

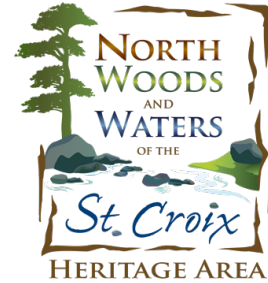
Executive Committee

Agenda

March 14, 2024, 3:00-4:30 By Zoom

- I. Welcome and review agenda - Jason/Melanie
- II. Minutes of January 11, 2024 Executive Committee meeting – Lynne (5min)
- III. Board nominations, elections, and recruitment - Jason/Melanie
 - A. Board member matrix and update needs
 - B. Executive Committee members contact board members
 - i. Term renewals and interests
 - ii. April 11th gathering invite
- IV. Financial position and 2024 budget updates - Jason/Melanie
 - A. Membership and donor cultivation
 - B. Executive Director position and timeline
- V. Strategic planning and organizational development needs - Jason/Melanie
- VI. Committee Updates - (15min)
- VII. Executive Director's Report – Monica (5min)
- VIII. Adjourn

North Woods and Waters of the St. Croix Watershed Heritage Area unites the people to promote the Natural, Cultural and Historic resources we share.



Executive Committee Meeting Date, time, location	January 11, 2024 Zoom
Attendance	Melanie Kleiss, Lynne Moratzka ,; Nancy Hoffman, Jason Laumann
Guests	
Absent:	Marty Harding, Julie Smendzuik-O'Brien
Call to order	3:32 pm by co-chair Jason Laumann
I. Agenda Review/ Motion to accept Melanie, Second Nancy	CARRIED
II. Secretary Report	November 9, 2023 minutes Lynne Moratzka
MOTION TO ACCEPT minutes for November 10, 2022 Melanie; SECOND: Nancy Hoffman;	CARRIED
Treasurer Report	Nancy Hoffman
December 31, 2023 Assets & Liabilities \$80,768.04; net income \$58,242.27	
Assets all in cash	
IV. NWW Committee updates	Melanie
Immediate need to focus on fund raising; ask Julie to help on this as relates to Full Board	
Work from the plan developed by ED Monica	
determine short term plan with full board at Feb. meeting	
Doodle poll by Monica to full Board for helpers on plan	
MOTION to bring to Board by Melanie,, SECOND Jason CARRIED	
V. Spring full board meeting: To be an IN PERSON meeting April 11, 2024	
Need location suggestions	
Place on February 8, 2024 agenda	
VI. Board Recruitment	
No viable candidates at this time	
Full Board needs to help with recruitment, especially NE quadrant	
Tom Polisak plans to retire; ask him for possible nominees from his area	
Dick, Gayle and Monica to brainstorm names	
Monica has up-dated the Board roster	
Feb Board vote on those eligible for re-newed term	
April meeting work on recruitment, including a 1 page info sheet of nominee	
VII Committee Reports/Discussions	

Finance	Nancy
Quick book and financial responsibility passed onto ED Monica and Kerri Nancy's office to review reports monthly	
Development and Fundraising	Monica
Multiple grants in progress of writing for February submission' \$3,000 (or so)from year end 2023still not in house Workshop Writing 101 offered by Initiative Foundation thru Chisago Cty. Collaborative	
Programs and Projects	
NWW Live! January 23, 2024 Heritage Highlights seeking partners for this	
Communications, Education and Outreach	
Quarterly Email newsletter Jan 16, 2024	Marty and Alyssa
Economic Impact Team	Nancy/Monica
Need clarity/data on effectiveness for these: Passport program LYNX and Clio Other entities to promote? Promote LYNX and Clio on NWW Live!?	
VIII Executive Director report	Monica
Will be attending national meeting in Washington DC; working on who to visit an schedule meetings. AANHA meeting at same time in DC, will attend also	
Next meeting date	March 14, 2024
Adjournment	Motion Nancy, Second Melanie 4:20 pm

Respectfully Submitted

Lynne Moratzka
Board Secretary

2024 Meetings: via ZOOM 3:00 – 4:30 pm

March 14

May 9

July 11

September 12

November 14

North Woods and Waters of the St. Croix Heritage A

Profit and Loss

January - February, 2024

	TOTAL
Income	
4010 Individual Donation	2,103.23
4110 Interest Income	24.70
Total Income	\$2,127.93
GROSS PROFIT	\$2,127.93
Expenses	
5000 Staff	
5010 Salaries & Wages	10,769.24
5020 Health Insurance, Benefits and Taxes	
5021 Taxes	
5021.1 Federal Taxes (941/943/944)	1,988.62
5021.3 MN Unemployment Taxes	128.07
5021.4 Federal Unemployment (940)	42.00
Total 5021 Taxes	2,158.69
Total 5020 Health Insurance, Benefits and Taxes	2,158.69
5030 Payroll Expense	102.00
Total 5000 Staff	13,029.93
5100 Consultants/Contractors	
5110 Contractors	
5111 Internships	242.00
5112 Project Management	3,400.00
5114 Accountant	535.68
Total 5110 Contractors	4,177.68
Total 5100 Consultants/Contractors	4,177.68
5440 Membership Expenses	275.00
5460 Website/Social Media	437.50
5480 Travel - Staff	1,418.32
Total Expenses	\$19,338.43
NET OPERATING INCOME	\$ -17,210.50
NET INCOME	\$ -17,210.50

North Woods and Waters of the St. Croix Heritage A

Balance Sheet

As of February 29, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Royal C.U. - Checking	1,810.20
1100 Royal C.U. Savings	62,232.95
Total Bank Accounts	\$64,043.15
Total Current Assets	\$64,043.15
TOTAL ASSETS	\$64,043.15
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2010 Payroll Liabilities	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Opening Balance Equity	1,301.96
Retained Earnings	79,951.69
Net Income	-17,210.50
Total Equity	\$64,043.15
TOTAL LIABILITIES AND EQUITY	\$64,043.15

North Woods and Waters of the St. Croix Heritage A
Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L
 January - December 2024

	Jan 2024			Feb 2024			Total		
	Actual	Budget	over Budget	Actual	Budget	over Budget	Actual	Budget	over Budget
Income									
4010 Individual Donation	145.00	1,833.33	-1,688.33	1,958.23	1,833.33	124.90	2,103.23	22,000.00	-19,896.77
4020 Foundation Grants		7,187.50	-7,187.50		7,187.50	-7,187.50	0.00	86,250.00	-86,250.00
4040 Corporate Donation		416.67	-416.67		416.67	-416.67	0.00	5,000.00	-5,000.00
4045 Government Grant - Restricted		3,333.33	-3,333.33		3,333.33	-3,333.33	0.00	40,000.00	-40,000.00
4110 Interest Income	24.70	41.67	-16.97		41.67	-41.67	45.57	500.00	-454.43
4120 In-kind		416.67	-416.67		416.67	-416.67	0.00	5,000.00	-5,000.00
4130 Admin Fee		0.00	0.00		0.00	0.00	0.00	0.00	0.00
Total Income	\$ 169.70	\$ 13,229.17	-\$ 13,059.47	\$ 1,958.23	\$ 13,229.17	-\$ 11,270.94	\$ 2,148.80	\$ 158,750.00	-\$ 156,601.20
Gross Profit	\$ 169.70	\$ 13,229.17	-\$ 13,059.47	\$ 1,958.23	\$ 13,229.17	-\$ 11,270.94	\$ 2,148.80	\$ 158,750.00	-\$ 156,601.20
Expenses									
5000 Staff			0.00			0.00	0.00	0.00	0.00
5010 Salaries & Wages	5,384.62	5,833.33	-448.71	5,384.62	5,833.33	-448.71	13,461.55	70,000.00	-56,538.45
5020 Health Insurance, Benefits and Taxes		0.00	0.00		0.00	0.00	0.00	0.00	0.00
5021 Taxes		971.25	-971.25		971.25	-971.25	0.00	11,655.00	-11,655.00
5021.1 Federal Taxes (941/943/944)	411.93		411.93	1,576.69		1,576.69	2,194.59	0.00	2,194.59
5021.3 MN Unemployment Taxes	63.45		63.45	64.62		64.62	160.38	0.00	160.38
5021.4 Federal Unemployment (940)	32.31		32.31	9.69		9.69	42.00	0.00	42.00
Total 5021 Taxes	\$ 507.69	\$ 971.25	-\$ 463.56	\$ 1,651.00	\$ 971.25	\$ 679.75	\$ 2,396.97	\$ 11,655.00	-\$ 9,258.03
5022 Health Reimbursement		500.00	-500.00		500.00	-500.00	0.00	6,000.00	-6,000.00
Total 5020 Health Insurance, Benefits and Taxes	\$ 507.69	\$ 1,471.25	-\$ 963.56	\$ 1,651.00	\$ 1,471.25	\$ 179.75	\$ 2,396.97	\$ 17,655.00	-\$ 15,258.03
5030 Payroll Expense	51.00	112.42	-61.42	51.00	112.42	-61.42	102.00	1,349.00	-1,247.00
Total 5000 Staff	\$ 5,943.31	\$ 7,417.00	-\$ 1,473.69	\$ 7,086.62	\$ 7,417.00	-\$ 330.38	\$ 15,960.52	\$ 89,004.00	-\$ 73,043.48
5100 Consultants/Contractors			0.00			0.00	0.00	0.00	0.00
5110 Contractors		0.00	0.00		0.00	0.00	0.00	0.00	0.00
5111 Internships	132.00	416.67	-284.67	110.00	416.67	-306.67	330.00	5,000.00	-4,670.00
5112 Project Management	1,475.00	2,500.00	-1,025.00	1,925.00	2,500.00	-575.00	4,250.00	30,000.00	-25,750.00
5113 Facilitator		166.67	-166.67		166.67	-166.67	0.00	2,000.00	-2,000.00
5114 Accountant	535.68	300.00	235.68	92.50	300.00	-207.50	628.18	3,600.00	-2,971.82
Total 5110 Contractors	\$ 2,142.68	\$ 3,383.34	-\$ 1,240.66	\$ 2,127.50	\$ 3,383.34	-\$ 1,255.84	\$ 5,300.68	\$ 40,600.00	-\$ 35,299.32

North Woods and Waters of the St. Croix Heritage A Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

5130 Fundraising Consultant		208.33		-208.33		208.33		-208.33		0.00		2,500.00		-2,500.00				
Total 5100 Consultants/Contractors	\$	2,142.68	\$	3,591.67	-\$	1,448.99	\$	2,127.50	\$	3,591.67	-\$	1,464.17	\$	5,300.68	\$	43,100.00	-\$	37,799.32
5210 Events				166.67		-166.67		166.67		-166.67		0.00		2,000.00		-2,000.00		
5220 Project Expense				1,141.67		-1,141.67		1,141.67		-1,141.67		0.00		13,700.00		-13,700.00		
5230 Special Project				416.67		-416.67		416.67		-416.67		0.00		5,000.00		-5,000.00		
5240 Cooperative Marketing/Adv.				83.33		-83.33		83.33		-83.33		0.00		1,000.00		-1,000.00		
5310 Office Rent/Lease				0.00		0.00		0.00		0.00		0.00		0.00		0.00		
5320 Utilities				0.00		0.00		0.00		0.00		0.00		0.00		0.00		
5330 Equipment				58.33		-58.33		58.33		-58.33		0.00		700.00		-700.00		
5410 Office Supplies & Software				58.83		-58.83		58.83		-58.83		0.00		706.00		-706.00		
5420 Printing & Copying				125.00		-125.00		125.00		-125.00		0.00		1,500.00		-1,500.00		
5430 Postage and Delivery				41.67		-41.67		41.67		-41.67		0.00		500.00		-500.00		
5440 Membership Expenses	275.00			25.00		250.00		25.00		-25.00		275.00		300.00		-25.00		
5450 Subscriptions				203.42		-203.42		203.42		-203.42		0.00		2,441.00		-2,441.00		
5460 Website/Social Media	377.50			316.67		60.83	60.00	316.67		-256.67		557.50		3,800.00		-3,242.50		
5470 Marketing/Branding				166.67		-166.67		166.67		-166.67		0.00		2,000.00		-2,000.00		
5480 Travel - Staff				416.67		-416.67	1,418.32	416.67		1,001.65		1,418.32		5,000.00		-3,581.68		
5490 Meeting Expenses				175.00		-175.00		175.00		-175.00		0.00		2,100.00		-2,100.00		
5510 Insurance				72.00		-72.00		72.00		-72.00		0.00		864.00		-864.00		
5520 Filing Fees				19.58		-19.58		19.58		-19.58		0.00		235.00		-235.00		
5530 Staff/Board Development				250.00		-250.00		250.00		-250.00		0.00		3,000.00		-3,000.00		
5550 Bank Charges & Fees				16.67		-16.67		16.67		-16.67		0.00		200.00		-200.00		
5570 Charitable Donations				25.00		-25.00		25.00		-25.00		0.00		300.00		-300.00		
5580 Fundraising events/campaigns				266.67		-266.67		266.67		-266.67		0.00		3,200.00		-3,200.00		
Total Expenses	\$	8,738.49	\$	15,054.19	-\$	6,315.70	\$	10,692.44	\$	15,054.19	-\$	4,361.75	\$	23,512.02	\$	180,650.00	-\$	157,137.98
Net Operating Income	-\$	8,568.79	-\$	1,825.02	-\$	6,743.77	-\$	8,734.21	-\$	1,825.02	-\$	6,909.19	-\$	21,363.22	-\$	21,900.00	\$	536.78
Net Income	-\$	8,568.79	-\$	1,825.02	-\$	6,743.77	-\$	8,734.21	-\$	1,825.02	-\$	6,909.19	-\$	21,363.22	-\$	21,900.00	\$	536.78

Friday, Mar 08, 2024 07:00:26 AM GMT-8 - Accrual Basis

North Woods and Waters of the St. Croix Heritage Area

Join/Donate (button on the website)

There are many ways for you to contribute and support North Woods and Waters of the St Croix Watershed [NWW] as we seek National Heritage Area designation. You may become an annual individual or corporate member, provide a donation, or get involved. Whichever form you choose, it will support our efforts to unite people of the St. Croix River watershed on behalf of the cultural, historic, and natural resources we share.

Become a Member

The support from our members is reinvested directly into our communities. Annual membership dues will be put towards creating and maintaining the programs and initiatives that preserve history, sustain cultural places, conserve natural resources, and encourage tourism and economic opportunities.

Membership Level

\$25 Senior or Student

\$40 Individual

\$65 Family from one Household

\$100 Friend

Member benefits include:

- Satisfaction in knowing that your dollars are being used to protect and promote the natural, cultural, and historical resources within the watershed;
- North Woods and Waters welcome packet; (to be defined)
- Subscription to North Woods and Waters e-newsletters;
- Invitations to North Woods and Waters and our Partners' programs and events;
- Recognition in the North Woods and Waters Annual Report;

Partner Organization:

Membership Levels:

\$100 Non-Profits/Local Government Units with budgets under \$100,000

\$250 Non-Profits/Local Government Units with budgets over \$100,000

Membership benefits include all benefits of the Membership Level and:

- Permission to use NWW logo in your marketing
- 100 bookmarks with your organization's image and NWW information
- Welcome announcement in e-newsletter after joining;
- Opportunity to have your organization's events and programs featured the e-newsletters;
- Enhanced listings of your events and programs on Lynx Calendar;
- Assistance/training to put your location on CLIO;
- Recognition on the NWW website
- Engagement through social media (Facebook, Twitter, and Instagram);
- Invitations to our programs and events, including North Woods and Waters special events;

- New members will be featured on "Live! from North Woods and Waters of the St. Croix Heritage Area"

Corporate Membership

Corporate Membership Levels

- \$100 Corporate Supporter
- \$250 Corporate Benefactor
- \$500 Corporate Sustainer
- \$1,000 Corporate Champion
- \$_____ Corporate Visionary

Corporate Membership benefits include all Membership Level benefits and also include:

- Permission to use NWW logo in your marketing
- Welcome announcement in e-newsletter after joining;
- Recognition on the North Woods and Waters website
- Engagement through social media (Facebook, Twitter, and Instagram);
- Invitation and sponsorship at our programs and events, including North Woods and Waters special events;
- Recognition as a sponsor in the North Woods and Waters Annual Report;
- **Special invitation to the National Heritage Area designation event.**

By supporting North Woods and Waters you are contributing to the quality of life in this region for all who live, work and visit the area.

Special Event Sponsorships

North Woods and Waters will host annual special events for which we invite corporate sponsorships. Sponsorship amounts and uses will be determined based on each event's related costs.

Donations

Make a tax-deductible donation to support our ongoing work to become designated as a National Heritage Area. Your donation will help to promote and protect the natural, cultural and historical resources of the St. Croix Watershed.

Your donation will assist in the general operations of the North Woods and Waters organization or you may designate how your donation will be used.

[Donate Here button/link] I would like my donation to assist with:

- General Operations
- Lynx – Event Calendar
- Quadrant Meetings – "Imagine the Possibilities!"
- St. Croix Master Watershed Stewards
- Annual Heritage Tourism Promotional Workshop
- Joint Promotion for Heritage and Tourism
- St. Croix Storytellers
- Live! from North Woods and Waters
- Operation Pollination

- Earth Day/Month activities
- The Trading Post
- _____ other

Please note that all donations of \$40 or above are automatically considered membership donations or renewals. If you would prefer to donate without becoming a member, please let us know.

Get Involved

- Donate
- Serve on the Board of Directors
- Participate on one of Four Committees
- Join NWW as an Advisor
- Become a NWW Ambassador
- Volunteer with specific activities or events
- Become a St. Croix Watershed Steward

Check out the “Get Involved” section of the North Woods and Waters website www.northwoodsandwaters.org. to learn more about how to get involved.

Questions? Contact info@northwoodsandwaters.org

Is this a one year – Jan – Dec/or one year from the time they sign up.