



BOARD MEETING MINUTES
April 7, 2021
via ZOOM

The meeting was called to order by President Kenny Price at 7:14 P.M.

ATTENDANCE:

Present: Kenny Price, Kurt LaFrance, Jack Ripstra, Deb Snell, Kay Brown, Cathy Jehnzen, Dan Kaser, John Minar, Kurt Rudolph, and Benji Ward

Absent: Jeff Lolkus

Guests: Special thanks to Blackman Township for the use of their Zoom account.

AGENDA REVIEW:

There was a motion to accept the amended emailed agenda by Cathy Jehnzen, seconded by Deb Snell, and approved by all

MINUTES:

There was a motion to accept Kurt LaFrance's recently emailed March minutes by Benji Ward, seconded by Dan Kaser, and approved by all.

MEMBERSHIP REPORT:

Deb noted that we have 59 renewed memberships and 3 new ones. Twenty-four of these were done online.

TREASURER'S REPORT:

The Treasurer's Balance Sheet, Budget Comparison and Profit & Loss reports were emailed out. Jack reported assets of \$17,955.77 at the end of March.

RIVER MASTER'S REPORT:

Jack reported that the water level is low on the planned first trip from Jefferson Rd and US127 to US127 North of Reed Rd. He also noted that it appears that at least 5 trees have fallen on the route.

PRESIDENT'S REPORT:

Kenny noted that the Coast Guard has an online Paddle Safety class at 7PM on May 10 and 24. Sign up can be made by sending an email to uscaux3725@gmail.com. The US Coast Guard Auxiliary and Paddling.com also offer a [video safety series](#).

DISCUSSION ITEMS:

- **Earth Day 2021** – It was proposed to cancel the community paddling and only provide a booth due to the current Covid-19 daily case rate and its impact on the target audience. The proposal was moved by Dan Kaser and seconded by John Minar and approved by all. GREAT will bring a canoe, kayak, pop-up, tables, computer, and projector. Kenny will provide a slideshow on a flash drive. Center for Family Health will provide Covid-19 information.
- **Michigan Theater Popcorn** – A motion was made to spend \$50 to sponsor a Free Popcorn Friday event at the Michigan Theater for publicity by Cathy Jehnzen, seconded by Kay Brown and approved by all. Board members can assist with the distribution of popcorn and GREAT literature on the sponsored Friday from 5-6:30 PM.
- **New Barn Sign, Vehicle and Event Signs** – It was noted that these signs are of exceptional quality. The two A-frame signs are heavy duty and the signage itself is made of a corrugated plastic material

that is adhered with double sided tape. The magnetic vehicle signs are very good as well.

- **Annual Report** – There were many positive comments on Cathy’s work using MS Word and “Watermarks”. It should be distributed tonight with a membership form. Cathy is still working on using Survey Monkey to gain feedback from the membership.
- **New Board Member** – Jon Hoyle has resigned for health reasons. The Board will look for a replacement that might help us our outreach to a younger demographic.
- **Goals** – The Board proposed adopted the following 2021 Goals
 1. Increase membership using social media, surveys, and support from the Non-Profit Network
 2. Increase social media presence revisiting dissemination of activities and the current media options.
 3. Create a boat replacement plan
- **Zoom** – The Board agreed to meet virtually for the time being. Since local government is going back to in person meetings Blackman will no longer have a Zoom account. The free Zoom option is limited to 1 hour. Therefore, we will move to Google Meet. A test will be conducted prior to the next meeting.

Standing Committees:

Communication/Newsletter: The next Newsletter will be issued on June 1 and items for the Newsletter are due on May 15. Assignments were made and Deb will send out an email to those assigned. Deb will complete the Earth Day form and send the \$20 in for our participation.

Finances: Jeff Gund has completed our corporate tax form and filed it.

Activities & Calendar: see above.

Education & Advocacy: No report.

Annual Cleanup: No report.

Nominations: No report.

GREAT Equipment: No report

River Debris Removal: No report.

GREAT land and building: It was decided to order the bench in green with black legs.

AD HOC COMMITTEES:

Water Trail: No report.

Grand River Trail Map and Booklet: on hold.

RELATED GROUPS:

Watershed Council: No report.

Earth Day: see above.

JCCD:. No report.

UNFINISHED BUSINESS:

There was no unfinished business.

NEW BUSINESS:

There was no new business.

ADJOURNMENT:

The meeting was adjourned at 9:14 as moved by Kurt LaFrance, seconded by Jack Ripstra and approved by all.

The next monthly meeting will be in May 5, 2021 at 7:00 P.M. via Google Meet.

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.