

**ICHETUCKNEE ALLIANCE
Board of Directors Meeting
MINUTES
December 17, 2015, @ John Jopling's River House**

Present

Jasmine Lott Hagan
John Jopling
Jill Lingard
Charles Maxwell
Lucinda Merritt
Cathy Street

1. Agenda approval/additions/deletions. Eric Flagg cannot attend (#2) and Water 101 project has been taken over by others (#11); both items were deleted from the agenda. John raised a question about the Florida Wildlife Foundation (#25) that was added to the agenda.

PRIORITY ITEMS

2. Report on his relay by Eric Flagg (Eric arrives at 7 p.m.) DELETED, see #1.

3. Report on new date for meeting with Noah Valenstein of SRWMD. John is trying to find a date when at least two people from the Board can meet with Valenstein. We agreed that major issues to be discussed include: lack of transparency in the permitting process; creating a model Restoration Focus Area in the Ichetucknee Basin; our concerns about the type of crops being grown in the basin and possible subsidies/cost sharing for more water-friendly crops ("right crop, right place"); and acquisition of the sensitive properties we identified following the meeting with Ann Shortelle and Drew Bartlett in early 2015.

OFFICER, TEAM, AND MEETING REPORTS

4. Review/approval of November 17 meeting minutes. The minutes were approved with no corrections.

5. Treasurer's report and financial reporting/audit. Jasmine reported we have \$6501.53 in the bank and \$288.06 in PayPal. Lu reported that we are expecting approximately \$1000 more from the dissolution of Florida's Eden (nonprofit-to-nonprofit disbursement). Charles will continue to work with Jasmine on monthly reporting forms.

6. Staff Assistant's report, November 2015. There were no questions about the report. Lu will send another reminder for membership renewals before Jan. 1, 2016.

7. Science Team update and next monitoring dates. Jill reported that monitoring has been occurring once a month and the next possible dates are Jan. 8 or Jan. 15 (still to be decided). Jasmine reported that her team could begin monitoring again once a problem with her boat is fixed.

8. T-shirt and hat sales report. Nothing to report, per Jill.

9. Tailgating report. Jasmine reported that the one tailgating day netted over \$100. She is looking forward to tailgating again in fall 2016.

10. Update on IA Messaging Critique meeting. Lu and Jill reported on the meeting, which generated many good ideas for updating the website. Stewart Thomas says websites need to be updated every three years and the Alliance is now three years old, so an update is in order. Jill stressed the need for a website section that helped to educate people about how they could explore the springs and river. The board approved Lu's request to spend \$85 to consult with Doreen Morgan of Upper Case, a public relations firm in Tampa, about

what the firm would charge to develop an advertising/public relations campaign for the Alliance that would target Columbia County.

11. Update on "Water 101" water use decision-making educational project. DELETED, see #1.

12. "Water Voices" update. Lu reported on arrangements for the room and the speaker and the initial "Save the Date" information that has been sent out. More publicity will go out after the first of the year; the late February date gives us plenty of time to publicize the event. Lu will make sure to get word out to The Ichetucknee Partnership, the County Commission, and the SRWMD Board as well as to the media.

OLD BUSINESS

13. Magnets vs. stickers. Jill reported that magnet prices run \$1.25 to \$3.08 per piece for bumper sticker-size magnets. The Board decided to wait on purchasing magnets.

14. New run of bumper stickers & window decals. Lu reported that the last run of 100 bumper stickers and 100 window decals cost \$171.20 and that, in a new order, there would be an additional charge to reverse colors per the new logo. The Board authorized purchase of 150 bumper stickers and 150 window decals from the previous vendor, Hunter Printing in Lake City.

15. Report on creation of exhibition panels for Water/Ways. Lu reported that she and Stewart are waiting for information about allowable space size from Kristina Young, project manager for the High Springs Museum on Main Street exhibition. Ideally, we want to develop an exhibit that will work not only for Water/Ways but also for the Columbia County Fair and outdoor events. Charles offered the use of his tent and Jill will investigate whether a blue top can be ordered for the tent.

16. Update on Florida Springs Council's efforts to contact Bill Gates' people who are involved in agricultural land purchases in North Florida. John reported that the Council is waiting to hear about a meeting from Kevin Wright, formerly an employee of SRWMD who is now working for Gates' people. The Council is eager to meet with them to see if a partnership to protect our waters could be formed, especially since the Gates people are in a position to be game changers in the ways that agriculturalists are using our water.

17. Purchase of/prices for a slide projector for Water Voices programs and public presentations. Jill reported on prices for two different projectors and the Board approved purchase based on upcoming programs and potential need for a projector for presentations to area civic groups. Jill also reported that she has a screen the Alliance can borrow if need be.

18. New board member(s). John has not been able to contact two of the people who were suggested. Jill reported that one person she talked with might be able to serve after spring semester at UF. Lu reported that the person she contacted had declined but had offered to be an informal advisor to the Board.

19. Making a presentation to the Columbia County Commission about land use practices & how they affect the Ichetucknee. Lu reported that Wendy Graham of the UF Water Institute is on assignment at the National Science Foundation until next summer and that Bob Knight had recommended that we contact Mark Clark at UF, who is familiar with Graham's research on Best Management Practices in SRWMD. Lu has emailed Clark but has not heard back; she will call him after Christmas to see about setting a meeting with John and Bob Knight to discuss a presentation to the commissioners. After discussion, the Board agreed that our approach should be to: (1) develop a set of specific land use and other recommendations for long-term protection of the springs and river, and (2) then meet with everyone involved including Commissioners (individually), County Manager, County staff, and County Agricultural Extension staff before bringing recommendations for stronger springs protection to the whole Commission. Charles gave Board members some past history on how the County came to ban dairies in the springshed.

20. *Planning for annual meeting/election of officers in March 2016; formation of Nominating Committee?* All officers agreed to serve again. Lu will search for a good place for the March meeting and will begin to publicize it after the first of the year.

NEW BUSINESS

21. *Should IA take a position on hunting in state parks?* After discussion, the Board decided to handle this issue by reaffirming the original mission of Florida's state parks. Lu will draft a statement for review by the Board.

22. *Recommendations for IA work from Jim Stevenson.* The board considered the list of tasks and agreed it may be a challenge to accomplish them all with part-time/volunteer help.

- Jill, Cathy, and Jasmine all offered to help organize canoe trips on the river; Jill will submit her ideas to the Board for further discussion.
- We all agreed on the importance of meeting with county commissioners to protect the springshed and plans for that task are described in #19, above.
- Cathy will find out 2016 dates for meetings of the SRWMD Board and send them to everyone in hopes that we can schedule representation at those meetings.
- Lu will check with Robert Bridges at the Lake City Reporter about a possible regular column.
- We already have a "Help Save the Ichetucknee" handout.

23. *Funding the PARKnership program.* All agreed that our first approach should be to help this program secure dedicated, long-term funding from reliable sources. Lu will invite Trini, Valerie, and Loye Barnard to an upcoming meeting for discussions.

24. *Location of Jan. 19 meeting?* None of the convenient libraries had meeting space available on that date. Lu will investigate the possibility of meeting at Rum 138 or Fort White City Hall. Various Board members are willing to make their homes available but have some reservations about having those meetings publicized. We agreed we should try to hold meetings in a public place and that meetings should start at 6 p.m. Lu will send third Tuesday dates for 2016 to all members.

25. *Should IA partner with the Florida Wildlife Foundation?* John raised this issue and said he saw no downside to it; he has been participating as a member of this group. Lu reminded the Board that it was FWF's challenge to the Ichetucknee MFL that the Alliance joined, when FWF was found not to have standing but the Alliance was. John will send details of partnership to Board members via email.

The meeting was then adjourned.

Respectfully submitted,
Lucinda Faulkner Merritt, Secretary