

10/16/10 Minutes

Present: Rebecca Kauten, Emilie Souhrada, Sheila Sawyer

Financial Report:

Current balance: \$2,221.17

CD: \$1500 matures July 5, 2011

Paid out:

Mobile Bay Keepers-\$275

Hartman Reserve- \$100

Hearth Fest \$50

Ending Balance: \$1796.17

Obligations for 2011 expenditures

Crawdaddy's \$450

T-shirts \$600

Marketing \$50

John Deere \$250

Earth Day-\$500

non-obligated funds (-\$103.83)

Anticipated remaining expenditures: \$3600

Fundraising goal: \$4200

Remaining t-shirts: Contact Penny Hansen at Garden of the Heart to see if she will sell last years t-shirts.-Sheila

Marketing Plan:Sheila

- t-shirts-Check order from 2009 and 2010, consider order from 2009
- Bookmarks-design and order as soon as possible-run 150
- Brochure- generic one with no dates-with bookmark in them -run 150
- Posters
  - Winter Fundraiser February 11, 2011 -run 20 by January 23, 2011
  - Art Auction-20
  - Festival July 30-31, 2011 -run 20 by July 9, 2011
  - Earth Day-April 22, 2011, Waterloo Center for the Arts running off posters -April 1, 2011
- Postcards -send out June 1st
- Miscellaneous signs
- Print off tickets for film festival
- Kayak raffle tickets

Annual Report: Due date December 1, 2010 Draft Due to Robin Souhrada by November 15, 2010

Newsletter: December 1, 2010, March 1, 2011, June 1, 2011, September 1, 2011

Newsletter content for December 1, 2010

Fest dates, fund raisers, Earth Day, UAW spot, annual report, green drinks and open meeting dates, Mobile Bay Keepers info

Sponsorship

- Bertch?-Earth Day event, -Sheila and Becky
- Carney Alexander and Merrill? -Earth Day event -Emilie
- Black Hawk County Gaming Commission-
- UAW-386
- Matt Cowell's company port-a-potties
- Roots -Snacks for festival
- Sierra Club-Communication with them
- La Porte City business

Green Drinks Dates:

December 8, 2010 Cellar

February 2, 2011 My Verona

April 6, 2011 Cellar

June 8, 2011 My Verona

August 10, 2011 Cellar

October 5, 2011 My Verona

December 7, 2011 Cellar

CRF Group Open Meeting Dates:

December 4, 2010, 9-12:00 Cedar Falls Public Library

January 29, 2011, 9-12:00 Cedar Falls Public Library

March 5, 2011, 9-12:00 Cedar Falls Public Library

April 9, 2011, 9-12:00 Cedar Falls Public Library

To do List-

Rebecca

Annual Report/Newsletter-draft to Robin ASAP-to be sent out December 1st

Fest dates, fund raisers, Earth Day, UAW spot, annual report, green drinks and open meeting dates, Mobile Bay Keepers info

Sheila

Contact Penny Hansen at Garden of the Heart to see if she will sell last years t-shirts.

Bookmarks

Brochures

Emilie

Talk to Jon about updating website with  
open meeting dates  
Green drink dates  
board members  
minutes

Ask Jon about becoming our music chair

Ask Dave Rogers about a donation from Carney, Alexander and Merrill