

## Board Meeting Minutes

Jan. 13, 2011

Present: Ann Bliss, Paul Burke, Cass Thurston, Doug Bogen, Michael Bliss, Jarda Hutar – 6 present

### Agenda

1. Project Manager – Update
2. Newsletter and Social Media
3. February Energy Share
4. 501c3 Application Progress
5. Fundraising Campaign
6. Board Development
7. New Business

1. Project Manager – Ann read the proposed position description (by Cass) and will put it in the newsletter with announcement for members & supporters: 14 days open for mail list recipients before the public posting goes out. Cass: OSHA certification requirement explained ‘general knowledge of OSHA’ is preferred and it would be beneficial for SEAREI volunteers.

#### 2. Newsletter

Michael: We can ask Portland Permaculture to contribute to SEAREI newsletter – Portsmouth (via Michael) is adjunct of the program. Michael will follow up. Also, incorporate in newsletter that SEAREI is looking for Social Media Coordinator to manage Facebook/Twitter pages .

2 a. Facebook – SEAREI has a page set up by G. Horrocks in 2010. Portsmouth High School Green Club member(s) can manage it and maybe spiff up the appearance. Ann is keeping up with replies.

Cass will write a short article about SE NH Habitat for Humanity. Newsletter - add a call for people interested in energy installations for Summer 2011.

3. Next Energy Share is Feb. 10 and intended speaker Joel Bobbett from Simply Green. Topics – heating oil, zero carbon building project, group discussion.

Jarda will contact UNH Extension Renewable Energy Unit if they are able to speak Feb. 10 (if Simply Green cannot commit, then UNH is Plan B = alternative speakers). Possibly, UNH could be the featured speaker in April 2011 as Plan A. Also, ask Mike for link to data for his system performance (see New Business below).

#### 4. Application for 501c3

Articles of agreement are amended, Ann sent the e-mail, there are no objections to the adopted Articles, everyone had a chance to read them in full, therefore they are ready for signatures and now the bylaws with articles are sorted out and in order. The sequence has to be done and signed document will get scanned. Then it's ready to file with NH State. Jarda needs to put in 2010 updated financial data in the application form and the IRS form will be ready for filing.

#### 5. Fundraising

The grant award came in through NEGEF - \$5,500 in Jan. 2011 for the whole amount to fund the Project Manager (see above). Next NEGEF Funding Round is Feb. 15, their regular cycle and RFPs are welcome for small groups. SEAREI is eligible, Doug will send a first draft. Ann will fill in the details.

RFPs for Ben & Jerry's Foundation are reviewed 9 times a year on rolling basis for non-profits with <500k budget, i.e. SEAREI. Idea - write a letter of interest to the Foundation to fund Exec. Director position (and include training/leadership development). If not Director - then community organizing, outreach, public awareness. Grant writers need to get involved. Paul will contact UNH Extension Vica Leva (?spelling?). Portsmouth HS Eco Club may be interested in further education and we should contact what interest exists to teach a class/similar education.

Michael: SEAREI should ask for grants around core program activities: energy raisers, education, drumming up business in community, fundraising.

5a. Fundraising Campaign – SEAREI annual Campaign needs to start taking shape (Brewery, VFW, radio, etc.) and once it is determined, a link with Sustainability Fair, Market Square Days, auction/raffle needs to be established (SEAREI is not in Market Sq. Day due to cost).

Cass: Abundance Foundation is a good example, they facilitate an auction for a biodiesel car, there is a min. bid – and there is a good story that fundraising is for such and such purpose.

#### 6. Board Development/Fundraising

There is a general consensus about a Board retreat or a Board development session. The Board needs to figure out when and where (Portsmouth library/half a day?).

#### NEW BUSINESS :

Paul: SEAREI radio commercial WGBX 101.5 is memorable, it airs nicely without our major effort or contribution.

Ann: Portsmouth Community Radio WSCA – SEAREI could underwrite the environmental show and air a commercial for \$200. In addition, ask UNH radio for airing some commercials.

Jarda: The NH student newspaper – explore how much for a printed commercial, UNH staff and faculty read it.

Ann: We need to ask old members for renewal of membership; e.g. Jarda ask Kevin G.

Paul: New Applicants – How are you going to contribute in your role? We need to redesign a membership form, present new ideas. SEAREI needs to look for stipend for setting up the staging and create opportunities for ‘on the job training’.

Cass: If we have new members interested in install – then we would encourage new members to donate extra funds, time, etc. to justify their install ahead of the ‘backlog’.

Paul/Cass: ask Mike from the log the actual log from install savings and operations savings (tie it into the upcoming Energy Share and Newsletter issue).

Paul: We need to figure out how to support sustainability by getting a fee for value of the set up ticket?

Meeting adjourned

#### **Not to be forgotten Notes:**

\*Next meeting is Feb. 3

to get ready for the Energy Share

to schedule Board development meeting

create agenda for fundraising

start taking notes and put structure to the Board development meeting for ½ day – preferred on Saturday after Feb. 10 Energy Share.

\* Ask Melinda to put mention of search for new board members on SEAREI website.

\* Ann will call Bart.