

Executive Board Meeting

14 April 2017 / 11:00 AM / Evergreen, COLORADO

ATTENDEES

- Debbie Murphy
- Annette Aldridge

AGENDA

Secretary Report

March Meeting Minutes.

Reviewed and approved.

Treasurer's Report

1. Annual Report cost was ten dollars versus 100 last year.
2. All 3 forms have been filed for this tax year-- we are in good standing with everyone!
 - a. Charitable renewal
 - b. Annual report
 - c. 990
3. Current funds are \$219.42 with one check outstanding to be deposited.
4. Maria's Etsy store is bringing in consistent funds--thank you Maria!!!
5. Received one unaffiliated donation via the website!
6. New chip cards have been received from Centennial Bank and activated.
7. Taproot has received over \$60.00 from from AmazonSmile donations.

- a. Note -- CSM EPICS program is routing all of their Amazon purchases through Smile with Taproot as the beneficiary--yay!!!

Social Media Report

1. Thank you John for the donation of webspace, relieving us of web hosting costs. Leaving GoDaddy required that he rewrite the entire website and that has been done with great results. Since leaving GoDaddy, our visits per month have gone up from 10 in December to 839 in March, looking to increase that in April.
2. Facebook currently has 90 followers ... daily posting being done by Debbie

New Business

- June 10 is Dinosaur Ridge Oceans and Marine Life Day. Taproot has been invited to have an outreach booth. Tent and table will be provided. We need to prepare with activities, giveaways, marketing, etc. Note: Be certain to bring DS3300 camera for photos to put on website and Facebook page. Need to have release forms for parents if children are photographed. Include wearable stickers which allow the kids to choose their favorite animal and/or their scariest.
- August 12 is Dinosaur Ridge Reptile Day. Same details. We need to prepare appropriate activities, giveaways, raffle items, marketing, etc.
- Discussed possibility of having a booth at Elevation Celebration in Conifer. Details and pricing will determine...
- Maria will be in Colorado in October. Need to have a full board meeting on the Windstar property on the 13th.
- As a drawing board item, we would very much like to design/host/offer curriculums for an environmental camp. Debbie's land was once used as a camp and might be available at some point in the future but much needs to be put into place before we can offer that. This is an excellent item to offer as a reason to solicit donations. Need to acquire additional staffing. Liability insurance for these events would be a necessary cost as well as getting approval from current landlords.
- Taproot Guru needs a tagline to help explain our mission and be more interactive with the public. Discussed many options. Brainstormed our mission. We do
 - Mythbusting

- We are global
 - We make connections
 - We inform, ask why, educate
 - TG is ALL positive
- Determined to use the following new tagline: **Share Your Inspiring Story.** Need to make updates to website to invite sharing of positive animal stories and purchase gifts for submissions and monthly winners.
 - Stories will be submitted to guru@taproot.guru via e-mail, reviewed by a board member for appropriateness and/or language updates (translation) and posted as a blog. Each story will be followed up with a Guru FACT about the animal involved and then a link to an organization or provide an opportunity to directly help that said animal.
- Discussed live webcam hikes and nature views. Discussed a possible partnership with explore.org to provide live webcam uplinks for people globally to experience hiking and nature. Need to check out what is currently available and see if there is a niche.
- Designed polo shirts for the board members and webmaster to include the new tagline, logo and name. Need to get pricing from Brian and order soon for events. Design includes logo above “Share Your Inspiring Story @ Taproot.guru” on the back and “I’m a guru” and each “name” on the left pocket area.
- Discussed general swag needed:
 - Determined TRG needs to purchase window clings/stickers and t-shirts as giveaways for the share your story campaign.
 - Polo shirts for board members
 - Chapsticks with spf before Reptile Days
 - Temporary tattoos
 - Reusable bags
 - Outdoor gear
 - Dog or animal products
 - Your True Nature makes custom products--also provide curricula. Need to contact advice, gather information, and look into purchasing/donated items with reciprocal advertising and support for YTN at our events and website.
- Discussed and decided that TRG should have designated beneficiaries of the money we raise. Since our charter is based on Chief Seattle we would like to have the umbrella (overall) recipient be related to the Chief.

Need to determine what the Suquamish tribe has available to continue the Chief's work. Secondly, each board member shall choose their beneficiary for the year. This way our website and TRG as an organization can specifically show who we are helping and where the funds are being routed. We will add this to the website and show what TRG is helping and then with each board member we will show what each has chosen for the year and give an explanation of its work. Need updated photos for Stephen and his dog(s) and Maria with chosen critters for the bio page.

- Discussed and pre-designed a symbol for the "Share Your Inspiring Story" campaign which blends it with the TRG logo--yay! Need to have it run through Brian's graphics person to have an epi file created.
- Discussed TRG's future endeavors to include social media, camps, and eventual broadcasting. Need to explore podcasts--pricing, current animal podcasts, equipment needed, frequency, etc. Could be a great outreach and self-sustaining with sponsorships.
- Discussed the future involvement and how Annette may be able to devote more marketing and pr time in the near future--yay!

NOTES

- Send copies of meeting minutes to Stephen and Maria for their information and review.
- October 13th set to be our TRG Retreat/Full board meeting. Details to be determined closer to date.

ACTION ITEMS

1. Anet to contact Brian of LogoMyBiz to gather pricing and information for board member polo shirts, t-shirts, tattoos, clings/stickers, chapsticks, and other possible swag and marketing materials.
2. Anet to submit SYIS logo design to graphics person for workover and proofs. Board will determine when complete and ready for use on swag.
3. Entire board to brainstorm activities, raffle prizes, giveaways for the two Dinosaur Ridge events.
4. Anet to contact Will McDonald (Suquamish area council member) to ascertain the organization that will be the overall beneficiary for TG.

5. All four board members will choose their beneficiary organization for this year and write a short description of why/who they are. Submit to Debbie so John may incorporate into website.
6. Need to determine where on the home page (or sublevel) our beneficiary organizations will be placed. Needs to be prominent. See details to John below.
7. Anet to send updated photo of Stephen and Nell to Debbie for inclusion on website board member biographies.
8. Debbie to discuss the following website updates with John:
 - a. Addition of TRG supporting Chief Seattle organization--need to write up brief reasoning. Anet to get details from Will during interview.
 - b. Addition of the board members' individual organizations which will be their beneficiary choice for this year and their brief explanations of why/who they are. Send these to Anet for editing and compiling and then she will forward to John.
 - c. Need to give John's e-mail address to Anet for website updates.
 - d. New campaign link on home page:
 - i. Need a prominent link for users to e-mail their "Share Your Inspiring Story" to guru@taproot.guru. Then we will review for appropriate content and post removing any full names, inappropriate wording, etc. Need to include:
 1. Maximum submission length
 2. Disclaimer giving TRG rights to the story
 3. Verbiage stating it should be POSITIVE
 4. State that each submission will receive a cling/sticker and the monthly winner (determined by the board) will receive a free TG t-shirt.
 5. Each submission must include a mailing address for the prize if you wish to receive a gift.
 6. Need to have a note that indicates that TRG will NOT share e-mail addresses.
 - e. Add TRG benefitting Suquamish tribe and Chief Seattle's work...details to be determined after Anet interviews Will.
 - f. Add each board member's choice of beneficiary for the year--include logos, brief explanation, why, etc. Possibly small photo of member next to organization name, logo and why...

- g. Need to determine where and how best to announce each month's winner on the website!
- h. Anet to get pricing for booth at Elevation Celebration so that we can determine feasibility of joining this year.
- i. Debbie has a photograph release form to use for events, print and have at each outreach.
- j. Anet to bring camera to each.
- k. Anet to contact insurance agents and attorneys to determine pricing for umbrella policy for future events and camps. Check to see if we can have pro-bono work done since we are a non-profit.
- l. Anet and Debbie to check on current podcasts and websites which are animal-based. Anet will speak to Alf Heregstad about the equipment and pricing required and how to achieve sponsorship. Also check explore.org and other live and time-delayed websites which provide webcam tours of nature to see if TG has a niche available--positivity is our uniqueness. The board can then determine which or both options TG should pursue, if any.
- m. Debbie to contact Your True Nature to determine if we can receive free/discounted merchandise specific to TRG for our giveaways. All board members should check out YTN's website and see their free curricula.

NEXT MEETING DATE -- TBD