

UNITED GROWTH FOR KENT COUNTY, INC.
5/7/08 Board Meeting Minutes

Present: Paul Haan, Cynthia Price, Kevin Wisselink, Herb Ranta, Kim VanDyk, Kendra Wills, Mike Williams, Christine Helms-Maletic.

TREASURER'S REPORT: We reviewed the version of the report that had the figures about what remains in the budgeted amounts. Kendra mentioned that the membership mailing went out late because Merry Malfroid had mono; she will be sure it gets out, using an intern. So far the income levels are decent. Cynthia moved to accept the treasurer's report, Kevin seconded. We discussed the postage figure which was in the minus. That was due to purchasing the bulk permit which is higher the first time. The motion to approve carried. Paul will work on a reformat of the report, though the board expressed that this information was still useful. The consensus was that we still want to see expenditures broken down.

MINUTES: The April board meeting minutes were approved. Cynthia had missed out on finishing the March minutes, but she will do them and send them by next time.

MEMBERSHIP: Kendra updated the membership list further. We thought that the townships were probably waiting for the mailing, and it would be good if we made the scholarship decision (later on the agenda) since that may sway some townships. If we exist to provide education, we should make every attempt to do the scholarships, but we need to be sure we're not in deficit.

TREASURER ADDITIONAL ITEM: As far as the Kellogg grant which is winding up, the administrators are looking at each item on the impact services list for expenditures very closely. They have disallowed one. We may need to take some items out of the non-grant money.

GVMC CONFERENCE SUPPORT AND FOOD GUIDE AD: We discussed whether to support this conference as we have in the past. For \$50-100 you can still be considered a sponsor, but there is nothing that comes along with it. The next higher level is \$500 and includes one free registration, a booth and listing in the program. We've done the \$500 in the past, and we budgeted for \$500. We also discussed taking an ad in the West Michigan FRESH local food guide. A full page ad costs \$350; we also anticipated this expenditure. Herb moved and Kevin seconded, that we make both expenditures. Cynthia abstained because of her interest in the food guide. The motion carried.

We pointed out that at the Metro Council conference we can advertise our event at Rose's (which is right after the conference) at our booth. The GVMC event is at Prince Center June 12. We discussed the possibility of having a breakout to get our message out. Kendra will follow up.

GRAND WALK BUS TOUR FEES: The tour, to be led by Rick Chapla, will be June 27. The fee would be \$19 if the bus fee were evenly divided, but Kendra suggested \$20. The board thought we should make it \$25 for non-members, \$20 for members. Kendra is working on the details. Herb moved, Christine seconded that fee structure; motion passed.

SCHOLARSHIPS: As mentioned above, there is a Citizen Planner Advanced Academy (not the same as the recent Leadership Academy) which we considered giving scholarships for. If you're

a master or a regular citizen planner, it's \$160. It is \$115 for the Planning and Zoning Enabling Act education session. If we required \$100 membership or more in order to qualify, we could offer that they would be eligible to get up to one \$100 scholarship for the membership. We would set a cap on how many we gave out. This was not figured into the budget, in other words there is not a corresponding expense item to offset the membership revenue. We have an issue of making sure we break even on events. The township membership might even be \$500, which would put us greatly ahead. Kim suggested that if you join at \$500 you could get 2 scholarships at \$100 each although someone pointed out that it is not a sure thing either way. Naturally, the scholarship amount can never exceed the value of the actual event. If a \$250 membership you would be eligible for one \$100 scholarship. The \$500 folks should get first priority. Since the membership deadline is May 30, in order to capitalize on scholarships to the event listed above, we discussed whether they could get reimbursed, or it would be smarter to urge them to send it in earlier to qualify. We decided to up the scholarships to these two events, if you join at \$500 you're eligible for 2 at \$100 maximum, if \$250 one at \$100 maximum, if \$100 one at \$50 maximum, with a cap of \$400 total expense. Mike seconded. Herb suggested if we get a rush of applicants, we should handle it over e-mail. The motion passed.

NEWSLETTER: We discussed the current newsletter. We hoped that Green Grand Rapids could be the front page article. Deadline for article submission was May 1. We approved what Kendra submitted.

Cynthia said we should have a newsletter committee. Everyone agreed. Cynthia will chair the committee in terms of getting people to be on the committee and convening the meetings; e-mail discussion. We discussed potential members for the committee: The W. Group, Bonnie Blackledge, Jay Hoekstra, Lee Hardy from Calvin. Herb said he would serve on the committee, which would generate ideas, make some of the contacts, and proof the newsletter. We still have to get sponsors. Denny Heffron agreed to sponsor part of the fall newsletter. Bob Bramm with Geothermal was suggested as a speaker for May 20, and a possible newsletter sponsor.

GREEN CITIZEN: Carol Townsend had had the thought that it would be great if people were rewarded for a personal level commitment to living sustainably. Giving Green Citizen awards would be a unique opportunity for UGKC to market itself. Conscious consumerism, energy efficiency would be some ideas. There would have to be a committee to work out the point system, etc. There could be an emphasis on actions that have to do with land use. We would open it up to the whole coalition for ideas. We hoped that the new committee could meet in July, and it would be brought u at the May coalition meeting.

ANNOUNCEMENTS: Christine announced she is doing one of the last Green Pursuits games Friday at 6:30. Cynthia mentioned the Peak Oil Conference May 31-June 1, web site is sustainabilityconference.org.

The meeting adjourned at 11:35.

Respectfully submitted,
Cynthia Price, secretary