

Audubon of Southwest Florida, Inc. (ASWF)  
Board of Directors Meeting  
November 18, 2010  
Eco Living Center, Fort Myers, FL

Minutes of the Meeting

1. Call to Order - The Board of Directors meeting of November 18, 2010, was called to order at 6:00 pm by Chairman Wayne Daltry. Board members present were Jim Rodenfels, Brad Cornell, Carl Veaux, Toby Clark, Mari Hanley, Sarah Larsen, Peter Quasius, and Maria Quasius.
2. Agenda - The agenda was reviewed with no changes noted.
3. Minutes - Minutes of the previous meeting (October 21, 2010) were approved.
4. Treasurer's Report - The treasurer's report was reviewed and a motion to approve it was made, seconded, and unanimously approved.
5. Membership Report - There was no membership report to review (need to contact the Membership chairperson).
6. Conservation and Advocacy Report - Brad discussed the Lee Shore Bird Partnership with ASWF as a lead partner. Approval was made to provide support in the range of \$200 to \$500.
7. Outreach and Education Report – Carl noted the recent Florida Supreme Court Ruling which upheld part of the U.S. Sugar deal that allows the South Florida Water Management District to buy 73,000 acres of land from the sugar giant to improve water quality and restore the Everglades.
8. Field Trip and Education Report –
9. Programs Report – Margaret England will make a presentation at the December 16<sup>th</sup> meeting. A reminder e-mail needs to be sent to all members.
10. Fairs and Festivals Report -
11. Old Business – reviewed our need to fill vacant positions.
12. New Business - Maria presented the Constant Contact web site. It was agreed we should go forward with an estimated monthly cost of \$30.

A discussion followed relating to strategy and fundraising. Significant points included

- increase partnership
- publicize
- corporate sponsorships
- forum on mission
- interest with environmental clubs
- FAEP presence

- fundraising
- refresh the board
- educate

13. Calendar of Events –

14. Adjournment and Next Meeting - A motion was made, seconded, and unanimously approved to adjourn. The next meeting, which will be a holiday gathering, is December 16, 2010. The meeting was adjourned at 8:30 pm.

prepared by:

Jim Rodenfels  
as Acting Secretary