

WSSA FOUNDATION COMMITTEE MINUTES
March 27, 2009
Conference Call 8:30 AM CST

Present: Linda S. Nelson, Kurt D. Getsinger, Janis McFarland, Al Hamill, Harold Coble, Jim Barrentine

- **Summer Board Meeting:** Linda Nelson advised that the summer Board meeting was scheduled for July 24-25. It was agreed that the group would report to the Board at that time.
- **Meeting Duration:** After a brief discussion it was agreed that conference meetings would run approximately 30-45 minutes.
- **Establishment of Foundation -- Why and How:** The group discussed how they should proceed, the steps to take, milestones and recommendations. It was noted that to achieve long-term sustainability, funding needs would have to be above and beyond membership dues.

Kurt and Linda discussed the process used by the Aquatic Ecosystem Restoration Foundation group to establish the foundation. Kurt pointed out that they decided to create an independent foundation which would allow them more flexibility. They developed a white paper which provided:

- justification as to why a foundation is necessary
- a clear vision of what it would do
- a mission statement of how to implement the vision
- tools for selling

He advised that back when it was first crafted it was built broad on the front-end in order to be flexible so that it could evolve over time.

Kurt agreed to supply the committee members with a copy of the white paper which would serve as a reference to aid the committee in the development of a 1 or 2 briefing paper to ensure membership support. He emphasized that the paper needs to address why the foundation is being formed so that it can be used as a reference when losing track of the original purpose. He also stressed the need to select a like-minded group of people as well as a Director from that group. He also pointed out that to be successful, the foundation needed to be active....don't just accumulate money and sit on it.

- **Fund Raising:** Kurt advised that the funds were all collected after the Aquatics Foundation was established. He said that it was set-up as a research foundation with contributions coming from number of types of groups, one being the Gold members which consists of manufacturers and registrants. He recommended that the target membership should be more like this kind of sponsor since both are well-healed and that the more people involved, the stronger the foundation would be.
- **Foundation Director:** When asked if they had the same Director from the beginning of the foundation, he replied that they were currently on the 3rd Director. He said the Director's have been retired individuals who work part-time (30% - 50%). It was not felt that a full-time, high dollar individual was necessary.
- **Supporters:** He advised that the clientele for support varied; \$15,000 for Gold supporters down to \$50 for individual membership. The larger the membership the better he explained. He said that the different levels of contributors, even outside of aquatics, is good for them and that it would even be better for weed science since they would have a broader audience – goal of 1,000 contributing members.

Kurt will send a copy of the white paper and mission statement. Must outline very urgent and specific need to form a research foundation.

Al asked Kurt to add cautions when sending documents.

Kurt said that he would be happy to help in an advisory capacity.

Janice said that she would peruse the internet for other society foundations and will email links to other models.

Al advised the committee of his new email address: ahamill@sympatico.ca

Dr. Barrentine asked if anyone else should be included on the calls. Jeff Derr was mentioned and Dr. Barrentine advised that he would invite him to participate.

Future meetings: Conference calls one time a month, Monday or Friday early AM, was agreeable to all. Dr. Barrentine said that he would send out an email with the minutes and a proposed date and time for the next meeting.

Meeting adjourned: 9:05 AM CST