

**UNITED GROWTH FOR KENT COUNTY
BOARD MEETING MINUTES OCT. 1, 2008**

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

Chairperson Paul Haan called the meeting to order at 10:20 a.m.

MINUTES: Cynthia said when she typed up the minutes she had had a question about whether a number should be \$5000 or \$500. People responded that \$5000 seemed to be right. Cynthia needs to delete "not here." which was left over from the September minutes. Christine moved, Kevin seconded that the minutes be approved. Passed.

TREASURER'S REPORT: We reviewed the report in our packages. The 990 was submitted, having been created by Carol Townsend. We discussed future requirements for the 990. It will become more complicated but also not kick in until a higher dollar amount is shown in revenue. Adding the amended budget, the way it was done, had caused some inaccuracies in Merry's report. One problem was that the Dyer-Ives entry was duplicated – it's technically an amendment to the budget. Since it was unanticipated, and it's an in and out proposition, it should be all right to leave it that way. Other budget amendments: we're not going to spend the \$3000 under contracts for Merry – it will be less. We tried to figure it out what "other income" was. We hoped that if we could start using QuickBooks we might not have so many questions each time.

MEMORANDUM OF UNDERSTANDING, MSU-E: Due to time pressure, Paul signed the document even though the exact changes we had requested had not been made. One they had not made was saying whether the \$1800 was an annual or a "quarterly" (in quotes because there will no longer be 4 quarters left in the agreement by the time it takes effect) payable. We need to capture somehow the fee schedule, how much they are and how often they are. The terms "successful completion" we wanted included in grant wording before agreeing to turn over funds were also not included. We should insist on that for the future.

FURTHER TO TREASURER'S REPORT: Kendra said the other income was \$300 of membership funds which went in as "other" and an in and out amount of \$1490 based on a reimbursement check that was misdirected to us by MSU – it would've taken too long to get it back. Cynthia moved that we accept the treasurer's report with the noted changes. Kevin supported. The motion passed.

NEW BUSINESS: GREEN CITIZEN: Carol requested \$100 to pay for 3 Meijer gift cards for beta testers of the Green Citizen web site. We discussed whether that was necessary, but it would be along the lines of a "drawing" for those who completed and commented. Laurie Craft from the Grand Rapids Community Foundation had discussed the project with Carol and wanted to see a bit of investment on the part of UGKC. Christine recommended taking the money out of the web page line item because there was extra and it's related. She moved that we take \$100 for gift cards for beta testers of the Green Citizen web site. Kevin seconded, and the motion carried.

We hope to try and cut back on unanticipated requests, and will try to do a better job of budgeting for such in the future.

LAND USE LUNCHEON REPORT: The evaluations showed a good response, and we reflected that we were pleased with the large number of candidates who showed up. Laurie Hurley of NTH Consultants, who had just joined UGKC, told Kendra she had decided to run for county commission in the future based on that meeting. We need to look at the list of suggested topics for meetings. People suggested we should theme the whole year as tied into economics, new economy type stuff.

The expenditures for the luncheon resulted in a \$285 deficit, mostly because we had to comp so many candidate luncheons.

DIVERSITY PLAN: Christine recommended that we should have some way of tracking progress. Mike suggested putting it as an agenda item each time. Are they required to join a board? Project Blueprint is a suggested source for candidates, but Paul cautioned that he had had negative experiences, primarily having to do with retention. People felt it should say Racial and Ethnic Diversity Plan, although there was discussion of having economic diversity as well. RNC members would be a good starting place for people of lower income. We also considered offering an income-qualified membership level. People felt that we would hate for simple economics to be a barrier. However, this was a separate consideration.

We did discuss if the meeting time was an obstacle. Morning meetings during the work week were suggested. We would probably attract people whose job it isn't to attend. We decided that if we identify a candidate with that problem, we cross that bridge when we come to it.

Orientation – should it be for the board – should it be for members? There needs to be an orientation to UGKC – we need to diversify the membership first. There peaker schedule land use for non-land-use people. Could do thinking about that.

Cynthia said that, based on advice she had gotten from potential people of color board members, there should be included in the plan an intention to bring people along with detailed information — for example, terminology that might be unfamiliar — though this got little traction. However, everyone felt that there should be orientation to the organization, but it should be more for new members so that by the time they thought about board service they would be thoroughly familiar. There was also a suggestion that there should be “land use for non-land-use people” topics included on the speaker schedule. Kendra said she would revise and send it out over e-mail.

NEWSLETTER: The newsletter committee had a meeting, determined contents, and some reviewed the draft. The printer is printing it today. Heffron gave \$1500, and it includes a nice coupon for 10% off at Heffron. Kendra reviewed articles. She added tax deduction statement to the membership form. We would like to get more bids. Kendra said that Bonnie Blackledge had put us on to a new graphic designer who was much less expensive than Spartan Stores. We returned to the discussion of whether people would want to opt out of getting hard copies, but Mike said that having that hard copy around has the potential to attract new non-choir members. We will, however, survey people to see if they want to just receive it electronically, possibly cutting down on the number.

DECEMBER HOLIDAY MEETING: I the past we had a normal coalition meeting with breakfast. We decided not to have a speaker, and it will be a pot luck. We did, however, consider including someone who might talk about “green” Christmas gifts on a fairly informal basis, including buying locally.

GREAT LAKES PROTECTION SPEAKER: Cynthia reported that Jamie Cross of the Alliance for the Great Lakes will substitute for a speaker from the Great Lakes Commission.

AGENDA ITEM: We need to add a request for the tenth anniversary celebration committee.