

Ixia Chapter of the Florida Native Plant Society

Board of Directors Meeting Notes

(bold print text are action items)

DATE: March 7, 2021
LOCATION: Waterview II Building, 10752 Deerwood Park Blvd., Jax 32256
TIME: 11:00 am – 12:30 pm
INVITEES: Adam Arendell, Betsy Smith, Bonnie Sinatro, Brenda Daly, Cate Hurlbut, Chadd Scott, Diana Openbrier, Linda Schneider, Margo Abdelnour, Nicholas Freeman, Walter Bryant
ATTENDED: Adam Arendell, Bonnie Sinatro, Brenda Daly, Cate Hurlbut, Chadd Scott, Linda Schneider, Walter Bryant
DID NOT ATTEND: Betsy Smith, Diana Openbrier, Margo Abdelnour, Nicholas Freeman
GUESTS: None

Cate convened the meeting at approximately 11 am.

Good neighbor award

Cate started the meeting by announcing that the chapter received a Certificate of Recognition award from the COJ Neighborhoods Department for “dedicated service to your neighborhood.” Images of the award & plaque are appended to these notes. **Walter will arrange to get the award and plaque displayed in the Native Park kiosk.**

Barrett King passing

Long time Ixia FNPS member, Barrett King, passed on January 17, 2021. **Cate will send the obituary and photo to FNPS for inclusion in Sable Minor.**

Outreach workshop

FNPS Council of Chapters will host an Outreach Workshop on April 17 for the purpose of increasing the effectiveness of chapters outreach efforts to fulfill the FNPS mission. Each chapter may have up to three participants. **Brenda, Cate & Chadd volunteered to represent Ixia at the workshop.**

Good Citizen guide

FNPS is creating a “Good Citizen guide” which consists of a brochure and regional inserts. Chapters have been asked to provide a list of native plant communities in their regions along with photos. **Adam & Walter will collaborate to provide this information.**

Eagle Scout project in Native Park

An Eagle Scout, Brannan Doherty, contacted the chapter with a request that he build a bench and chairs for Native Park. Walter said that COJ Parks Department has a staff person who coordinates such projects & that the scout & COJ will work together on the project. The project was approved by the meeting attendees. **Nick will be the point person to interact with Brannan & COJ on this project. Walter will send an email to Brannan and COJ with our consent to proceed with the project & request that they**

keep the chapter in the email chain. We will also work with the neighbors who are interested in the impact of the project on the area.

UNF student working on Native Park video

UNF has an Environment Center Leadership Program that provides scholarship and other benefits to students who successfully complete the program and execute a project during the semester. Ixia was approached by UNF in the fall of 2020 to be a partner in the program, and Walter, Larry & Teryn made a presentation to the program coordinator about having a student do a project involving Native Park. A student, Delaney Akridge, signed up for the project. Walter reported that he & the student have communicated via email and Zoom on several occasions & met personally in Native Park, however, at this point, nothing has been received from the student to indicate that she is working on the project. The project is required to be completed by the end of April so Walter is concerned that the student's project may not work out.

Grants committee & grant application form

The membership on the Grants and Donations Committee was briefly discussed. Walter reported that no grant requests have been received since early last year. Cate asked about posting the application on the website and **Walter said he would post the document along with a brief write up about reading application guidelines thoroughly before submitting an application.** The goal of the write up is to avoid submission of applications that do not meet guidelines. The meeting attendees voted to appoint Walter as the chair of the committee. Walter said he would like to retain current members Betsy & Bonnie on the committee & consider adding other members.

FNPS 2021 conference

Cate gave an update on the planning for the conference which will be online May 14-16. Members should have received emails inviting them to the conference. A brief discussion ensued about some members have not received emails for the conference or membership renewals. It was suggested to contact FNPS at 321-271-6702 or by email to info@fnps.org for any membership issues.

Each chapter has been asked to submit a video or PowerPoint presentation of approximately five minutes in length to show during the conference. Various ideas were discussed but nothing specific was decided. Nick is working on a presentation about Native Park for the Garden Club of Jacksonville so could possibly be used. Walter & Adam talked about doing voice over video of images from Native Park. Chadd said he could be the narrator if provided a script. **Walter, in a burst of enthusiasm over the project, said he would work on a draft of a script and start doing some filming or photography in Native Park. Adam said he would be willing to meet one weekend & work on the filming.**

A blurb about the conference needs to be put together and posted on the Ixia website.

Plant sale

The plant sale is scheduled for April 24. Cate reported that both Native & Uncommon Plants and Reflections of Nature have agreed to participate as native plant vendors. Discussion ensued about masks & it was determined that since it is a public park the chapter probably cannot mandate masks. It was decided that volunteers will wear masks & take other CDC recommended precautions. It was also decided that the two vendors will set up in Native Park II. **Cate will put together information about the**

plant sale and send to Walter to email to people on his distribution list. Bonnie will put together information about the plant sale to go to local media and send it to Diana Openbrier for forwarding to her distribution list.

Appointment of Bonnie Sinatro to BOD

The three elected officers present at the meeting (Adam, Cate, & Walter) voted to appoint Bonnie Sinatro to the Board of Directors as an Appointed Member At Large. **Walter will send an email to Betsy and Nick to get their concurrence on the appointment.**

Cate resigning as president

Cate announced that she has been president for over five years & it is time to get a new president. Cate said she would continue for this year but action needs to be taken to find her replacement by the first of the next year. She agreed to serve in an advisory capacity as needed for the incoming president in 2022. Adam stated that with his job and toddler he does not feel he can do an adequate job as president at time but he will stay heavily involved in Ixia activities. Discussion ensued about reaching out to the chapter's membership base more aggressively than we have been doing to find people who want to serve in leadership roles. No specific actions were proposed but this issue will need to be discussed at upcoming BOD meetings.

President report

Cate said she had already covered everything she wanted to say.

Vice President report

Adam gave an update on field trips & media which are listed below under those report sections.

Secretary report

Walter reported that he will be updating the chapter website with meeting notes and other pertinent documents.

Treasurer report

Betsy was unable to attend the meeting but submitted a treasurer report by email prior to the meeting. The balance in the general fund as of February 28 is \$7,458.88 & \$2,738.63 in the plant fair fund. Walter said that he would like to see the report maintained on a cumulative annual basis since to see deposits & disbursements for an entire year would require looking at twelve individual reports. We will ask Betsy to do this. A discussion ensued about posting the report on the website for the public to view. Walter is opposed but some of the other meeting attendees are in. Members agreed to discuss the issue further and solicit Betsy's opinion. One suggestion was to post the reports on the website on a non-public page so that the reports are available to BOD members and are kept in a consistent place going forward.

Conservation report

Cate introduce Chadd Scott Charland who is an Appointed Member of the BOD and the chapter's Conservation Committee chair. Chadd talked about his background and interest in conservation efforts. Chadd Scott is his professional name while Chadd Charland is his legal name that he is used for Ixia

membership. This caused some initial confusion as Chadd Scott is not listed as an Ixia member while Chadd Charland is.

Chadd talked about the Groundworks Jacksonville Emerald Trail project and how it could be an opportunity for native plants being involved in the landscaping. Connected to that is what COJ is going to do along the riverfront. There are a number of competing ideas, one gray & the other green, for development of the shipyards, Metropolitan Park and other locations along the river. The gray vision is that of Shan Khan's developments, 4 Seasons Hotel, MOSH, etc. The green vision is to scale back development, keep it green, add bike paths and walking trails, use food trucks instead of building restaurants & making the riverfront more resilient to climate change. Resilient Jax is a new cooperative of groups similar to ours that is trying to cast a more natural vision, such as parks and natural open spaces, for the riverfront and resilience against sea level rise. Another group is Riverfront Parks Now which presently is more of an activist movement for speaking at city council meetings, Downtown Investment Authority, etc. & has support from many of the same organization as Resilient Jax. There are competing visions with lots of money on one side and environmental grass roots efforts on the other. Resilient Jax is accepting organizations like ours for free membership so if it is something the chapter wants to do, Chadd offered to add our chapter to the group & act as the Ixia representative. Groundworks Jax has momentum & funding & is moving forward with their plans. What will happen with the riverfront is up in the air.

At the state level, the 2019 legislation enacting a law that required the state to build 330 miles of new toll roads across the state has been heavily debated. A lot of groups got together early to fight this & now there is a senate bill that would take the law off the books, remove the worst of the toll roads and scale back the other sections. Certain environment groups are opposed to the bill because it is a compromised position & not a total reversal. But Chadd thinks it may be the best opportunity to eliminate the worst damage to the environment.

Cate asked about putting information about such conservation issues on our website or sending out blogs. Walter said that if he could receive such information, he can send it to the chapter's email distribution list. Adam said he can post links on Facebook and the webpage. **Chadd said he would be glad to send us something periodically** that we can distribute & post and he thinks email communication is back in fashion as opposed to websites, Facebook & other social media.

A discussion ensued about the chapter joining the groups that Chadd mentioned & if doing so would be looked at as a political purpose. The attendees agreed that it is for conservation purposes & is consistent with the FNPS mission.

The attendees voted for Chadd to join conservation organizations that are consistent with the FNPS mission as the Ixia representative. If any fees or dues are required, Chadd can let the BOD know & the BOD can vote on the expenditure.

Field trips report

Adam gave a report on the field trips conducted so far this year. The January 16 field trip to Fort George Island had a participation of eleven people. The February 27 field trip to Crosby Sanctuary had

participation of sixteen people but since it was an open house that day at Crosby more people tagged along on the tour led by Pete.

Field trips for April were discussed. The speaker at the April Zoom meeting will be Ginny Stibolt who will talk about carnivorous plants. Possible parks mentioned for a field trip were Black Creek Ravines, Ronnie van Zant Park, Bayard Conservation Area, Cary Forest & the Barbour's property. Adam expressed his concern about people poaching carnivorous plants so he wants to be careful about promoting the field trip on social media and not mention that we are going to look at carnivorous plants. **Adam & Walter will try to get together to check out these & other locations for a field trip.**

Discussion ensued about continuing doing field trips or doing virtual field trips. The consensus of the group is to continue having field trips.

Adam also talked about his initiative to conduct invasive plant removal workdays once a month. The February 6 invasive plant removal workday at Walter Jones Park was officially rained out but a few people did show up and some coral ardisia was removed. The workday has been rescheduled for March 27. Adam would also like to do a workday at Crosby since he saw a variety of invasive plants on the field trip.

Membership Report

Linda gave a membership report. She is contacting people on the dropped list. Linda has the material that was turned over to her by Teryn and will be working on new member contacts and the other functions that Teryn performed.

Outreach report

Brenda report that not much going on with outreach due to COVID-19 restrictions and groups not meeting or having events in person. Brenda asked if we would do more to get more volunteers to work on outreach activities. Discussion ensued about individual's comfort level working with groups of people for outreach events. Walter suggested having an outreach table at the plant sale. There was discussion of the presentation that Nick is doing in April for the Garden Club of Jacksonville; he was asked to do the presentation as a representative of Ixia and will give a plug for Native Park.

Media report

Diana was not present & Adam said he was not doing anything other than social media. Bonnie mentioned that there are numerous media outlets where our events could be posted. We plan to post information about the plant sale in print media.

Native Park report

In Nick's absence, Walter gave a brief report. A TLC day was scheduled for January 9 but it was raining. Nick went the park for a little while but no one came to work while he was there although someone did arrive after he left. Walter got to the park around 9:30 and no one was working. On another visit to the park, Walter found a Timex watch on the ground. Walter prepared a flyer about finding the watch & to contact our email address to claim it which he posted on the park kiosk. Betsy also had something posted on a Riverside/Avondale neighborhood social media site about claiming the watch. To date, no

one has stepped up to claim the watch. No TLC day was scheduled for February. The March 6 TLC was attended by approximately 8 people & Nick was pleased with the amount of work accomplished.

Notes made & submitted by

Walter Bryant

Ixia Chapter Secretary

Addendums

1. Meeting agenda
2. Good Citizen guide & Outreach workshop handout
3. Images of Certificate of Recognition & plaque

Ixia BOD Meeting

March 7, 11 am.

Agenda Items

To Do list

- Barrett King passing - an obituary and a photo or two to include in the next Sabal minor
- Outreach Workshop Planned for April 17th. 3 Ixia members can attend. Details below.
- "Good Citizen guide". Chapters collect photos and text for their region. Details below.
- The Eagle Scout project
- UNF student who is working on the video of Native Park
- Grants committee - time for new members?
- Ixia Treasurer Report – post on web or not
- Ixia Grant Application – post on web or not
- Ixia president resigning, need to find new president
- Plant fair.

Reports

Pres report – Cate Hurlbut

Vice Pres – Programs, Media – Adam Arendell

Secretary Report – Walter Bryant

Treasurer's Report – Betsy Smith

Conservation Report – Chad Scott

Field Trip Report - Adam, Walter

Membership Report – Linda Schneider

Outreach Report - Brenda Daly

Media Report – Adam, Diana Openbrier

Librarian – Margo Abdenour

Chapter Representative Report – Nick Freeman

Native Park Report – Nick Freeman

Good Citizen guide

The FNPS Education Committee has created a new “Good Citizen guide” which consists of a brochure and a series of regional inserts. Chapters will be able to use these guides as outreach materials to educate people on how to be a good Floridian and care for our state’s natural beauty.

There are two parts to the “Good Citizen guide” (a PDF of each is attached):

1. The main 8-page brochure – an overview that applies to the entire state of Florida, with an emphasis on native plants, natural areas and how to have a natural Florida yard. The main brochure is complete and the PDF is being sent out for information only...no changes will be made to this piece, but please review it to understand how the two parts work together.
2. The regional insert template – a 2-page insert that will be customized for various regions of the state. This piece encourages people to get familiar with the wonderful natural areas of Florida, and to visit them. It also encourages them to create a small spot of natural Florida in their home landscape by planting some easy to grow native plants.

How you can help:

We need help from the chapters to collect photos and text for their region since chapter members are more familiar with the best areas and plants to include on the insert.

For each regional insert, we’ll need:

- A list of not more than 7 native plant communities that are predominant or unique to your region; a little about these plant communities, photos of them, and where they can be visited.
- A few simple planting schemes people new to native plants can try out at home (using regionally appropriate plants), including photos of the plants

Outreach workshop on April 17th.

Outreach is a large part of what all FNPS Chapters do and is vital for growing our organization and fulfilling our mission. The challenge is knowing how to effectively open people’s eyes to appreciate “The Real Florida” so they will want to join and support FNPS.

The Council of Chapters will host an Outreach Workshop with Ginny Stibolt in April to address this challenge. Ginny will do a short presentation about how we can more effectively communicate with people who have no idea about why natives are important. This will be a continuation of Ginny’s Lunch & Learn on this topic, not a repeat, so anyone attending will be expected to watch that presentation BEFORE attending this workshop. A round-table discussion of outreach ideas following the presentation will be a chance to share ideas and experiences. The objective is for participants to come away with lots of useable ideas to make each chapter, and the Society as a whole, more successful in attracting and keeping new members. Participants will also be encouraged to discuss how they can collaborate on a regional level to increase the effectiveness of outreach efforts.

Participation will be limited to three people per chapter. Suggested participants are people doing outreach of any type - writing emails and newsletters, posting to social media sites, updating the chapter website, managing membership, and managing outreach events. A recording of the workshop will be available afterwards so the presentation and discussions can be shared with additional members and volunteers and used as a tool for formulating more effective chapter outreach strategies.

The workshop is tentatively scheduled for **Saturday, April 17 from 2 to 4 PM**. Date/time confirmation and invitations to register will be sent out to Chapter Representatives and Presidents in mid-March along with a link to Ginny’s June 2020 Chapter Outreach Lunch & Learn presentation, a foundation for this workshop and a must-watch for all participants.

