

**Northwood Area Land Management Collaborative (NALMC)**  
**Steering Committee Annual Meeting Minutes**  
**Northwood Community Center, Northwood, NH**  
**Thursday October 6, 2016**

In attendance: Steve Bailey, Greg Bane, Tras Berg, Fran Berman, Sara Callaghan, Bryan Comeau, Jeff Lalish, Paul Oman, Steve Roy, Linda Smith, Sam Taylor, Carl Wallman

Meeting called to order at 6:45 pm.

A) Nominating Committee Report (Smith)

- 5       • Steering committee to remain unchanged
- Slate of officers presented:
  - Sam Taylor nominated for Secretary
  - Nik Bassett nominated for Vice Chair
  - Carl Wallman to remain as Chair
- 10       • MOTION to approve slate of officers by Smith; seconded. Unanimously APPROVED.
- Discussion: need to start recruiting for new officers/participants

B) Introductions

- 15       • All in attendance briefly introduced themselves

C) Brief review of history of CPN Report (Wallman)

- 20       • 2009 Ecological Assessment – Ellen Snyder – a “30,000 ft” view of the NALMC neighborhood
  - Resulted in several conservation easements
- 2012/13 – Idea for a more detailed perspective of the lands in the neighborhood
  - Resulted in CPN Report – Rick Van de Poll
    - 25           ▪ Largely funded with NH Charitable Foundation (NHCF) contribution

D) Vision for moving forward (Comeau)

- 30       • How to use the CPN Report - suggestions
  - Workshops/field trips on unique habitats found in CPN Report – use to help publicize the value of the knowledge gained through the CPN Report
  - Targeting schools (Coe-Brown Northwood Academy) for education
    - 35           ▪ Reaching students early to help foster a sense of responsibility/community collaboration in land and natural resource approach
    - Integrating the NALMC neighborhood with the area youth – most are likely unaware of our existence or purpose currently
  - Upcoming Northwood Meadows State Park timber harvest

- 40
- Originally delayed until post-CPN Report completion
    - a. Now that the CPN Report is available, we will be using the information it provides in conjunction with that provided by our natural resources professionals to make responsible harvesting/planning decisions in the park
      - i. The fact that the State is using the CPN Report in their decision-making sets a good example for this kind of collaboration, and may serve as encouragement for others to use the CPN Report when addressing management decisions as well
- 45
- CPN Report is currently not online except for the forward, introduction and a few example summaries
    - the current electronic version is a cumbersome collection of files of various formats, not a single searchable pdf or a series of pdf chapters
    - Importance of having an online version available recognized
      - Might be worth taking the CPN Report to a print shop to combine it all into a pdf
      - A clickable neighborhood map that links to the relevant sections of the CPN Report would be a nice website feature too
      - Idea to print individual sections for the landowners
- 50
- 55

#### E) Fundraising Discussion

- 60
- Shift from passive to active fundraising
    - Seems to be general agreement that NALMC needs to develop revenue sources to continue
    - Question is how to fund outreach coordinator position and other NALMC activities going forward?
      - The outreach coordinator seems to be an essential position to accomplish the next steps of utilizing and publicizing the CPN Report
  - Question: should we form a fundraising subcommittee?
  - NHCF has agreed to limited additional funding, but with a matching component
    - They will give us \$5000 if we can get \$5000 of new funding from donors – current donors who increase their donation will only count the increased portion toward the \$5000
    - They clearly want us to work toward self-funding
    - Question: is it worth putting in the effort of going after the NHCF money, knowing that it's now a one-time contribution
      - Decision made that we must pursue the NHCF money for the short-term benefit
  - Question: what percentage of the outreach coordinator's time would/should be spent on fundraising, and will that leave time for the other activities we have in mind for the position?
    - Limits must be set – fundraising could easily monopolize all of the available time
- 65
- 70
- 75
- 80

- 85
- Callaghan provided a list of possible funding sources
    - High percentage of non-profit fundraising is from private donors
      - Face-to-face meetings make a difference in donation size and quantity
    - Discussion: NALMC name is confusing, and logo could use a redesign
- 90
- There is a limited well of potential donors locally
    - Bear-Paw is already tapping that resource
      - Suggestion that community-based funding may not be feasible for substantially increasing fundraising
        - a. However, people often give to multiple like-minded organizations
- 95
- Suggestion: develop extensive database of names with email, occupation, etc.
    - Trail book for users of the NALMC Neighborhood trails to sign in
    - Sign-in data collection sheets should be at all workshops and events
    - This can help expand the potential donor pool – should be targeting state-wide
- 100
- Suggestion: look into internet-based crowdfunding
    - Potential to use crowdfunding for physical projects (such as plaques on benches), paired with an appeal for additional donations to the NALMC mission
    - Many straightforward tools available online for this sort of thing
- 105
- Link to PayPal for donations?
    - a. Bear-Paw is currently our fiscal agent – donors must write a check to them to have it be a tax-deductible charitable contribution
      - i. Need to talk to Bear-Paw about shifting the relationship to potentially include PayPal donations – could this work within the current agreement?
- 110
- Potential for a membership program
    - Need big donors to bear the brunt of the fundraising, perhaps, but not at the expense of bringing in small donors as well
    - Also, could offer holiday gift memberships
- 115
- Other funding suggestions:
    - Donation-based naming on benches, etc.
    - Give benches as a gift to high donors
    - Sell Leopold benches
      - Could start at the Coe-Brown Holiday Craft Fair as a test of the market
      - Potential issue of getting the pricing right
    - Seasonal events could be held around the Neighborhood
      - This would also serve to help publicize the CPN Report
    - Silent auction
- 120
- **Important note:** fundraising events (like a silent auction) would require significant steering committee member participation
- 125

- 130                   ○ The outreach coordinator doesn't have time or resources to do all this  
                      ○ on her own – must be active support from the committee and/or other  
                      ○ volunteers under the guidance/planning of the outreach coordinator
- F) Update on CPN Report story of NALMC chapter
- Still in progress – needs to be completed to send a copy to NHCF
  - Agreed that this section may be short, but is important
- 135                   ○ This could help answer the “Why should I donate?” question
- G) Promoting the CPN Report
- Need to emphasize support of public institutions for NALMC's mission
  - Include logos on materials – NALMC supported by: NH Fish & Game (logo), NH Division of Forests & Lands (logo), etc.
- 140 H) Landowner Outreach Report
- Importance of communicating to other communities how they could approach their lands in a NALMC fashion
  - Could NALMC serve as a community service option for students or others?
  - Main priorities for outreach coordinator:
- 145                   ○ Expanding funding
- CPN Report education
  - Outreach to neighbors and others to promote the NALMC model
- I) Outreach subcommittee formed
- Wallman, Callaghan, Taylor
- 150 J) Linda Smith thanked Sara Callahan for her hard work that led to the successful 10-year anniversary event. Seconded by all.

MOTION by Wallman to close meeting; seconded. Unanimously APPROVED. Meeting closed at 8:42 pm.

155 Next meeting: TBD

Respectfully Submitted,  
Sam Taylor, NALMC Secretary