

ENFIA Board Meeting Minutes

August 18, 2020

The regular meeting of the Eldorado National Forest Interpretive Association took place on Tuesday, August 18, 2020. This was a video conference meeting with President Larry Moore, Secretary Carl Gwyn, Membership Chairman Bruce Odelberg, Treasurer/Retail Coordinator Keli Gwyn present. Also, in attendance were members Frank Tortorich, Karen Heine, Millie Butler and Mark Sandperl. USFS liaison Kristi Schroeder and Carson Pass Manager Dennis Price were absent.

Meeting was called to order at 10:01 a.m., PST.

Amended Agenda was approved with Board meetings changed to the third Wednesday of the month.

Approval of the Minutes from the July 21, 2020 meeting was over-looked. Minutes will need to be approved at the next meeting.

Management report:

1. Frank Tortorich volunteered to fill the Vice President role created by John Prelip's resignation. Frank's term in will last through Dec. 31, 2021. Frank's appointment was unanimously approved.
2. Board positions will be reevaluated in December after new board elections and responsibilities can be changed at that time.
3. There have been no changes with the credit card company.

Retail Coordinator Report:

1. Online sales have been brisk, grossing over \$2000.
2. Preparation for reopening of the outlets continues. Merchandise has been loaded into Square and bar coded.
3. The Desolation guide book, which was slated to go out of print, has been saved by the Keli's efforts.
 - a. She performed a complete edit on the book with assistance from Desolation Wilderness Rangers Dustin Bell and Tim Excel.
 - b. The publishers approved the use of a contest to provide a photo for the cover.
 - i. The contest will be announced on the ENFIA Facebook page as well as the Desolation Wilderness Volunteers Facebook page.
 - ii. Judges will be Larry Moore and Tim Excel.
 - iii. Entries are due by August 28, 2020, and 10 finalists will be forwarded to the publisher for the final decision based on cover criteria.
 - iv. Contest is open to everyone except the ENFIA Board and the judges.
4. Publishers will also revise the Adventure King Desolation Map with the input from the Desolation Wilderness Rangers. It is a less expensive option than our current maps.

Carson Pass Report:

1. Dennis Price is on vacation and there was no report.
2. A Memorial Bench was placed up at Round Top Lake. It was removed because of being placed in a wilderness area. It will be attempted to return it to its owner.

Forest Service Report

Forest Service liaison Kristi was not present.

Treasurer's Report: \$26,377 in the regular checking account, and \$20,410 in the donation checking account.

Membership

We currently have 34 Family Memberships, 41 Individual Memberships, 4 Life Memberships, 2 Honorary Life Memberships, and 5 Complimentary Memberships for a total of 86 memberships. Total number of members is higher than this number because there are multiple members in the Family Memberships.

Website

1. Views are averaging around 60/day.
2. The online docent training was excellent. Final session has been postponed until a later date to be arranged.
3. Robyn Sandperl published the newsletter which was of excellent quality and well received.
 - a. Three possible names were offered by members: Interpreter (original name), Interpreter II, and Gold Runner.
 - b. Name was not yet decided upon.
4. Carl will send out an email to the membership announcing the board changes and Desolation Wilderness photo contest.
5. Several contacts have been moved to the archived list because we hit the limit of 250 for our subscription to Wild Apricot. Archived means we have their information, but they cannot receive emails unless reinstated. Suspended members for non-payment of dues for the 2020 membership were retained but will be removed if not renewed in 2021. The action was precipitated because all interactions through the store were recorded as contacts, which cause our limit to be reached.
6. Members can now print out their own membership cards. These can be used for discounts at the outlets and other membership benefits to be announced.

Old business

1. A person with legal background to look over the updated Bylaws has not yet been found. Carl has a friend he will ask.

2. Discussion on new agreements for Carson Pass Manager, Calendar Coordinator, Retail Coordinator, Cash Manager and Webmaster that outline responsibilities without remuneration was deferred to the September meeting.
3. Development of an expanded list of membership benefits was deferred to a future meeting.
4. There was some discussion on the revitalization of Highway 50 programs.
 - a. We would like to have volunteers to work at Forest Service Placerville and Desolation information stations and at the Wrights Lake kiosk.
 - b. Lester Lubetkin and Carl Gwyn have expressed interest in this project.
5. Frank proposed forming a Highway 88 committee to oversee activities in that area. All activities in the past have run out of Carson Pass Station, and this would be a way of easing the workload on the Carson Pass Manager.

New Business

1. Membership benefits were briefly discussed:
 - a. There is a 20% member discount on all merchandise except USDA maps.
 - b. Other incentives need to be investigated. For example, asking for a donation for interpretive activities with a reduced recommended donation for members. This is a practice used by the American River Conservancy.
 - c. Generation of a New Member Welcome Packet. Bruce will write a letter welcoming new members, and Keli volunteered to assemble the packet consisting of an ENFIA patch, bookmark, and Bassi Falls magnet.
2. Dennis will be retiring after many years of selfless service as the Carson Pass Manager. Roxi has worked by his side managing the calendar and helping in many other ways. The board decided to prepare a thankyou gift for the two of them in recognition of their service.
3. Carl announced his resignation from the board in order to have more time to devote to managing the website and working on the Highway 50 project.
4. Karen Heine graciously volunteered to take Carl's position as Secretary and to serve the remainder of his term, which ends in December 2020. Karen's appointment was unanimously approved.
5. Frank motioned that Carl be made Director of Media. Motion was passed.

Next Board meeting will be on September 16, 2020 at 10:00 a.m. and will be an online meeting. Agenda and meeting information will be posted on the Board page of the website one week before the meeting. The meeting time will be posted on the calendar on the website.

Meeting was adjourned at 11:25 a.m.

Respectfully submitted,

Carl Gwyn
Out-going Secretary