. PDF should transfer to WA ok, embedded pictures do not work well and need to be kept separate from the file. The group thought that the web site should get a final review by January and roll out February 1 in time for the Annual Meeting.
 - Tracey also recommended that GREAT utilize the NN's webinars on marketing in order to increase attendance. The group discussed the big three social media groups (Facebook, Twitter and Instagram) to get word out about our paddles. The group also discussed the decline in newspaper (CitPat, Salesman), radio and TV media to get word out and on calendars. Other potential social media resources include meetup.com, nextdoor.com, and maybe some others.
 - There was also discussion of changing the normal paddle day to Saturdays with a Sunday alternate weather date.
- New Blackman Park – Blackman township has acquired the property to the South of the GREAT land on Canary Lane and it may become a new park. The township has already spent a significant amount to remove the derelict home and still has some additional clean up to perform.
- Douglas Street Home Flooding -

- 2020 Expedition Paddle. – The Jackson County Parks Department is taking over the responsibility of clearing the river trails and will begin with the 2020 Expedition (July from Vandercook Lake Park to Grand Haven). It is unclear if the County understands what they have gotten into. GREAT will be needed help with the pre-paddles (from Grand Lake to VCL and Michigan Center to Jackson).
- Mailbox – There was a desire expressed to place a GREAT mailbox along the river at the GREAT property.
- Future Paddle Ideas – There was discussion of a Moonlight Paddle and a Heron/Egret Paddle. It was felt that these paddles might help to generate interest and participation. The Moonlight paddle would need to be for adults and at a lake. The Heron/Egret Paddle would start at Maple Grove with a paddle 20 minutes upstream to a roosting spot, hang around for about 20-30 minutes and paddle back about 10 minutes. There might need to be shifts to accommodate those wishing to get close.

Standing Committees:

Communication/Newsletter: see above

Finances: No report.

Activities & Calendar: No report.

Education & Advocacy: No report.

Annual Cleanup: No report.

Nominations: No report.

GREAT Equipment: The road and shuttle sign discussion was tabled until January.

River Debris Removal: No report.

GREAT land and building: There two NW classes working on the signs. It should be complete in January.

AD HOC COMMITTEES:

Water Trail: No report.

Grand River Trail Map and Booklet: on hold.

RELATED GROUPS:

Watershed Council: No report.

Earth Day: No report.

JCCD:. No report.

UNFINISHED BUSINESS:

None

NEW BUSINESS:

The Events Committee and Finance Committee will meet at Jack's house in December with food and beverages.

The board approved participating in the Quiet Water Symposium at MSU on March 7 for \$25.

ADJOURNMENT:

The meeting was adjourned at 9:07.

The next monthly meeting will be January 2, 2019 at Summit Township Hall at 7:00 P.M.

Kurt Rudolph, Recorder of Minutes

The mission of GREAT is to promote the protection and preservation of the Grand River Watershed through activities and educational programs.