

**Greensboro Association**  
**Meeting of the Board of Trustees** August 15, 2019  
4:00-6PM PM Greensboro Free Library  
Minutes – APPROVED on November 14, 2019

**Board Members Present:** Tim Nisbet, Cathy Irwin, John Stone, Allison Stegner, Linda Ely, Betsy Hunt, Mary Parker, John Schweitzer, Stew Arnold, Becky Arnold, Rick Lovett, Karen Gowen, Naomi Ranz-Schleifer, Sarah Slater, Mike Metcalf, Havilah Mann, Vince Cabbage.

**Board Members Absent:** Mary White, Andy Dales, Day Patterson, Devin Burgess

**Guests:** none

1. Welcome, Introductions & Agenda
  - a. John Stone welcomed Cathy Irwin and outlined the agenda which was sent out by Vince Cabbage
2. Secretary's Report and Approval or prior meeting minutes
  - a. John Stone asked for any last changes to the last board meeting minutes of July 18, 2019; No corrections were suggested; Becky Arnold moved to approve the minutes, the motion was seconded by Cathy Irwin, and minutes were approved unanimously.
  - b. John Stone solicited any preliminary feedback on annual meeting minutes that were sent out by email. No comments were offered at this point.
  - c. John Stone took an informal roll call
3. Committee Reports
  - a. Membership (Linda Ely; Betsy Hunt)
    - i. Directory
      1. 1<sup>st</sup> email asking members to update info for the online directory has been sent. People have been updating their contact info and the system seems to be working. Once people sign up, they have access to the online directory.
      2. When do people need to be members to get into the paper directory (Apr 17 or 18 is the cutoff, roughly)?
    - ii. Membership numbers
      1. How many "memberships" do we have? Not totally clear, but we haven't fallen off in membership. 700+ individual members (less than 500 memberships). In the directory everyone is now an individual, and assigned to a household
      2. Are their plans for membership growth? None currently.  
Tackle directory first.
        - a. Stew Arnold encourages us to promote all residents of Greensboro, including long-term renters, to become

members. Naomi Ranz-Schleifer asks if renters as members would be in conflict with our by-laws

- b. Betsy Hunt suggests regular communication from the GA to the membership to engage more people
  - c. John Stone reminds us that 8-10 years ago GA made an initiative to engage more members, including locals, and did a demographic study. It's a lot of work, but worth doing.
  - d. Suggested sign-up sheet for GA membership at the Greater Greensboro Priorities meeting on Aug. 22, 2019. Becky Hunt, Stew Arnold, John Stone, and Naomi Ranz-Schleifer discussed presenting at that meeting.
- b. Nominating (not discussed)
- c. Communications (Sarah Slater and Karen Gowen)
- i. Plan is to increase social media communications to drive traffic to the website, monthly communications with a likely increase to weekly in summer as warranted. Content will be:
    - 1. Stories that remind people why they love Greensboro. Examples: first ice on lake, trails opening, fishing derby, snow out.
    - 2. News that is timely, including grantee stories/spotlight. Will look to board members to be sources of content.
  - ii. Communications re: Annual meeting
    - 1. Communications committee will do a piece on the annual meeting and posting of minutes.
    - 2. Did anyone take photos of the annual meeting?
  - iii. Logistical things:
    - 1. Linda will create a new email address specifically for communications
    - 2. Reminder/nudge to committee chairs for committee reports. Please send to Vince Cabbage and John Stone as well as Betsy Hunt who will collect and post committee reports.
  - iv. Will there be monthly communications by email? More likely they will be posted to the website, which would then translate to social media.
- d. Governance (Havilah)
- i. Plan to do an extensive review and implementation of bylaws by next summer. Board members will be tapped for updates to bylaws
- e. Finance (Rick Lovett)
- i. Investment account: Kestra Acct should have all money through July 1<sup>st</sup>. Kestra is 95% of our assets, with a 3<sup>rd</sup> party. We control very little of our money through the checking account.
    - 1. Investment returns on Kestra: Board wanted it all liquid in the 1<sup>st</sup> year. 1% returns, now in money market funds.

2. If we're not happy with the returns, we should look at the investment policy statement. Factors we considered: how long are we investing and how liquid do we want to be?
3. John Schweitzer: grant committee is wanting a 3% return
- ii. We have a budget, but checking acct has \$\$ in it. So we do have a "rainy day" fund which we use it as a buffer this time of year so that we can pay out grants before all the annual dues are in. Also serves as a cushion so that if things come up in the middle of the year, we are able to help (e.g., the day care, several years ago).
- iii. We have not had an auditor since last year. The auditor position was for balancing the check book at the end of the year, and to review our few expenses. However, CPAs and auditors can't do an audit because they must follow generally accepted auditing standards. Even a "review" has very specific rules. But we could have someone do an "inspection" of the books.
  1. Havilah Mann encourages us to move away from the language "audit" or "review" because they have a legal connotation. Formalizing infrastructure will allow us to put multiple checks in place. The biggest thing we need to follow through on is donor intent and classification of where they want their donations to go. If we want to go the extra mile and have an inspection of the books, they could focus on this. Recommendation to either eliminate the inspection altogether or to change the wording.
  2. We are now on QuickBooks, so can reconcile monthly. Thus, audit or review maybe not necessary.
- iv. Informal/known action item: Finance committee will present current policy to the board within the next 3-4 weeks, and ultimately will revisit the investment policy statement. Finance committee will liaise with the Fund for Greensboro committee. Report will be delivered to the Board at the fall meeting.
- v. Committee should develop a board package that include various Quarterly financial pieces of information
- vi. **Action Item:** revise Postage line item
- f. Fund for Greensboro (Becky Arnold)
  - i. 1781 Society
    1. The plan was to hold an event, or something at the annual meeting, to recognize founding members of the 1781 Society this summer, but it didn't come together. Would like to do have something (a small social event) next year. There are 35 members currently.
      - a. Tim Nisbet, John Schweitzer, Cathy Irwin volunteer to plan this for next summer

- b. Next summer is the 80<sup>th</sup> anniversary of the Greensboro Association (bylaws). But celebration of 80<sup>th</sup> anniversary should be kept separate from the 1781 event
      - c. Do we need a social committee?
    - 2. We should make the 1781 Society more visible on the website (Mary Parker)
    - 3. **Action item:** Becky will write something up for the website/communications.
  - g. Lake (Stew Arnold)
    - i. Lake quality is good.
    - ii. Studying Phosphorus in our lake versus others around the state
      - 1. June, July, and Aug phosphorus data have been collected.
      - 2. This would make a good monthly communications message.
    - iii. Lake level: This summer there has been a larger opening at the weir than we've had in the past. Lake is currently at a summer low and may drop lower. We typically get a lake level increase in Nov and spring. John collects weekly lake level data at the dam, 3.5 years of data. Level should be lower this winter.
    - iv. Shoreline protection. We should make an effort to educate our members/community. Perhaps offer an evaluation of one's shoreline, offer a certification if a landowner take steps to protect their shoreline.
    - v. We have a small watershed relative to the size of our lake, and half of that is up Porter Brook. How is town treating Gebbie Rd.? What are they doing to intelligently prevent excess runoff?
    - vi. Dam integrity: We should stay in touch with Hardwick Electric and be watchful: if there is an opportunity, we should consider purchasing it
    - vii. Committee plans to continue to follow these water quality issues: geese, loons, town wastewater, lanterns, fireworks
    - viii. Knotweed: is this within the scope of this committee? Board agrees that it is no. Topics like this (emerald ash borer, loosestrife, etc.) may fall under the purview of the conservation committee
    - ix. Boat safety: Should we supply a report/reminder? Seems sensible to re-post the same document every year, sent out in spring.
    - x. Annual fishing report: We should be supplying this (GA board voted in favor of this), but we have not been. Karen Gowen solicited a fishing report, but to no avail.
  - h. Grants (John Schweitzer)
    - i. The committee Tabled 2 grant proposals:
      - 1. Planning commission, to conduct a housing assessment: \$500-750

2. NICKO (?): wants to have a community “conversation.”  
Decided not to fund this until Greensboro has completed its planning meetings
  3. A request from AWARE, last week
  4. Total requests of \$2200; May seek another \$1000 for some of these grants later in the year
  5. Mike Metcalfe and John Schweitzer are thinking we ought to give \$500 to AWARE and \$500 to the planning commission, \$0 to NICKO.
    - a. Naomi Ranz-Schleifer: didn’t Grants Committee decide not to fund the planning commission because they may get state funding? Propose tabling all but AWARE.
    - b. Motion: John Schweitzer moves to give \$500 to AWARE,. Seconded by Linda Ely
      - i. Discussion: Tim Nisbet suggests amending the amount to \$1000. Rick Lovett affirms that we can afford the increase (this year our budget came in at \$15500, while the board approved budget cap for this year was \$17k)
      - ii. Naomi Ranz-Schleifer suggests that the full grants committee should have a chance to look at the applications first, then make a recommendation to the board, as this is the appropriate procedure. Can the board vote by email later? In recognition of this point, John Schweitzer withdraws his motion.
  - ii. Should we mention these last grants at the Greater Greensboro Priorities meeting on the 22<sup>nd</sup> (to emphasize the role we play in the community) or is that outside the scope? General agreement that the Greater Greensboro Priorities meeting is a very targeted one, and it’s not a good time to be bringing up new topics.
  - iii. Have this year’s grant applicants (both awarded and rejected) been notified? Not completely.
- i. Community Initiatives and Events (Naomi Ranz-Schleifer)
    - i. Question to the board: should events like the Caspian Challenge be under the purview of this committee?
      1. Don Jenkins doesn’t want to chair the Caspian Challenge even if it’s not its own committee
      2. John Stone: is Events AND Community Initiatives this now one committee and we’re just not sure where to put the Caspian Challenge, or is the question whether to split the committee in two?
      3. Does the Annual Meeting fall to this committee?
    - ii. Focus on Greater Greensboro Priorities meeting

1. John Stone: do we want to have an opinion as a board on what the Greater Greensboro priorities are?
    2. Naomi Ranz-Schleifer: let's see what the community decides the priorities are, and then we can see where those overlap with GA mission/goals
  - iii. Should this committee be split in two (Events, and Community Initiatives)
    1. John Stone: should Zoning be part of this committee?
      - a. Zoning comes out of the town plan, more of a legal issue.
    2. **Action Item:** codify/make a choice regarding Community initiatives and events committee (Vince Cabbage)
  - iv. Town Plan (raised by Stew Arnold)
    1. How/whether to address rentals with too many people
  - j. Conservation (Allison Stegner)
    - i. Can't imagine the GA doing any big, on-the-ground initiatives (at this point), but can imagine leveraging communication to our membership about conservation issues
    - ii. John Schweitzer: Asks for a list of possible actionable conservation issues that the board can discuss.
      1. Allison Stegner: there are far too many possible issues that we could tackle—rather, the board should decide what the priorities are and what we want to spend our time/money on
    - iii. Liaise with the town conservation commission?
    - iv. Should we combine lake and conservation committees? Should be discussed with Vince
4. Annual meeting recap and Conservation
    - a. Board agrees that the design worked well
    - b. We did not read the list of people who passed away over the last year. Was this over-looked, or was it intentional?
    - c. No complaints overall about the traditions that we skipped.
    - d. General board agreement that it was good to skip the police report; however, several members noted that they missed this.
  5. 2020 meeting planning
    - a. Volunteers for planning team:
      - i. Naomi Ranz-Schleifer suggests that the 1781 party planners do this
      - ii. Proposal that Annual meeting will be planned by the exec committee
  6. New business
    - a. New business is worthy of a special meeting (Linda Ely)
    - b. Approach to taking positions on controversial issues (e.g., zoning...)
      - i. We should participate in these conversations, but not on individual projects (LE)
      - ii. Let's plan a phone-in, specific meeting for the whole board (Karen Gowan)

- iii. We are waiting on the planning commission report to pass along to the zoning commission. No point in saying anything about it in advance of that.
  - 1. Most of us on the board can't vote on this anyway (Mary Parker). This is the reason for expanding our membership and communication; greater Greensboro planning meeting is a place where non-voters can share their opinions (Naomi Ranz-Schleifer)
- iv. Recommendation: discuss this during a special meeting
- v. New business items [on agenda] should be tabled until after the greater Greensboro planning meeting.
- c. Off season communications
  - i. Unclear what was meant by Vince here
- d. Meeting dates:
  - i. No objections
- e. AOB
  - i. None
  - ii. Cathy Irwin moves to adjourn