

Sierra Club of Northeast Florida Executive Committee Meeting Minutes

Meeting Place: Virtual meeting using the Zoom online system

Meeting Date: Monday January 22, 2023

Time: 6:30 PM

Call to Order: by Logan Cross at 6:30 PM

Members in Attendance: Logan Cross, Bill Snow, Sandy Bond; Peter Harding; Lisa Williams; Mimi Wahlman; Larry Zwain

Others in Attendance: Suzi Stone; Lucille Pendleton

Approval of Meeting Minutes; Motion made by Lisa Williams, 2nd by Mimi Wahlman, vote to approve was unanimous

Executive Committee

New Member Introductions

Logan Cross introduced the new EC members, Mimi Wahlman and Larry Zwain. Mimi and Larry shared information about themselves and identified areas of interest.

Emerald Trail Tour Options

Logan Cross provided information about the Emerald Trail Tour to be provided by Groundwork Jacksonville. Logan and Lisa Williams will proceed with scheduling, announcing, and overseeing registrations for the event.

OPA Representation

Logan indicated we need to identify someone to represent the SCNEF on the Okefenokee Protection Alliance (OPA). He asked the members to help identify someone to serve in that capacity.

Florida Chapter Director Visit

Logan indicated the Florida Chapter Director will be coming to Jacksonville on February 5 to meet with Mayor Deegan and the SCNEF leadership. He indicated he will send the day's itinerary as soon as it is finalized. He indicated Lucille Pendleton assisted with securing the meeting location and catering for the event. He also indicated Suzi Stone is assisting with securing a location for the social event at the end of the day.

Visibility & Advocacy

Communications Team Update – Suzi Stone

Suzie provided an overview of the SCNEF communications activities and strategy. She emphasized Julie Brown is doing a good job of administering the social media sites and members should send potential posts to Julie.

SCNEF Website Administration

Logan indicated the SCNEF website is now being administered by Peter Harding and Julie Brown. Peter will be working on structural changes to the site while Julie is learning about the Drupal platform used to create the site. Julie's responsibilities will grow as she learns about the system.

Riverfront Parks Development – Barbara Gubbin

Barbara indicated the Riverfront Parks Now campaign will be opposing a proposed restaurant to be placed at the shoreline of the Riverfront Plaza. She asked for volunteers to speak during the public comments period at the start of upcoming Downtown Investment Authority meetings.

Events and Tabling – Bill Snow

Bill indicated the SCNEF will be tabling at the Seven Creeks Festival on March 7. He identified other upcoming events where the SCNEF can get involved. He there are now few Earth Day events and recommended the SCNEF consider either providing such an event.

Political & Legislative

Political Team Update – Barbara Gubbin

Barbara Gubbin indicated she has been added as a member of the Florida Legislative Advisory Committee (LAC). She identified some of the bills currently working their way through the FL legislature. She also described other political-legislative activities and recommended members get involved.

Membership

Membership Team Update – Bill Snow

Bill Snow indicated the membership declined by 6% recently and it is difficult to determine why. This needs to be countered and members are encouraged to assist with recruiting and retaining members. Bill provided a detailed breakdown of the membership composition in the monthly Membership Report so members can consult the report for more detail. Bill also prepared a Membership Diversity Report in the EC meeting documents folder. Members should consult this report for more details.

Education & Engagement

Educational Programs Update – Lisa Williams

Lisa identified upcoming educational programs and members are encouraged to participate.

SCNEF Environmental Symposium – Lisa Williams

Lisa described the SCNEF Environmental Symposium to be held at the Tree Hill Nature Center on May 4. Members were encouraged to recommend speakers and activities.

Outings Program Update – Bill Snow

Bill indicated there were 114 outings in 2023 with 1023 participants which positions the SCNEF as one of the more successful outings programs in Florida. He described upcoming outings. Bill provided more details in the monthly Outings Report in the EC meeting documents folder.

Financial Capacity

Financial Update

Lucille Pendleton provided an overview of the SCNEF finances. She indicated the annual SCNEF financial statement was submitted to the FL Chapter Treasurer. She indicated the SCNEF increased its request for funding from the Edna Sproull Williams Foundation by five thousand dollars.

Conservation Priorities & Initiatives

Okefenokee Swamp Protection

Logan indicated the SCNEF needs a volunteer to represent the SCNEF in the Okefenokee Protection Alliance to continue the progress achieved by Carr Smith.

Backyard Habitat Creation and Florida Native Plant Adoption – Lisa Williams

Lisa provided an overview of the efforts to promote creating backyard habitats and promoting use of FL native plants.

Renew Jacksonville Campaign Update

Logan Cross provided an update on the Renew Jacksonville Campaign.

Next Meeting: March 22, 2024: 6:30 PM via SCNEF Zoom Account

Adjourn Meeting at 8:08PM

Minutes Prepared by Logan Cross