Council of Chapters Meeting Minutes 03/27/2022 (Revised)
Online Zoom Meeting
taken by Melanie Simon – CoC Secretary

Melanie Simon called the meeting to order at 06:32 PM

In attendance (27) – 22 of 33 Chapters
* indicates proxy or guest

- Broward – Stephanie Dunn
- Citrus – Jeffrey Bippert
- Coccoloba – Lucy Breitung
- Conradina – Martha Steuart
- Cuplet Fern – Al Squires
- Eugenia – David Martin
- Heartland – Gregory Thomas
- Ixia - Ginny Stibolt*
- Longleaf Pine – Kimee Bremmer
- Mangrove – Kate Borduas
- Martin County – Dianna Wentink
- Naples – Sara Dust
- Nature Coast – Diane Caruso
- Passionflower – Melanie Simon - CoC Secretary
- Pawpaw – Karen Walter
- Pawpaw – Sande Habali
- Pinellas – David Perkey
- Sarracenia – Jeannie Brodhead
- Sea Rocket – Jennifer Corley
- Serenoa – Pamela Callender
- Suncoast – Virginia Overstreet
- Tarflower – Jennifer Ferngren
- Tarflower – Nihal Hafez*
- The Villages – Gary Babic
- Guest - Gail Taylor*
- FNPS President – Bonnie Basham*
- FNPS Exec. Director – Shelley Sharp*

Regular Agenda Items

- Minutes from 2/27/22 meeting
  Kate B. motioned to approve the February 27, 2022 meeting minutes. Gail T. seconded the motion. Motion passed unanimously.

- Next Meeting April 24th
  - Note that since the regular May Council meeting date falls on the closing day of the FNPS Conference and Annual Meeting, the May meeting will be cancelled.

Announcements/Reminders

- FNPS License Plate
  - Bonnie B. announced there is a bill in the legislature (not signed yet) to extend the sales period for the license plate for 2 more years. This does not mean we can slack off selling vouchers – the sooner we reach 3,000 in voucher sales (currently at about 500), the sooner FNPS will start getting revenue.
o Bonnie reminded everyone to focus on the possibilities and things the organization can achieve if FNPS realizes a revenue stream from the plates rather than focusing on the design.

o Jeffrey B. asked if there will be funding to advertise the plates. Bonnie said this has not been discussed yet. David M. (Chair of the License Plate Committee) agreed that we need to move to market to diverse groups outside FNPS.

o License plate vouchers (refundable reservations) are $34 at https://www.fnps.org/support/license

• Executive Director Search and FNPS Board Elections

o Bonnie noted the 31st is the deadline for applying for the ED position. She encouraged anyone interested to apply. Job description is on the website at https://www.fnps.org/news/news.

o Elections for the FNPS Board (Secretary and 2 At-Large Directors) will be held on the last night of the conference (May 22) during the Annual Meeting.

• Florida Wildflower Foundation – Program Opportunity

o Bonnie announced we’ve been given a fantastic opportunity from the FWF. They are contributing $5,000, plus an additional $5,000 to be matched by FNPS membership ($15,000 total), to create programs within FNPS. Bonnie would like the programs to be centered around Chapters.

o Members will be asked to contribute to match the FWF funds.

o Proposals will be solicited to come up with programs. One program idea is funding interns from universities, community colleges or high schools to be mentored by Chapters and help them learn about native plants and ecology and become dedicated to the cause while helping Chapters.

o Pamela C. expressed interest in working on the intern idea. She and anyone else interested or with an idea should email Bonnie at president@fnps.org.

• 2022 FNPS Annual Conference

o Melanie S. reminded everyone that registration is now open for the virtual conference. Registration is $50.

o Ginny S. asked Chapters to advertise the conference (newsletters, emails, Facebook, etc.) to boost registration. There is a poster and other graphics available at https://drive.google.com/drive/folders/1b8xLMZIobMOgKNmOFPq7jeC_eV3VVPZI

o Shelley S. reminded everyone that the conference is open to non-members and students can attend for free.

• Next Year’s Annual Conference

o Melanie S. reminded Chapters to discuss hosting (alone or as a region) the 2023 conference. Right now it is anticipated it will be hybrid.

o Diane C. commented that the conference does not need to be hosted at a university. Bonnie agreed and noted they will not announce which Chapter or region will be hosting next year and a theme at this year’s event.

o Jeffrey B. asked what size facility is needed. Ginny and Shelley responded that planning should be for 300-400 in-person attendees.

• Gardens on the FNPS Website

o Melanie reminded Chapters to check on the gardens listed for their area on the FNPS website and update or add to the listings. She added that wheelchair accessibility should be noted. Details are in the February meeting minutes.
• Chapter Bylaws
  o Melanie reminded Chapters to check the list she distributed and email a copy of revised bylaws.

Ongoing Business

• Council of Chapters Voting
  o Voting (on the FNPS Forum under Council of Chapters/Voting) will be open through March 30th. Melanie reminded Chapter Representatives to vote by Wednesday if they haven’t already.

• Volunteer Hour Reporting
  o Melanie reviewed hours reported through 3/9 (see report at the end of the minutes and also posted in the Volunteer Hours Reporting folder) and noted that since the training was in February, some Chapters did not have time to enter hours by the first week of March.
  o Melanie reminded Chapter Reps that she reports the hours for the Council meetings, but any preparation or work on Council initiatives needs to be reported by individual.
  o Melanie thanked everyone who is reporting and feels optimistic about the value of FNPS volunteer hours reaching the $1M goal this year.
  o Jennifer C. asked about reporting for her Chapter. Melanie will send information about who to talk to in her Chapter.
  o Jeffrey B. asked about reporting hours for educational program. Melanie replied that one entry with headcount x program length + travel time (can be estimated) and the program date in the description is all that is needed.
  o Volunteer hours training materials are in the Volunteer Hours Reporting folder accessed from the Data Distribution portal and Council Google Drive menu.

• Printing Requests
  o Less than half the Chapters have completed the March 2022 Printing Request Form. Melanie asked that anyone who has not completed the second form (with their shipping address) please do so asap so we can move forward with an order.
  o Melanie is working on getting printing quotes and finding a printer who we can work with on an ongoing basis. The goal is to have a process where Chapters can reorder brochures annually (probably in January). We will also work on putting together a list of educational materials that can be economically downloaded and printed by Chapters. Melanie noted she started working on a list and there is a lot of good material, but it is scattered among a lot of different sites/platforms which not everyone knows about.
  o Melanie confirmed for Diane C. that FNPS will pay for printing and Chapters will pay for shipping.
  o Ginny S. noted that she covered brochure creation and distribution ideas in her Outreach Workshop. Note: Melanie researched this after the meeting. The workshop recording can be accessed through the Data Distribution portal (login required), Council Google Drive on menu, Workshops and Ideas folder, 4-17-21 Outreach Workshop folder. It is also on the Cuplet Fern YouTube channel as an unlisted video. Link is https://www.youtube.com/watch?v=yyBrjze9g2E
  o Note: There was confusion about there being a members-only YouTube channel. Valerie A. confirmed there the full Lunch & Learn playlist is only accessible with a link: https://www.youtube.com/watch?v=tYlcZ3BD60&list=PLT16Qn-flr4O7nko1cDZII-b00X9Oy126. She is still working on getting a members-only section. There is also a different public playlist:
New Business

- Social Media and Members Only Content
  - Shelley suggested that a future Council meeting topic could be social media platforms – FNPS is now active on 6 platforms, but Chapters and members may not be aware.
  - Ginny explained that there is content that is for members only – some of it is sensitive information FNPS does not want shared with the public and some of it is a member benefit.
  - It was noted that many don’t know where to access all the available information, especially the “members only” information. If access to information is meant to be a member benefit it is not effective if members don’t know it exists and/or can’t access it.

- Return to In-Person Meetings
  - Melanie noted her Chapter’s first in-person meeting last week did not have a very good turnout and asked about other Chapters’ experience with returning to in-person meetings. Sarracenia, The Villages, Longleaf Pine*, Conradina, Tarflower, Mangrove, Eugenia, Nature Coast, Martin County* and Naples* (*=hybrid) all reported good attendance. Pawpaw will have their first in-person meeting next month. Mangrove is co-hosting with other organizations. Serenoa is still meeting on Zoom.
  - David R. from Sarracenia offered to explain how Sarracenia had a great hybrid meeting using 2 computers and a lav. microphone – email Sarracenia.nps@gmail.com if interested.

- New Brochure Ideas
  - Melanie asked if Chapters had ideas about topics for new brochures.
  - David P. suggested native trees. David M. agreed a regional tree brochure could be helpful.
  - David M. suggested an invasives brochure and noted that some websites have misleading information about invasives.
  - Pamela C. noted poor understanding of the term invasive and that county maintenance crews and management do not seem to be well-informed.
  - Sande H. and Karen W. talked about needing to update the Alter-Natives brochure on the FNPS website (https://www.fnps.org/resources/pubs). The current document is too expensive to print and hard to read and it can’t be at-home printed from the file on the website.
  - Karen W. shared that FANN offers CEUs for classes for Landscapers to learn more about native plants and native plant landscaping.

- New Member Packages
  - We previously started working on new member packages – Melanie suggested we go back to working on that.
  - Melanie collected new members packages and collected a number of examples (on the Data Distribution portal/Council Google Drive/New Member Packages)
    https://drive.google.com/drive/folders/1T4O_cZ9_ay-Gg4r35XDjuVlFrB3GyG6
  - Melanie suggested outlining the “pages” we should include in a new members package – some would be generic (What is a Native Plant, internet resources, books) and some would be edited by each chapter (local resources, plants for their areas)
  - Jeffrey B. noted that people don’t know where to look for information. They don’t know about many of the websites available, and they internet resources are sometimes hard to navigate.
  - Al S. noted that information pushing Florida-Friendly plants is counter-productive and more native plant information.
o  Gail T. said there is a Citrus document about information websites. There is also a trifold with the best trees, shrubs, and herbaceous plants for the county (they consulted a botanist to develop it).

o  Gail T. also has files on invasive plants (Note: now uploaded to the New Member Packages folder).

o  Melanie will get an initiative going to work on this. Dianna W., Diane C., Gail T. and Jeffrey B. have volunteered to help. Additional volunteers are needed to get this going.

Open Floor

- Biodiversity

  o  Ginny S. is preparing a presentation on biodiversity for the Conference and asked for feedback about how to approach the topic (Biodiversity wasn't a term until 1985!)

  o  Please send feedback and ideas to gstibolt@gmail.com.

  o  Jeffrey B. suggested addressing the role of fire in Florida ecosystems as a big driver of biodiversity.

  o  Karen W. (in chat) questioned how we can change managed community landscapes to more natural landscapes when we can't use fire and often have non-native soil brought in.

  o  Melanie S. mentioned increasing biodiversity by more dense plantings. How to determine what plants can be planted close to other plants and thrive, not complete. We still see “specimen plants” with mulch, even with native plants.

Motion to Adjourn

Diane C. motioned to adjourn. Jeffrey B. seconded the motion. Motion passed unanimously.

Meeting Adjourned at 7:51 PM
Volunteer Hours Report – March 10, 2022

2022 Goal: > 38,000 hours ($1m)

Total reported through 3/9/22 – 4,933 hours – 13% of goal

By Support Category

- FNPS State-Wide – 38% Lunch & Learns
- FNPS Funded Project – 100% Mattamy rescues and Lake Louisa SP support

By Activity Type

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Hours</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations/Management</td>
<td>1,548</td>
<td>31%</td>
</tr>
<tr>
<td>Education Programs</td>
<td>1,095</td>
<td>22%</td>
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<tr>
<td>Field Trips</td>
<td>748</td>
<td>15%</td>
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<tr>
<td>Habitat Restoration</td>
<td>435</td>
<td>9%</td>
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<tr>
<td>Outreach Events</td>
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<td>9%</td>
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<tr>
<td>Native Landscaping</td>
<td>388</td>
<td>8%</td>
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<tr>
<td>Communications</td>
<td>165</td>
<td>3%</td>
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<tr>
<td>Conservation &amp; Research</td>
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<tr>
<td>Policy &amp; Legislation</td>
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<tr>
<td>Land Management Reviews</td>
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<td>1%</td>
</tr>
<tr>
<td>Education &amp; FNPS Publications</td>
<td>8</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>4,933</strong></td>
<td></td>
</tr>
</tbody>
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Operations/Management
- Chapters – 57%
- FNPS State-Wide and Council of Chapters – 43%
Education Programs

- Chapter Programs – 62% of hours
- Lunch % Learns – 53% of attendees

**By Chapter**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Total Hours</th>
<th>Hrs/Member</th>
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<tbody>
<tr>
<td>Martin County</td>
<td>446</td>
<td>2.82</td>
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<tr>
<td>Cocoloba</td>
<td>506</td>
<td>2.78</td>
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<tr>
<td>Ixia</td>
<td>439</td>
<td>2.23</td>
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<tr>
<td>Sarracenia</td>
<td>173</td>
<td>2.19</td>
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<td>The Villages</td>
<td>316</td>
<td>1.73</td>
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<tr>
<td>Passionflower</td>
<td>168</td>
<td>1.62</td>
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<tr>
<td>Mangrove</td>
<td>194</td>
<td>1.57</td>
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<td>Pawpaw</td>
<td>233</td>
<td>1.22</td>
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<td>Suncoast</td>
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<td>Hernando</td>
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<td>Cuplet Fern</td>
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<tr>
<td>Condradina</td>
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<tr>
<td>Tarflower</td>
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<tr>
<td>Lake Beautyberry</td>
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<td>Paynes Prairie</td>
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<td>Pinellas</td>
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<tr>
<td>Naples</td>
<td>20</td>
<td>0.14</td>
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<table>
<thead>
<tr>
<th>Chapter</th>
<th>Total Hours</th>
<th>Hrs/Member</th>
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<tbody>
<tr>
<td>Serenoa</td>
<td>35</td>
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<tr>
<td>Nature Coast</td>
<td>17</td>
<td>0.12</td>
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<tr>
<td>Heartland</td>
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<td>0.10</td>
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<tr>
<td>Sea Rocket</td>
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<td>Sweetbay</td>
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<tr>
<td>Magnolia</td>
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<td>0.00</td>
</tr>
<tr>
<td>Citrus</td>
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</tr>
<tr>
<td>Broward (Coontie)</td>
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</tr>
<tr>
<td>Dade</td>
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<tr>
<td>Eugenia</td>
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<tr>
<td>Longleaf Pine</td>
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</tr>
<tr>
<td>Marion Big Scrub</td>
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<td>0.00</td>
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<tr>
<td>Palm Beach County</td>
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<td>0.00</td>
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<tr>
<td>Pine Lily</td>
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<td>0.00</td>
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<tr>
<td>Sea Oats</td>
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<td>0.00</td>
</tr>
<tr>
<td>Sparkleberry</td>
<td>0</td>
<td>0.00</td>
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</tbody>
</table>

**Grand Total**

<table>
<thead>
<tr>
<th>Total Hours</th>
<th>Hrs/Member</th>
</tr>
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<tbody>
<tr>
<td>3,482</td>
<td>0.62</td>
</tr>
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</table>

Does not include reported hours for FNPS State-Wide, Council of Chapters, FNPS Funded Projects, and Multiple Chapter support.

Note: Some Chapters have not yet gotten up to speed with reporting and have not entered their Jan/Feb hours.