

ICHETUCKNEE ALLIANCE (IA) MEETING MINUTES
6:30 p.m. Tuesday, October 26, 2021
via Zoom Conference Call

Board Members Present

Eric Flagg
John Jopling
Mark Smith
Bruce Robinson

Others Present

Lucinda Merritt

1. *Agenda approval/additions/deletions.* There were no changes to the agenda.

MONTHLY REPORTS

2. *Approval of July and September meeting minutes.* The minutes were approved as submitted.
3. *Staff Assistant's reports, July-August-September.* There were no questions.
4. *Membership report.* The report was emailed to the board.
5. *Treasurer's report.* The report was emailed to the board.
6. *Science Team report.* The report was tabled. Lu will continue to seek an alternate who can give the board a report if Jaime cannot attend.

OLD BUSINESS

7. *UPDATE on Nov. 4 OSFR/IA cooperative Wilder Heart of Florida writers' event at Rum 138.* Lu reported that:

- Leslie Kemp Poole has declined our offer of a stipend.
- We will have IA information available on Our Santa Fe River's table at the event.
- The Facebook event page is now up and shareable here, please share if you can:
<https://www.facebook.com/events/1255862898186313>
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8. *MFL, BMAP and SRWMD updates.* There were no updates.

9. *Update on website work.* Lu reported that there are a few loose ends (training and site maps) to clear up on the websites and that she plans to draft a final report for the Felburn Foundation's grant before the end of 2021. (The final report to Three Rivers Trust was already submitted.)

10. *Fundraising for staff assistant's salary.* We discussed the need to diversify funding sources so that IA is not totally reliant on grants from Three Rivers Trust. Eric will convene a Zoom meeting of voting board members to discuss this matter further and Lu will send the board some ideas about fundraising based on her past experience in that field.

NEW BUSINESS

11. *Brainstorming: Ideas for subjects in a "Water Voices" online revival.* After discussion, board members agreed that moving toward the creation of educational videos—particularly videos of people talking about their past experiences at the Ichetucknee as a way to illustrate baseline shift with regard to springs conditions—would be a more valuable use of our time. The board held open the possibility of one or two Zoom Water Voices programs in 2021. We will continue to brainstorm about the ideas for educational videos.

12. *Discussion: Creation of an IA "gift membership" page and/or expansion of our online store.* These ideas were discussed briefly and will be revisited at a later date.

13. *Update on "Messages from the Springs Heartland" Gainesville Sun series.* Lu gave an update on the series that will launch at the end of October.

14. *This is the last board meeting for 2021. We will meet on the fourth Mondays of every other month in 2022: Jan. 24, Mar. 28, May 23, July 25, Sept. 26, Nov. 28.* John reported that he might not be able to attend the Jan. 24 meeting.

15. Other new business. Bruce reported on a discussion about springs issues at a recent Lake City Chamber of Commerce meeting. The Chamber has a new president, Steve Smith. The board also discussed the possibility of offering writing workshops and/or video workshops for people who wanted pointers on how to record their memories and/or advocate for better springs protections.

The meeting was then adjourned.

Respectfully submitted,
Lucinda Faulkner Merritt
Staff Assistant

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