

Take A Kid Outdoors Board Meeting

Date: May 3, 2018

Time: 6:25

Location: UIU in Fayette County, EVE in Johnson County, via Zoom.

Attendees:

Fayette (Board Members) Leif White (President); Ron Lenth (Vice President); Kata McCarville (Treasurer) at beginning and end only; Dick Jensen; Jim Halstead

Iowa City (Board Members) Risa Dotson Eicke (Secretary); Adrian Holmes; Judy Joyce (Executive Director)

Absent: Bruce Fink

Introductions.

Minutes to Approve: Dick motioned to approve, Ron seconded. All approved.

Treasurer's Report: Judy said the taxes are done. She gave copies to Kata and she has the profit & loss that she'll email to Risa to email out with the minutes. Leif said he appreciates Judy doing the taxes.

Judy pointed out that Bruce and Jim's name are missing from the agenda, Leif will get that corrected. We also updated the Johnson County Event committee. Also asking Amelia if she would like to remain on the committees she's listed on.

Bills to approve:

Executive Director cut significantly because Judy not doing as much and because Hai doing a lot of work with Johnson County events.

Blue Moon Satellites portable toilets \$75; Johnson County.

Hai - \$200 (shed hunt) + \$52.21 (expenses) = 252.21 * Johnson County.

Note Hai was also with Judy promoting TAKO at our local big Earth Day event in Iowa City.

Judy - \$308.06 (expenses for Shed Hunt and Earth Day Event) Johnson County.

Executive Director Services - EVE - \$439.73 (\$1000-\$252.21-\$308.06) Johnson County.

Note - these expenses are covered with a donation from the City of North Liberty.

Earlier bills that were not yet approved:

For Hai - \$100 for Jan (event Cancelled) \$200 for Feb and \$100 for March (event cancelled). Plus \$38.08 for supplies for a total of \$438.08 out of Johnson County event. (Johnson County funds)

For EVE - \$197.50 (much less with Hai doing most of the work now for events and Judy stepping back. (Johnson County funds)

For Risa- Bluehost reimbursement- \$395.64 invoice from 1/4/18, 3 years of web hosting, expires 1/19/21. (General Funds)

Jim has an invoice for the archery event for \$35.51. (Fayette County Funds)

Ron has an invoice for the Shed Hunt event and they will use leftovers for the free fishing weekend event for \$52.32. (Fayette County Funds)

Dick Motioned to approve all bills in one event. Adrian seconded. All approved.

Journalism Class

Risa met with a UI Journalism class on Non-profit writing today. They had a semester-long project to audit TAKO's marketing and social media. They provided several materials that Risa will email out to the board. They are also sending digital files as well.

Key items-

- We need more consistency, the fonts, layouts and graphic design style varies widely across channels. However, the tone and message are consistent.
- They recommend we use a tagline.
- Website is good but the blog needs work.
- The reading level should be down to an 8th grade level, currently at 13th grade level on the homepage; the rest is at an 11th grade level.
- Needs more of a connection to broader issues and concerns.
- WE have lots of information about upcoming events; we could use more information about benefits from the organization's activities.
 - Health
 - Social Skills
 - Educational
- Need more info about volunteering!
- Facebook posts- should use the delay to spread them out more evenly; we have a lot in a row then nothing for several days.
- Needs more items referencing the broader mission of Nature Deficit Disorder, like scholarly articles, videos.
- Need more reviews.
- Need more emphasis on other key messages besides fears of the outdoors.
- Website needs to be updated more.
 - Events on homepage from 2016, homepage hardly updated.
 - Need to be more places for users to interact and have support content, earning rewards.
- Top 5 main takeaways:
 1. Aim to make a more consistent aesthetic and schema throughout all promotional materials and social media
 2. Lower the readability level for a more general understanding across audiences
 3. Connect events and information to larger advocate for the issue of Nature Deficit Disorder (NDD)
 4. Increase frequency of posts to boost audience interaction- consistency is *key* so aim to post several times a week, preferably the same days (ex: Facebook posts every M, W, F and Instagram posts every T, Th, Sat)

5. Utilize the blog section of the website to create more community-user interaction

We talked at the class about posting photos on Facebook albums and Instagram simultaneously and remembering to link all posts to the website which has the donor button. If trying to send fundraising letters, Johnson County would benefit from a once-a-year mail chimp blast and Fayette County could do a mailing to households w/ kids, see their examples, 20x20 slides.

Leif said he could think of a couple of things he could do differently. Not on Instagram or much online, and Judy said maybe you could delegate that, find someone who is adept at that sort of thing. Leif said with the young crowd the same desire in the outdoors as we have is hard to find. Fayette does not have a problem finding any hands-on help. Risa asked about students, potential resume building from playing around on social media. Judy suggested contacting UIU communication dept. Leif thinks anyone between age 12 and a parent is hard to find. Judy agreed.

Seize the Carp coming up on May 5th, Saturday. Judy shared the schedule of events, from 9:30-3:00. She thinks 10:30-2:30 will be the peak time for the event. Judy said this year we're teaming up with Fin and Feather, so this date worked for them. Leif said this is the time to do a carp event because this is the best time to catch and snag carp. So, stick with that for the future. Judy said we will have 4 or 5 carp tasty treats to try. Judy said we have 24 poles from the county, 6 canoes and kayaks. Leif is bringing kayaks. Fin and Feather should provide worms. Judy said there are about 20 other events going on in Iowa City so she doesn't know what the turnout will be. Adrian said the Facebook event had about 250 people saying they were going.

Rotary Camp- Judy said she's been working w/ Adrian and people at the RC to put a shelter out at Rotary Camp park. We've been doing fundraising. We have received a couple of grants and donations from people. And currently of the almost \$71,000 we needed to raise, we are at \$56,300 raised so far. We need to raise \$14,500 more. It will be called the TAKO Rotary Shelter. It's 24x30. Leif asked if we own the property. Judy said no, the City of Coralville owns the property.

Committee Updates:

Fayette County Event Committee- None.

Johnson County Event Committee- See Seize the Carp notes above.

Chapter Committee- None.

Website/Marketing Committee- None.

Fundraising & Grant Writing Committee- None.

TAKO Rewards Committee- None.

Other items:

Judy asked if we can make a motion that bills associated with events when there is money in there to cover the expenses, can be paid before the next meeting. Leif said that for the chapter, if they have the money to cover that expense, that it could be reimbursed. Judy said we could make a motion to do that and then we don't have to wait until September. Adrian moved and Dick seconded. All approved. Risa just mentioned to bring that information to the meeting after so that we can get it in the minutes that they were paid.

Johnson County Positions:

Judy said she has had several meetings w/ Iowa Valley RC&D, working w/ them on a REAP grant that would fund Iowa Valley RC&D that would help take TAKO statewide, including working on the bylaws, getting lawyers, everything needed. Originally they gave Judy a proposal for about \$5000 to have these meetings about all of this. Hoping to get the grants and/or ask donors to pitch in. Guessing we won't hear about that grant until later. In the meantime, Judy is acting Executive Director, she can still be Executive Director, trying to phase out Executive Director, hoping Iowa Valley RC&D would be the Executive Director for the parent organization and each chapter would have its own board to run it. Leif asked if there is anything they can do to help out. Judy said we need a social medial person, someone doing the fundraising, contacting companies, etc. Leif suggested making a list of what is needed and seeing if we can find people to help.

Judy wants to take this group statewide, we are all here because we want to represent the mission, wants to represent TAKO as much as she can. She gave two presentations to the Kiwanis, whose focus is on children. We might have gotten some money from the Oelwein Kiwanis, they were so excited that their club is volunteering at our event in October and next year will give us money to do an event at their park. Judy said it's more than just events, all the chapters it has to be about getting the kids outdoors, not just the events. Risa said the student group also mentioned partnering with other organizations.

Judy said our free fishing event here, we have a consulting firm, Stanley Consultants are sponsoring and bringing volunteers to our event. The money they raise- half will go to the TAKO Shelter.

Set next meeting: Annual meeting Thursday, September 13th at 6:15 in person, in Center Point. Judy is going to look at options. Last time it was at Jonsey's. Leif said an individual room in a restaurant would be ideal. Leif suggested Wolfies in Quasqueton, IA.

Adjourn: Ron motioned to adjourn and Dick seconded to adjourn. Adjourned at 7:23.