



FLORIDA NATIVE PLANT SOCIETY

Finance Committee

Minutes & Monthly Report

July 12, 2022

Attendees: Ann Redmond (Chair), Mark Kateli, Susan Carr, Lynda Davis, Shirley Denton, Paul Schmalzer, David Martin, Bonnie Basham

Absent: Chris Moran

Minutes

Meeting called to order 6:30 PM

1. **Financial Status Update** – Susan
 - a. SC wants to re-structure the way the way the budget is organized and presented to reflect how our money flows in and out
 - b. SC and Lynda to take a first stab at this and present by the end of August for discussion/corroboration; in time for next annual budget cycle
 - c. We concur that a budget that more clearly relates to our mission would be great!
 - d. Will lay out with one (detailed) and three (summary) year formats
 - e. Three-year budget will be a tool for growth and development tied to strategic plan
2. **Budget amendment – August?** – Susan
 - a. Some amendments will be needed in August
3. **Legacy Gift Giving for August National Will Month.**
 - a. Use of these funds? Unrestricted would “Support FNPS’ Mission”
 - b. Website refinement needed? Generally fine as is, but do we want to redirect folks to the ED?
 - c. Specific information needed to be discussed by Ann, Lynda, Val later in the week
4. **Strategic Plan** – Lynda
 - a. Mark & Lynda working to do a BOD retreat in October
 - b. It will include working session on strategic planning
5. **License plate update**
 - a. Lynda – Sales to date is 488.
 - b. **Lynda presented an analysis of the LP situation – see Attachment A.**
 - c. David – Member sales update
 - d. Ann– Florida State Parks campaign contact info received. We can contact them for marketing ideas
 - e. Executive Committee to meet on July 20 to discuss further
6. **Chapter newsletter/Sabal minor Fundraising snippets** – Ann - *Tabled*
 - a. Amazon Smile – FNPS or your 501C3 chapter
 - b. Donate your car - *ditto*
7. **Bequest – McCartney Estate** – Ann

- a. See **Attachment B** for some information about Mr. McCartney's involvement w/FNPS
- 8. **Branding Update** – Lynda, Ann
 - a. Ann met briefly with Marjorie Shropshire to explain Fin Comm's interest in branding.
 - b. Lynda has a meeting to discuss with Marjorie. LD is reviewing what we have now. Shirley recommended working with chapters as this effort proceeds.
 - c. Updating our brand will likely occur iteratively over a ~3 year period.
- 9. **Finance Committee Charge** – Discuss
 - a. We've been acting more as a development committee. As an Org we need a Finance Committee, also should have a Development Committee. In the interim the Dev Comm duties default to us. Our charge is to ensure the society's financial health, with a long term view. Less concerned with near term day to day than long term fiscal health.
 - b. Ex Comm may take a stronger role in annual budget development (i.e., near term)
 - c. Mark wants to work closely with this committee and Lynda in development of the upcoming Annual Appeal.
- 10. **New Business** –
 - a. None this month

Adjourned 8:30 PM

Attachment A

License Plate Vouchers – A Brief Report

Lynda Davis / 7/10/2022

Sales

In 2021, we reported 335 vouchers sold through our website. The FLHSMV website shows 375 vouchers sold total, which means 40 have been purchased directly through their site. This week we will report an additional 113 vouchers sold through the FNPS website (which is the total sold in 2022 to date). This will bring the total sold to 488.

Advice from Escambia County

Our contact at Escambia County has explained that the most successful voucher sales have come from those organizations who have raised the funds to purchase the all of their vouchers and then ‘sell’ them for free. Many of the top sellers have taken this approach. In contrast, he was able to provide examples of organizations who had invested considerable budgets on marketing and who had failed to meet their 3000 targets. His recommendation was to take a fund-raising approach (rather than traditional product marketing approach).

Essentially taking a traditional product marketing approach does not work for a product that does not exist yet. Vouchers (a ‘promise’ of a product) will only appeal to people who care about our mission.

He also explained just how crowded the market is now. In particular that there are many other options that would appeal to customers who may like the camo look.

Potential Income

Although we were originally advised we would need to continue to sell 3000 plates per year to retain the license, this has recently changed:

“In the past FLHSMV required 3,000 active registrations to prevent a plate from being deauthorized. As I understand it, the procedure has changed. Now, they have capped the number of plates at 130 and will deauthorize the lowest performer if a new plate is authorized that would push them over 130.”

Escambia County

Once we reach 3000 vouchers, it is reasonable to expect that a good % would continue to renew. With good marketing we could potentially maintain that number (at a minimum), meaning potential income of \$75,000 per year is possible.

New Approach?

It seems in order to achieve 3000 vouchers sold, fundraising would be the most effective approach. This would mean:

- Fundraising \$82,896 to buy the remaining vouchers.

- Developing a marketing strategy to encourage people to take up the free vouchers (they will need to renew the plate each year at their own cost). Adding a 'free voucher' to new member sign ups could be one way of addressing this.
- Budgeting for marketing to maintain and grow the plate sales in the future (Escambia County allows 10% of proceeds from licenses to be used for marketing)

Challenges

- If we take the new approach, much of our fundraising effort over the coming months would need to be directed to this project. This would be at the expense of other fundraising needs.
- What do we do if no one wants the vouchers even when they are free? (there are many other plates in this position currently).
- If people take the 'free' vouchers, will they continue once they have to pay for them the following years?
- What do we do about those people who already purchased vouchers?
- Branding is a serious problem. As we look to grow our membership and encourage more diversity and more young people to join us, the license plate will likely be the most visible branding we have. The term 'Florida Native' is problematic for these target groups (as well as the camo design). What are our potential losses if the plate is successful?

Attachment B

McCartney Estate Bequest

Chuck McCartney, who made a bequest on behalf of FNPS in his will, wrote many articles for The Palmetto, most recently in 2017! A career journalist and editor, Chuck wrote articles for us about orchids, bromeliads, trips, and books. He bequeathed FNPS 5% of his remaining estate.

We published an obituary in October 2020. <http://fnpsblog.blogspot.com/2020/10/chuck-mccartney-obituary.html>

- 8 McCartney, Chuck. 1985 (Fall). **South Florida's Epiphytic Orchids: How Healthy are They? Part II.** Palmetto 5 (3): 8-9.

Keywords: endangered species endangered plants, rare plants, rare species.

- 8 McCartney, Chuck. 1985 (Spring). **South Florida Wildflowers - Candidates for Cultivation.** Palmetto 5 (1): 8-9.

- 8 McCartney, Chuck. 1985 (Summer). **South Florida's Epiphytic Orchids: How Healthy are They? Part I.** Palmetto 5 (2): 3-5.

Keywords: endangered species endangered plants, rare plants, rare species.

- 8 McCartney, Chuck. 1990 (Fall). **The Rein Orchids of Florida.** Palmetto 10 (3): 3-6.

Keywords: endangered species endangered plants, rare plants, rare species.

- 8 McCartney, Chuck. 1997 (Spring). **Mrs. Britton's Shadow Witch, *Ponthieva Brittoniae*.** Palmetto 17 (1): 10-11.

Keywords: endangered species endangered plants, rare plants, rare species.

- 8 McCartney, Chuck. 1997 (Spring). **The Tetramicra Mystery.** Palmetto 17 (1): 12, 14-15.

- 8 McCartney, Chuck. 1997 (Summer). **Florida's Aquatic Orchids.** Palmetto 18 (2): 20-23.

Florida has several species adapted to wetlands. *Habenaria repens* grows both rooted and floating in mats of vegetation and is relatively common. *Platanthera nivalis*, the snowy orchid, blooms in bogs and wet meadows in May and June. *Spiranthes odorata* and *S. cernua* grow and bloom in as much as a foot of water in the Big Cypress swamp in autumn. *Spiranthes laciniata* rounds out the list of relatively common aquatic orchids; it blooms in the spring. Other, rare orchids, occur in Big Cypress and Fakahatchee strand as well as species that are usually terrestrial. Keywords: endangered species endangered plants, rare plants, rare species, wetlands, swamps, savannas, bogs.

- 8 McCartney, Chuck. 2004. **Book Review: Wild Love Affair: Essence of Florida's Native Orchids by Connie Bransilver.** Palmetto 23 (1): 11.

Keywords: endangered species endangered plants, rare plants, rare species.

- 8 McCartney, Chuck. 2006. **Book Review: Wild Orchids of Florida by Paul Martin Brown.** Palmetto 23 (1): 14-15.

Keywords: endangered species endangered plants, rare plants, rare species, plant identification.

- 8 McCartney, Chuck. 2010 (Summer). **Book Review: Native Bromeliads of Florida by Harry E. Luther and David H. Benzing.** Palmetto 27 (2): 13.

Keywords: endangered species endangered plants, rare plants, rare species, plant identification.

- 8 McCartney, Chuck. 2011 (Fall/Winter). **Book Review: Wildflowers of Florida and the Southeast By David W. Hall and William J. Weber.** Palmetto 28 (4): 14-15.

Keywords: endangered species endangered plants, rare plants, rare species.

- 8 McCartney, Chuck. 2015. **Across the straits: observations on plants in Cuba.** Palmetto 32 (4): 9-11, 15.

A retrospective of the 2015 Florida Native Plant Society tour to Cuba.

- 8 McCartney, Chuck. 2017. **Florida's so-Called 'Butterfly Orchid'.** Palmetto 34 (1): 4-7.

Encyclia tampensis, a.k.a Florida butterfly orchid or onion orchid (for the shape of its pseudo-bulb), the origin of its names, and some of the history of how it came to get those names. Keywords: orchids, forests, swamps.

- 8 McCartney, Robert B.; Wurdack, Kenneth; Moore, Julie. 1989 (Summer). **The Genus *Lindera* in Florida.** Palmetto 9 (2): 13-14.

The articles contrasts the morphology and biogeography of these little-known Florida shrubs. Keywords: endangered species endangered plants, rare plants, rare species.