

## Emergency Funding Special Board Meeting – 25 October 2023

**Present:** Martin, Gwen, Greg, John, Alanda, Sukhananda

### Staff Update

Gwen reported that Jessie and Olesandra were surprisingly upbeat and focussed on completing what needed to be done before they go. No leaving party was planned, instead they would be ending the week with the Columbia Mountains Institute at Harrop. Dozens of professionals with a specific interest in the sort of work that we do will be there. This is an opportunity to show case what we have done, take photographs and ensure that we communicate our interests for the future.

There will be another event with the Columbia Mountains Institute on shore spawning. This is being led by Natasha. Greg offered to contact her and attend that event to ensure our contribution and future interest is recognised.

ACTION: Greg

### News Coverage

We need to get news coverage for these activities. Relying on social media doesn't give us a wide enough spread of reach.

*Valley Voice, Nelson Star, Creston Valley Advance and Pennywise* would welcome stories and pictures. Our main themes should be Wetland Restoration, Fish Spawning and Water Quality. We should aim for 4 or 5 good stories. We should also mention that Martin is the chair of the Upper Columbia Basin Environmental Collaborative.

Every story should end with our fundraising pitch.

ACTION: Gwen to send material and info to Sukhananda

ACTION: Sukhananda to draft Press Notices

Getting into the newspapers could lead to CBC interest.

AGREED: We need to be ready for this. Martin and Greg should be our first points of contact but others might speak if they are not available. A good crib sheet, agreed by all will be helpful.

ACTION: Sukhananda will start this and share a first draft so that others can amend and add to it – Martin and Greg's contributions on themes will be especially helpful.

We need to be able to answer the questions – what is special about FOKLSS? What do we do that others don't? and how did you get into this situation?

### Financials

We reviewed the October to December spreadsheet. The numbers have changed a little.

We are currently looking at

	October	November	December
Expenses	\$18,756	\$8,531	\$11,251
Final deficit based on current assumptions about grant and fundraising	\$12,136	\$9,287	\$3,912 (if we receive \$10K from Fortis)

The grants and applications are Gwen's top priorities. These are essential. Fundraising is the other area where we need to keep continuous activity.

AGREED: Our aim should be to have a zero balance by the end of the year and clarity about the following months.

AGREED: The possibility of more time for repaying the CEBA loan is encouraging. But we have to pay it at some point. If there is a postponement it could help us tide us over into 2024 as we continue to fundraise.

### **Fundraising**

AGREED: The next newsletter to members should be dedicated to fundraising. The newsy newsletter that has already been prepared can go out later. We should not be waiting for Giving Tuesday as everyone will be asking for help then. Our focus needs to be on

- the good work we do
- the good work we want to do
- how important FOKLSS is for the lake and its communities
- FOKLSS is a good cause and needs to remain viable

We need to keep going back to people, asking them again and again.

### **Martin's Update**

Marin has followed up by writing to LLC.

Signing authority is now with him, Gwen and Rory.

### **Looking Ahead and Brainstorming**

Gwen is circulating a chart that identifies 4 areas of FOKLSS interest for possible attention next year.

- Large complex ecological projects – are we going to keep going with these? We need timelines and foundational discussions before we can even apply for grants.
- Monitoring – This is an area where we can keep going. We are finishing reports and collecting grants. We can apply for new grants, mostly in Jan-March 2024
- Activities like the Summit also call for action early in 2024 and Gwen has added other ideas. We need major fundraising activity and this goes into this quadrant.
- Wage funding is an area of weakness. Relying on grants means recruiting new people each year. In 2023 we were eligible in the way we usually are because our appointees were older and not on EI. Also, Olesandra was appointed too late for the EcoSociety grant

AGREED: This is very helpful.

ACTION: All to consider. We need to get really clear about what our mission means to us in actual practice. What is unique about FOKLSS? How can we meet our aims? How can we collaborate with others? What is our future?

ACTION: Gwen to begin a Gantt chart to show potential timelines.

We ended with thanks to Gwen for her work in pulling this together.