

Sierra Club of Northeast Florida Executive Committee Meeting Minutes

Meeting Place: Virtual meeting using the Zoom online system

Meeting Date: Monday September 23, 2024

Time: 6:30 PM

Call to Order: by Logan Cross at 6:33

Members in Attendance: Logan Cross, Larry Zwain, Bill Snow; Mimi Wahlmann; Barbara Gubbin

Others in Attendance: Susan Creek, Julie Brown; Dana Michelle Maule

Approval of Meeting Minutes; Motion to approve the minutes was made by Mimi Wahlmann; 2nd Bill Snow; all approved

Executive Committee

SCNEF Leadership Change Plan

Logan Cross confirmed he is stepping down from the EC and as its chairman at the end of the year. Logan indicated Lisa Williams stepped down from the EC immediately due to family health issues. Logan indicated the EC needs to plan a transition to new leadership.

2024 Executive Committee Election

Logan indicated Larry Zwain, Mimi Wahlmann, Peter Harding, and Susan Creek agreed to serve on the nominating committee. He indicated we need candidates and need to get going as we are behind schedule on this.

Visibility & Advocacy

Communications Team Update

Julie Brown shared information about the Yard of the Month promotion. She indicated it was doing very well on Social Media. She indicated the posts have reached 2800 more people in past 28 days.

Riverfront Parks Development

Barbara Gubbin indicated there have been positive developments lately, focusing attention on what is happening with Riverfront Plaza Park and the historic center downtown. People have been asked to attend city finance meetings to support parks. Special committee and DIA meetings have been attended. Barbara has met with several people including Jimmy Peluso. Wayne Wood who is a historian in Jax was given a 10 minute slot with which he made a persuasive argument for supporting parks and that area as the center of Jacksonville. It looks as there is a possibility there will be money to renovate those classic buildings, it seems that most people want a park. In terms of conservancy, a survey will be done to get numbers of visitors. There will be some programming on both banks to show that those spaces can be viable as parks.

Events and Tabling

Bill Snow indicated Jeff Fagen has volunteered to take over tabling operations. He has all of the materials at his house now and has done two events already. Since this area is part of communications, he will be reporting through Suzi as head of the Communications Team.

Moncrief Springs Documentary

Dana Michelle Maule gave an overview of the film she is making to document the history of the area and promote more tourism in that Northside area. Great African American history in that area, with the first and largest Gullah Geechee community. She spoke on learning about

environmental justice from Bill Snow and she has been working with him on urban hikes where people can learn about Jacksonville's unique heritage. She showed her promotional video and talked to us about sponsoring what she is doing to reach more people. Mimi asked if the film was complete and could we see it. She said it should be complete in December

Political & Legislative

Political Team Update

Barbara Gubbin indicated we endorsed 5 candidates, Barbara Blonder has won her election due to no opposition. Tracie Davis and Angie Nixon won their primaries and have no opposition. Rachel Graves and Adam Morley have opposition in the general election so they are running a race.

Membership

Membership Team Update

Bill Snow conveyed the following month's membership data:

Total Members: 1,515

Duval: 849

St. Johns: 536

Clay: 130

He indicated we decreased by 45 members this month with 1,515 total members. The SC statewide membership is decreasing. We send out an email to ask them to come back, we also give reminders.

Education & Engagement

Educational Programs Update

Lisa Williams did not participate in the meeting, but did provide a list of SCNEF educational programs currently scheduled for the 2024-2025 season. The list was included in the meeting documents folder and EC members were encouraged to review the list. All events are subject to change except for the highlighted programs.

Outings Program Update

Bill Snow indicated in September there were 5 regular outings with 59 people. We are doing more urban outings, clean ups and service outings. Yolee Copeland led a tour and runs a company called ExploreJaxCore.com. Transit to Trails made a file of taking a bus to Tree Hill, it was quite a long trip with a mile and half walk and shared the video with JTA. Solidarity Sundays are the last Sundays of the month with Angie Nixon.

Conservation Priorities & Initiatives

Logan Cross provided updates on the status of reforming the Conservation Committee, mining near the Okefenokee NWR, and Okefenokee Protection Alliance representation.

Renew Jacksonville Campaign Update

Logan Cross provided and update on the Renew Jacksonville Campaign implementation.

Next Meeting: October 28, 2024: 6:30 PM via SCNEF Zoom Account

Adjourn Meeting

Adjourn Meeting at 8:04PM