

PACD Ways & Means Committee Meeting
Crowne Plaza Hotel, Harrisburg, PA
March 17, 2008

Committee members in attendance:

Ken Meck, PACD Treasurer (Lancaster)
Victor Cappucci (Wyoming)
David Collura (Allegheny)
John Dryzal (Cambria)
Keith Eisenhart (York)
Mike Lovegreen (Bradford)
Charlotte Severcool (Wyoming)
Cathy Skwara (Bucks)
Sam Worley (Franklin)

PACD Staff:

Kathleen Banski
Lisa Suhr

Guests:

Bob Ritchey (Cambria)

1. Welcome & Introductions (Ken Meck, Chair)

2. Approval of July 16, 2007 minutes

It was moved by Sam Worley and seconded by Victor Cappucci to approve the minutes. Motion carried.

3. Review of draft 2008/2009 PACD budget

The Ways & Means committee is charged with developing the annual dues structure and presenting the proposed dues amount to the Executive Board for their review and presentation to the Executive Council.

The draft 2008/2009 budget reflects a 5% dues increase. The dues increase in 2007/2008 was 13%. The current dues structure is based on the County classification system.

Discussion that followed included considering the views of the Executive Board, projected interest rates, first floor tenant status, (none at this time) the need to maintain the Government Relations/Policy Specialist position, Grant Status, and Administrative Services.

It was moved by Victor Cappucci and seconded by David Collura to recommend a 5% dues increase. Motion carried.

Discussion:

Marketing should be the last item to cut.

Where do earnings from raffles go? These are added to the Capitol Fund.

There is a need to increase PACD's lobbying efforts.

Ken Meck called for vote on motion to increase dues by 5%.

4. Review of Fundraising Priorities:

Kathleen reviewed the goals.

PACD Capital Fund Goals:

- a) Maintain a minimum balance of \$35,000 that can be accessed for building repairs and/or improvements in excess of the PACD's annual operating budget for Building Overhead; PACD Capital Fund Balance as of March 1, 2008 is \$22,614.70.

b) Eliminate the PACD Building Mortgages (building purchase and renovation loans)

PACD Building Mortgages Balance as of March 1, 2008: \$186,776.79

- Original Mortgage balance is \$177,637.80 (6.7%) and
- Renovation Loan balance is \$9,138.99 (6.25%)

It was asked that the original mortgage amount and renovation loans be presented. There was discussion about the space available for rent: too much for some and not enough for others.

PACD Endowment Fund Goal:

The PACD Endowment Fund goal is \$10,000.

- PACD Endowment Fund Balance as of March 1, 2008: \$5,741.69

Per the recommendation of the Ways & Means committee, a \$5,000 9-Month CD (Interest rate of 5%) was established on August 31, 2007. It will mature on May 31, 2008.

Should the CD be renewed?

Discussion about CDs and available rates. The best rate that can be obtained when CD matures will be acceptable. There may be products available which have a higher return than CDs. Staff will investigate what rates are available for CD's and also whether M&T is willing to lower the current mortgage interest rates.

PACD has established the GoodSearch Search Engine

Total raised since inception is \$87.32

- 2007 Proceeds were \$33.23.
- 2008 Proceeds as of 3/5/08 are \$22.90

5. PACD Long-Term Sustainability

Marketing Conservation Districts Update

Kathleen reviewed the Marketing Plan.

Brian Kittler of the National Fish & Wildlife Foundation (NFWF) provided a presentation during the "Thinking Outside of the Funding Box" session at PACD's January 2008 meeting. PACD has submitted a grant proposal to the NFWF for the development of the Marketing Conservation Strategy.

It was suggested that PACD make a plea to public broadcasting to partner with PACD to help market the organization. As the marketing plan is in the development stage, it was suggested that we wait for the plan to develop further before moving in any particular direction.

Copies of reports covering the Marketing Plan overview, Endowment Fund, Capitol Fund and Ways & Means Committee responsibilities were distributed as informational items.

6. Adjournment

Committee adjourned.