

RIVERSIDE LAND CONSERVANCY
Minutes of Board of Directors Meeting
HDR Engineering, 2280 Market Street, Suite 100, Riverside
5:30 PM, Wednesday, July 20, 2016

Directors Present: Bob Ryan, Jeff Beehler, Greg Ballmer, Dusty Williams, Keith Butler, Eric Johnson, Jim Davis, Jane Block, Kim Davidson-Morgan, Mike Linton (phone).

Staff Present: Gail Egenes, Jack Easton, Nicole Stutzman

Guests: Elizabeth Davis, Kim Davidson-Morgan's friend

Meeting called to order as Riverside Land Conservancy 5:40 p.m.

Action Item 3 – Butler/Ballmer, (M/S/C), Approval of Consent Calendar:

- Approval of June 2016 Minutes
- Approval of June 2016 Monthly Financial Statements
- RLC Current Project Report
- LANDS Report – June 2016
- Board Updates

STEWARDSHIP REPORT – Arlington Mountain Conservation Easement

TREASURERS REPORT

A. June Project Transfers

Action Item 4 – Beehler/Johnson, (M/S/C), Approve transfer of funds in June to reflect staff time and expense related to specific projects.

B. FY 2016-2017 1st Quarter Financial Statements

Action Item 5 – Beehler/Davis, (M/S/C), Refer 1st Quarter Financial Statements to audit. Treasurer summarizes 1st Quarter financial statements. Notes that we are doing well on budget to actual comparison. Summarizes Profit & Loss by class. The board questioned consultant and legal fees as to whether we use multiple consultants to ensure complete fees. We use a single legal firm. Consulting fees are mainly for Dangermond per agreement with Friends of Riverside Hills. Depending on work involved and skills required, we may single-source or competitively bid out work.

C. Unrestriction of 1st Quarter Board Restricted Funds

Action Item 6 – Johnson/Beehler, (M/S/C), Approve Unrestriction of Stewardship Endowment Funds earnings for 1st Quarter Stewardship and related Operations and Financial Management Expenses and approve Unrestriction of I&C Funds for 1st Quarter Operations and Financial Management Expenses. Treasurer summarizes unrestricted stewardship funds report. Executive Director describes categories of report.

D. Board Restricted Funds

Action Item 7 – Block/Davidson-Morgan, (M/S/C), Approve unrestricting (BR) Fund of \$6,110.62 (Falk donation) originally used to fund Dangermond Group contract work on Wilson Creek project (contract now expired). Executive Director explained what this type of action entails with respect to unrestricted board restricted fund.

PRESIDENTS REPORT - None

COMMITTEE REPORTS

A. LANDS Committee

Action Item 7a – Beehler/Butler, (M/S/C), Approve the release of the remaining Wildlands Conservancy grant funds (\$68,242.00) to be used in conjunction with City of Riverside funds for acquisition of two private lots. APN's 207-050-003 and 207-021-007 and to waive the charitable contribution that Riverside Land Conservancy customarily receives on such transactions. Eric Johnson summarized meeting of July 6, 2016. He described Indian Hill project and transfer of funds to further project purposes. Anticipated project would close escrow by end of November 2016; would then look to acquire single remaining parcel (Lois Krieger property). City parks may be able to fund that acquisition.

There was further discussion of Apple Valley donation project.

Action Item 8 – Block/Ryan, (M/S/C), Approve policy for Stewardship of Conservation Easements with the section addressing preparation and review of reports retroactive to April 2015.

B. Fundraising Committee – (General consensus on awardees)

- Discussion of the Pride of Place event.
- Awardees – Patagonia; Santa Ana Watershed Project Authority/Celeste Cantu; Councilman Chris MacArthur/Grow Riverside; Patriot High School Teacher Jennie Williams.
- Sponsorships – Each board member is encouraged to line up one sponsor, buy tickets, invite friends, introduce friends to RLC and industry groups (this event is a great opportunity to form relationships with members of the community).
- Sponsorship package will be emailed to board 7/21/16.
- Auction items due by September 30th.

C. Marketing and Rebranding Subcommittee update – The board discussed the progress of the name change “Rivers and Lands Conservancy.” We have a marketing firm VC Strategies that will do pro bono work to help develop logo and tagline. Alternatives will be presented to board in August for selection. Staff will also have opportunity for input. Will announce new name at Pride of Place. Will send out RFP to marketing firms for website design and other marketing services.

There was further discussion about how we ensure we maintain relationship with Riverside City and County while dropping “Riverside” from our name. Suggestion that it be framed as a “Thank You” for helping us grow.

Consideration for a variety of press releases to announce the name change.

OLD BUSINESS

A. Formation of Facilities Committee

Staff growth and Jane's need to plan for the property have led to a need to consider office space. Recommendation is for committee to sit down with staff to discuss what is needed for space. Mike Linton would like to form committee (Facilities Committee). Jane would like to participate in the effort and encourages RLC to purchase a property larger than needed and rent out a portion of the space. Mike will contact prospective board member for participation in effort. Mike will chair the ad hoc committee.

NEW BUSINESS

A. Conflict of Interest

Reminder that all members need to complete and submit the agreement ASAP.

B. Board Member Agreement

Request all board members complete an agreement about their interests in participating on the board and submit ASAP.

C. Totally Mount Rubidoux Steering Committee

Action Item 9 – Block/Williams, (M/S/C), Approve Resolution 016-007 authorizing entering into the Amended and Restated Memorandum of Understanding between Riverside Land Conservancy, Mission Inn Foundation and Friends of Mt. Rubidoux. Jeff Beehler discussed the history and involvement with MIF and FMR. He noted that we as a group raised \$33,000 more than needed and are deciding how to best spend it for further conservation and education in association with Mt. Rubidoux. Jane suggests establishing a committee/group to write and publish a pamphlet about the mountain as a good way of spending a portion of the \$33,000.

D. Future Agenda Items

- Agriculture Conservation Funding
- Marketing and Branding.

Meeting adjourned at 7:02 p.m.

Prepared by Jack Easton on behalf of Greg Ballmer, Secretary