

FULLERTON ARBORETUM COMMISSION

MINUTES REGULAR MEETING June 9, 2010

The 163rd meeting of the Fullerton Arboretum Commission was held in the Pavilion classrooms at the Fullerton Arboretum.

Commissioners present: Eugene Jones, Kay Miller, Chris Meyer, Bill Dickerson, Tony Florentine, and Pat Carroll

Others present: Gregory Dymont (Director)
Anne Thiele (Recorder)
Chris Barnhill (Living Collections Curator)
Mary Dalessi (Friends President)
Ami Becker (Education)

Jones called the meeting to order at 3:05 p.m.

PUBLIC COMMENTS:

No public comments.

NEW BUSINESS

1. *Approve minutes of March 17, 2010 – Jones*

Minutes submitted and approved

2. *Review 2009-2010 Financial Worksheets – Miller*

2009 - 2010 Financial Worksheets reviewed. (Exhibit A)
Dymont noted the revenue was up approximately \$150,000.

3. Action Item: Approval to spend up to \$7,000 to purchase fencing along North Campus Drive to match the new front entrance fencing – Dymont

Dymont said the Arboretum would like to replace approximately 250 feet of fencing running from the front entrance to the maintenance area to match the new black fencing along the front entrance, spending up to \$7,000 if necessary.

MSC – Florentine motioned to approve spending up to \$7,000 to purchase fencing. Seconded by Meyer and carried.

4. Action Item: Election of Officers – Dymont

Election for Commission President: Meyer nominated Florentine; Jones stated he would like to continue as President.

MSC – Florentine motioned to approve Jones as Commission President. Seconded by Meyer and carried.

Election for Commission Vice President: Florentine nominated Miller. Miller said her term has expired but has put in an application request for an extension, Meyer said the extension would most likely be approved. Miller agreed to continue as Vice President.

MSC – Florentine motioned to approve Miller as Commission Vice President. Seconded by Meyer and carried.

5. Discuss: Future Plans for the Arboretum, both from a planning/facilities stand-point and new fund-raising opportunities – Meyer

Meyer said the lease with the University Board of Trustees and the City of Fullerton will expire in ten years and the Fullerton Arboretum should start working on a Master Plan in order to secure financial and in-kind support, update lease terms and decide on specific future needs of the Arboretum. Meyer stated that by 2020 the Arboretum should be in a position to sustain itself but will need 6 to 7 million to sustain its current operation. Meyer said the Fullerton Redevelopment Agency will be dissolved in the year 2017 and by that time, they will taken a 7 million dollar cut with a 3 million cut by next year. Meyer said we need endowments for sustainability, with a Master Plan for other types of funding such as assistance from CSUF Student Body. Possibly having student fees allotted to the Arboretum while allowing free access to students and charging a fee to all other visitors. Meyer proposed other ideas such as using the Arboretum's front lot as a venue for sales of food and beverages before games and other large campus events.

Meyer said we need to start identifying our goals on a broader scale then break these goals down into tasks. Meyer suggested a retreat to discuss at length a

plan for the future of the Arboretum including a request to the Fullerton Redevelopment Agency of one million dollars in seed money in order to begin working the Master Plan.

Meyer said that since the Fullerton Redevelopment Agency is expiring in the year 2017 the Commission should adopt a goal for a new lease with the University by 2017 and long term funds should replace existing Joint Powers Agreement.

Jones said most agencies require matching dollars and seed funding from the Fullerton Redevelopment Agency could help us find matching funds. Meyer said we would need a high level Master Plan concept before we approached the Fullerton Redevelopment Agency for seed money request.

Meyer said it would take approximately 18 months to 2 years to get a concept together. Jones said once the Arboretum developed a Master Plan we should make a brochure with a formal presentation package. Meyer suggested bringing a fellow city employee, Al Zelnica, who has experience guiding a group through the necessary steps to acquiring a Master Plan. Jones suggested a meeting be set up this summer and Meyers said he would ask Al to volunteer to run the first meeting. Meyer suggested we then find a consultant to assist in setting up the Master Plan. Jones noted the Arboretum must show significant educational ties to the University. Carroll said it was a great idea but because of the Joint Powers Agreement, he wondered if the Arboretum needed to work with the City of Fullerton and the University during this process. Jones pointed out the Arboretum was planned long before they knew where the funds would come from and then the Joint Powers Agreement was developed. Jones suggested the Arboretum should develop the Master Plan then take it to the City of Fullerton and the University for comment and possible support.

Dickerson commended Meyer for bringing this to the Commission's attention. Dickerson asked if the profits from the Friends will go directly to the Arboretum Authority. Dalessi said yes, this year the Friends have significantly more money and it is under discussion. Dickerson suggested the extra money be deposited in the 2020 fund. Jones said that when his wife started the Friends of the Fullerton Arboretum it was for two specific functions. 1. Advertise concept to the University and the public. 2. Raise funds to offset operating costs of the Arboretum.

Jones suggested a special meeting this summer. Meyer agreed.

MSC – Florentine motioned a meeting be set, schedules permitting, before next Commission meeting, between July 20, 2010 and August 2010, to develop long term planning for the future of the Fullerton Arboretum.

Seconded by Miller and carried.

OLD BUSINESS

6. Director's Report – Dyment

Dyment spoke about the Fullerton Arboretum Fundraising Plan hand out, which explained the membership, donation and appeals process. (Exhibit B) The other hand out is a list of on-going and future projects throughout the Arboretum. Dyment said the priorities for the coming year should be to finish phase 2 of the entry project and raise funds for the rehabilitation of the Nature Center restrooms and/or paving of the front parking lot. (Exhibit C)

Dyment was pleased to announce President Gordon was recently at the Arboretum with a Titan film crew for 'Conversations with the President', showcasing the Arboretum grounds.

Dyment said the new mini exhibit, "Dirty Hands, White Gloves – Gender Roles in Orange County", at the Orange County Agricultural and Nikkei Heritage Museum is now open. Grad student, Amanda Tewes researched the exhibit for her thesis and used items from the Arboretum's Heritage House in the exhibit's display.

Dyment said the Friends of the Fullerton Arboretum were honored by Cal State Fullerton's Legends and Legacies for their contributions to the Fullerton Arboretum Authority.

Dyment said the list of "Good Ideas" from the Arboretum webpage are as follows: Plant a collection of Calla Lilies. Rescue ducks at College Plaza.

Dyment spoke about the Conservation Assessment Program (CAP) report stating staff and volunteers, including CSUF staff, Coe Wilkins; Arboretum staff, Becki Hartke; Arboretum volunteers, Bill Wallace, Rick Ritter and Joe Maag are moving forward with CAP suggestions.

7. Grounds Report – Barnhill

Barnhill said the Children's Garden is close to completion with a new gourd arbor and is ready for planting and new signage.

8. Education Report – Becker

Becker said education successfully introduced new classes this past fiscal year. A series of six Yorba Linda Water District classes were held for the first time with good attendance. Becker said she is eager to continue to build a relationship with Yorba Linda Water District.

Becker said a series of four Fullerton sponsored classes were held this last year and she's looking forward to collaborating on new ways to reach out to as many residents as possible.

Six cities, including Fullerton, now sponsor composting classes with an average of 120 in attendance for each class. Becker said they are trying to add two more cities to the list of sponsors, including the possibility of the City of Anaheim joining. Florentine asked how education markets their classes. Becker said class schedules are advertised through press releases, website, banners, flyers and brochures.

Becker said they're looking ahead to summer camp for children ages 7 to 12 years old. This year, summer camp attendance is overflowing at 40 children, compared to last year's attendance at 20 children.

Becker said education is developing interpretive signage and classes for the newly renovated children's garden.

Becker said she's working on plans which include museum educational outreach. The plans include using the garden and Heritage House as an extension of the upcoming 2011 exhibit called "New Birth of Freedom, Civil War to Civil Rights in Orange County".

Other educational endeavors will include, building up CA Indian Plant Uses Program with an extended lecture series and basket weaving. Possible plans for Health and Nutrition focus including Organic SWAP -- seed sharing, knowledge and produce exchange.

9. Friends Report – Dalessi

Dalessi reported the Giant Tomato sale brought in proceeds of over \$100,000. GreenScene had radical changes due to lack of parking on the east side. The front lot of the Arboretum was fenced in and used for vendor sales. Dalessi said the profits were down a little but overall the event was a success and the vendors were happy.

Dalessi said the Friends are working on the budget for next fiscal year and should have extra money to support the Arboretum.

Dalessi said beginning July, 2010, there will be some staff changes. Facilities Rental Manager, Liz Gilson, will begin working full time and Volunteer Coordinator, Harriet Bouldin is likely to move to Development.

Dickerson suggested contributing any excess funds into the 2020 endowment.

OTHER BUSINESS:

Carroll said since Ephraim Smith is leaving at the end of the month to take on a new position at the Chancellor's Office, he would ask President Gordon to appoint a new Commissioner.

Dickerson said he would be retiring on March 1, 2011 and would also need a replacement.

Carroll said he'd like to congratulate Barnhill on his year-long project which was presented to the President's Advisory Board a couple of weeks ago. Carroll said a lot of time and effort was put into this project and Barnhill's presentation was impressive.

Dyment said the Arboretum is working with ASI and TSU on composting.

Dyment said LeNelle Cittadin is featured in the latest Titan Magazine.

Miller asked if the Arboretum will have evening hours this summer. Dyment said yes, the Arboretum evenings hours will be Monday through Thursdays only with the month of July open until 8 p.m., August until 7:30 p.m. and September until 7 p.m.

ADJOURNMENT:

Jones adjourned the meeting at 4:59 p.m.
The next Commission meeting will be held Wednesday, September 8, 2010.

Beverley White
Fullerton City Clerk and
Secretary for the Fullerton Arboretum Commission

By Anne Thiele
Anne Thiele, Administrative Analyst and
Recording Secretary for the Fullerton Arboretum Commission

2009 - 2010 Financial Worksheets (Exhibit A)
Fullerton Arboretum Fundraising Plan (Exhibit B)
Fullerton Arboretum List of Projects (Exhibit C)