



FLORIDA NATIVE PLANT SOCIETY

Finance Committee Minutes & Monthly Report August 16, 2022

Attendees: Ann Redmond (Chair), Lynda Davis, Shirley Denton, Paul Schmalzer, David Martin

Absent: Mark Kateli, Susan Carr, Bonnie Basham, Chris Moran

Minutes

Meeting called to order 6:30 PM

1. **Financial Status Update** –
 - a. Lynda provided an update of financial status, which she collaborated with Susan on developing. See details in the August report to the BOD.
 - b. Per last month's discussion, Lynda is working with Susan and Kim to simplify our accounting. They're aiming to improve how revenue relates to mission, increasing transparency and clarity of money flows, improving how that is visually communicated.
 - c. Lynda is also setting up a simple grant tracker.
2. **Budget amendment – August?** –Lynda presented areas where we'll need to amend the budget – IT and contract services. This will be proposed next month.
3. **Legacy Gift Giving for August National Will Month.** Campaign underway. It's a good test of our fundraising capacity. A couple of SM posts have gone out, a letter is in the works. Ann developed text for the campaign. The legacy webpage has been slightly updated. Lynda's doing training on legacy giving and assessing teaming partners. Partners can bring expertise to the table so we don't have to (legal, etc).
4. **Strategic Plan** – Lynda has proposed to Mark and Bonnie that the strategic plan be postponed until spring. She is currently developing her workplan. As part of that she's doing health checks on the various aspects of the society's operations. The workplan will be practical and have measurable outcomes.
5. **License plate update** - Any tasks to complete to close this out? Lynda's in touch with FDOT about how to close this out and get people refunds. The chapters have been notified. Sue's contract has been ended and we're expecting a \$7500 severance invoice from her (per her contract).
6. **Committee Needs - FY 23** – At July BOD meeting Lynda's report presented a request that committee chairs get their budgets to her by end of September. The work described in 1.b above should help committees with their budgeting process. Not all committee chairs are on the board, although they should attend BOD meetings – LD to discuss w/Mark.
7. **New Business** –
 - a. Fundraising calendar – some work started. Identifying gaps and overall plan. Discussion about need for a process for fundraising campaigns, including

proofing, professional “look”, etc. Developing campaign calendar deadlines by working backwards from launch dates.

- b. Membership Growth – LD reviewing relationship of revenue generation and membership growth and retention. Data is not easily interpreted. Ex- society gained 300 new memberships; but when dig in you see that we gained 1000 new membership, but lagged on 700 renewals, for an overall “gain” of 300.
- c. Social media and membership – most followers are not members. She’s working with staff to diversify content. Discussed whether to re-start blog; it had been quite popular. In short, need to periodically check to verify SM is serving our mission and whether it’s effective.

Adjourned 7:15 PM