

Tennessee Scenic Rivers Association
Board Meeting
January 24, 2008

President Henry Ambrose called the meeting to order at 7:00 p.m. at the Radnor Lake Visitors Center, Nashville, Tennessee.

Present: Ambrose, Beard, Boone, Boord, Burr, Clapper, Davis, Fussell, Ganstine, Hart, Karwedsky, Lyle, McCarter, Charlie Penley, Connally Penley, Qualls, Spencer, Strausbaugh, Troutman, Wilkerson, Williams

Absent: Fisher, Shultz

Guests: Lucy Garrabrants, Mike Cain, Randy Hedgepath

Minutes. Lisa McCarter presented the November minutes, which had been sent to Board members in advance, for approval. Mike Qualls asked that a change be made regarding interest income on investments. The minutes for November were approved as revised.

Financial Report. Treasurer Jim Clapper presented the financial report for November/December 2007. TSRA both spent more and collected in 2007 yet still retained the same results that were budgeted. The financials were approved as presented.

Conservation. Rob Karwedsky asked that the amount budgeted as a contribution to Tennessee Conservation Voters be approved. The Board approved this disbursement.

The Swan Conservation Trust has asked for help to fund additional land they have purchased. In 2004, TSRA contributed \$4,000 to the Trust. The Conservation Committee will review their request and present it to the Board at the February meeting.

Daniel Boone passed out information on the Tennessee Conservation Voters fund raising event in February.

There are several issues that we should watch: the "ditch" bill, enforcement of environmental laws by anonymous tips, and mining of surface rock on Cumberland Plateau.

McFadden Contract. Connally Penley presented the McFadden contract to the Board. There were no changes to the contract and it has been executed by all parties. It covers the existing grants only and will run until the last payment on those in 2010. Lisa McCarter did the preliminary work and Allen Lentz donated his services to review and finalize. Future grants will come to the full Board and will be covered under separate contracts.

Charlie Penley proposed a resolution to clarify who is authorized to enter into agreements or contracts. That the Board will vote on as a whole and the President or other officer will execute. After discussion, the motion was passed.

Membership and member services, organizational growth. Henry Ambrose outlines ideas for moving the TSRA organization forward. Regular memberships are down and we need to build a larger regular membership base.

The Board voted to streamline and reduce membership fees effective February 1. The new membership fee will be \$25 per year and will include all members of the household for new or renewing members.

Current brochures will be marked to reflect this change. Henry will get an online membership form up and running.

The newsletter will be delivered electronically except for those persons who specifically request a paper copy. This aligns TSRA as a green organization as less paper will be used.

Connally Penley will chair a committee, which includes Brenda Hart, Beth Boord, Daniel Boone, and Barnett Williams, to bring proposals back to the Board in three areas. 1) Newsletter distribution – switching members to electronic delivery, distributing it outside of TSRA. 2) Contacting life members to reaffirm their membership and if they would like to continue to receive a paper newsletter or switch to electronic delivery. 3) Contact lapsed members and ask them to rejoin. Can we give them a gift to rejoin?

Henry stated that TSRA needs to break the bond between membership revenue and member services. That TSRA will be better served by having a large active membership with revenue generated by event attendance and outside funding sources. We need to sell paddling fun aggressively outside our current borders. Members come for the paddling and stay for conservation.

Sherry Beard will work on a promotion/PR/advertising position that will increase TSRA membership numbers and participation based on selling paddling fun and conservation efforts.

Mike Qualls presented a proposal for a paid director. After lengthy discussion, the Board voted to have Mike and Henry to request the Center for Non-Profit Management to do an assessment of this need. The Board approved up to \$3,000 for this item.

Budget. Mike Qualls said that there was no budget to present until next meeting. After discussion, the Board voted to adopt the preliminary 2008 budget presented at the November meeting.

The meeting adjourned at 9:00 p.m.

Respectfully submitted,

Sherry K. Beard