

WCAS CONSERVATION LAB REPORT FOR 02-02-2019

Submitted by Tom Romito, Facilitator

WCAS held a fourth conservation project laboratory on Saturday, February 2, 2019 at Bethany Presbyterian Church in Cleveland. Six people attended this event, including Kurt Miske, Karen Czernowski, Lisa Del Rio, Betsey O'Hagen, Bruce Missig, and Tom Romito. Kurt opened the meeting and Tom facilitated the event.

1. We began by reviewing the main points we developed during the January 4 meeting.. They were as follows:

- a. We are going to conduct a project in which we will plant and sell bird-friendly plants.
- b. The goal is to raise funds to conduct the project and educate the public.
- c. Our objective is to cover our expenses and keep moving the project forward.
- d. We will use an outreach strategy to engage the community.
- e. We have to plan the project before we can plant anything.

2. Kurt noted that Lisa submitted our grant proposal for \$5,000 to National Audubon Society on January 18. We decided to anticipate getting funding and plan for the project accordingly. Following are the main points and next steps we discussed:

- a. We hope to make a profit to continue the project and build the WCAS operating budget.
- b. Community engagement will involve presentations to the public, volunteer recruitment, the use of social media, and point of sale locations to sell plants.
- c. We will plan first to promote the project, recruit volunteers, and conduct presentations that plug the project and showcase the heritage of WCAS.
- d. We decided to reframe the project by expanding the idea of “planting and selling bird-friendly plants” using the following statement: “Our current project is to launch an environmentally-friendly initiative that will help birds survive and flourish by improving local habitat will native plants.”

3. The event continued in the creation of this action plan to continue work on this project:

WHAT	WHO	WHEN
Schedule a presentation to Olmsted Historical Society.	Kaoru Tsubone	By Feb 4
Determine what to buy and when.	Lisa Del Rio and Pat McGuigan	By March 1
Explore urban farmers markets.	Betsey	By March 1
Develop an outreach strategy.	Whole committee	On Feb 2

4. In accordance with the above action plan, we proceeded to outline our outreach strategy. Here are the essentials of the strategy, which we will turn into an action plan at the next meeting.

WHAT	HOW
Presentation	Present the project at community events. Research the topic. Develop a lesson plan for presentations.
Print	Decide what we can get for free. Decide what we need to buy. Decide what we need to create. Decide what signage we need.
On-line	Website Communication Social media
Powerpoint	Create custom videos on how to do plant. Recruit a designer. Recruit a researcher/write.

5. Kurt noted that we received a request for proposals from the J.M. Kaplan Fund, which occurs every two years, and asked if we want to pursue it. Karen suggested that we pass it up, see how successful we are with the native plant project, and apply for the next round if we want to continue the project. Kurt said we could apply for another project now, just to let the Kaplan

Fund know we exist. Tom asked Bruce if he would write a proposal based on his interest in the danger of household chemicals. Bruce said he would do this. He will create a draft and show the rest of the committee by March 2. Betsey said she would send Bruce the request for proposals from the Kaplan Fund.

6. We agreed to meet again on Saturday, March 2, 2019 at Bethany Church.