

ICHETUCKNEE ALLIANCE (IA) MEETING MINUTES

6:30 p.m. Tuesday, January 22, 2019

@ North Florida Springs Environmental Center, 23695 W. U.S. Highway 27, High Springs FL

Board Members Present

Eric Flagg
Lu Merritt
Brenda Wells

Advisory Board Members Present

Merrillee Malwitz-Jipson
Angeline Meeks
Judy Sayre

Board Members Absent

John Jopling
Amelia McKnight
Bruce Robinson

1. Agenda approval/additions/deletions. We moved #22 (below) to the top of the agenda as a courtesy to Merrillee.

PRIORITY ITEMS

2. Report on fundraising/social event in Gainesville. Brenda and Eric reported that they met and came up with several ideas for an event at Cypress & Grove Brewing Company, including having an aquifer model and a traveling water education bus at the event. They suggested the event could be a membership drive and/or fundraising event. Lu suggested that we should aim for a smaller event at first, a “film festival” as originally proposed, information table, possibly a water trivia session, and a very brief talk about the Ichetucknee, with time primarily devoted to socializing and talking one-on-one about “the Ich.” Lu also pointed out that if the aim is to raise funds for the BMAP challenge, we need a special meeting devoted to fundraising for that project in order to map out a plan, but that we could certainly collect donations at Cypress & Grove for our general fund. We agreed on the idea for a smaller, more informal event while recognizing that we could plan a more elaborate event in the future. We discussed a date around March 20-21, Spring Equinox, to give us plenty of time to publicize the event. Brenda and Eric will send us reports about planning progress via email.

3. BMAP challenge: Developing a fundraising strategy and fundraising pages. Lu discussed the need for a special meeting about fundraising (see #2 above) for this project and explained how that strategy might work. Eric said he thought each director could be responsible for raising \$2000. Brenda showed a mockup of an Ichetucknee Alliance web page that could be hosted on the Florida Springs Council’s website that would enable us to direct people there to make donations and that would enable her to track how much money the Alliance raised. Lu will work to get a quote from John Jopling specifically for that page, once we know the challenge is going forward.

4. Need for Vice President; resignation of Treasurer, change of bylaws and appointment of Secretary-Treasurer. Lu talked about the need for an active Vice President and some suggestions were made. Lu explained that since Amelia has resigned as treasurer (but has not resigned from the board), Lu is willing to take on those duties but that we need to change the bylaws to create a position of secretary-treasurer. John Jopling indicated agreement with that course of action by telephone before the meeting began. The board unanimously approved creation of the Secretary-Treasurer officer position and approved Merritt to serve in that capacity.

OFFICER REPORTS & UPDATES

5. Review/approval of November 2018 meeting minutes. The minutes were approved unanimously.

6. Staff Assistant’s report, November & December 2018. There were no questions.

7. Treasurer’s report. This item is in limbo until Lu can gain access to bank records, which requires Lu and John to coordinate an in-person trip to the bank.

8. Membership report. This item is in limbo because January is the grace month for renewals.

9. Science Team update. Brenda reported that she is handling email notifications for the monitoring sessions but that other people are currently leading the sessions. Lu will send Brenda a short blurb about membership in the Alliance that Brenda can share with the email list of monitoring volunteers.

10. *T-shirt and hat sales update.* Report is in limbo until Lu has time to do an inventory of stock.

OLD BUSINESS

11. *Land acquisition project.* Lu reported that as a result of a successful proposal, Three Rivers Trust has agreed to provide funds for the Alachua Conservation Trust (ACT) to hire a person to help with this effort. Tom Kay of ACT has agreed that the person should meet with representatives of the Alliance before beginning to make contacts with possible sellers. Jim Stevenson has offered to lead a tour of the Ichetucknee Trace once the new person is hired. Members of ACT and the Alliance will also be able to attend that tour.

12. *Podcast report.* Lu reported that she has personally purchased two microphones and needs a tutorial on GarageBand with Eric before beginning this project; at Eric's request, she will send him several times that she is available on Mondays, Tuesdays and Thursdays.

13. *Possible action items related to discussions held on the basin tour with Jim Stevenson on Sept. 23, 2017.* Tabled.

14. *Report on Legislative Delegation Meeting, letter to Gov. DeSantis, and inviting DeSantis to canoe the Ichetucknee and/or Santa Fe.* Lu reported on these activities. Bob Knight suggested that she send the remarks she made to the Columbia County Legislative Delegation (Senator Rob Bradley and Representative Chuck Brannan) to Governor DeSantis. As a result of a conversation with Merrilllee and Mike Roth (president of Our Santa Fe River) at that meeting, the Alliance and OSFR will send a joint letter to the governor inviting him on a paddle tour of our area. Letters should go out this week and copies will be sent to other interested parties.

15. *Report on Water Protection Ethic/Water Security Campaign, including need to develop a strategy to educate people about the dangers to the Ichetucknee posed by phosphate mining.* The committee met in January and agreed that Judy Sayre should prepare sample questions for focus groups; the committee will then review those questions via email. Judy suggested brainstorming about messaging; Lu will send Judy information on some work along those lines that has already been done. Lu reported that staff members of the Suwannee River Water Management District have tentatively agreed to meet with us about this project.

NEW BUSINESS

16. *MFL being re-assessed in 2019; Tom Mirti from SRWMD coming to next meeting.* Lu reported on these items and encouraged attendance at the February meeting; this is our chance to learn from Tom and ask him questions.

17. *Water trivia at Halpatter Brewery in Lake City.* Merrilllee talked about the contacts she has made and described the trivia activity. We agreed that starting with a short 15-minute trivia competition at the venue's trivia night was a good idea. We made a commitment to help Merrilllee with formulating questions, agreed to offer prizes (t-shirts, memberships, hats) and agreed to have some board members attend the event and staff an information table. We could also use this opportunity to give out palm cards that would help recruit people for focus groups for the Water Security project described in #15, above. We will aim for dates in April because of Earth Day and to give adequate time for preparation.

18. *Interactive map for Ichetucknee springshed.* Angeline reported that she is working on this and would like more information, if anyone has it, about the names of significant creeks and other geological features of importance in the springshed. She will include information about features in the state park and along the river and she has already identified Rose Creek, Cannon Creek and Clayhole Creek as areas of importance. The Florida Springs Institute has agreed that the map can be hosted on their website. Angeline also reported that the interactive map of springs is again available on that website.

19. *Volunteers & tent for O'Leno Springs Celebration and Chili Cook-off April 6.* Lu and Eric have volunteered to staff an information table at this event and Eric can bring a tent.

20. *Upcoming meeting dates for 2019:* Feb. 26; Mar. 26; Apr. 23; May 28; June 25; July 23; Aug. 27; Sept. 24; Oct. 22; Nov. 26 (that may change since it's the Tuesday before Thanksgiving); no meeting in Dec. since it would be on Christmas Eve

21. Other new business. None.

The meeting was then adjourned.

Respectfully submitted,
Lucinda Faulkner Merritt
Secretary-Treasurer