

Northern Region Council Zoom call 1/26/21

Present on call: Carol Vander Meer & Michelle Kunst (Trinidad Coastal Land Trust), Nancy Correll (McKinleyville Land Trust), Conrad Kramer (Mendocino Land Trust), Beth Bray & Faith (Northcoast Regional Land Trust), Renee (Siskiyou Land Trust) Anna Rogers (Sanctuary Forest), Tom Smithe (Lake County Land Trust)

Passing the torch of NRC Coordinator: Michelle is taking over coordination of the group from Carol, but Carol will continue to be engaged. Michelle mentioned she's excited to be a part of this council as it's a great opportunity to connect with local organizations with similar missions & to use the council to learn from each other and collaborate to find the best ways to bring out mutual missions to fruition.

Steering committee updates:

- Nancy mentioned she will be leaving the steering committee, opening space for others to join this role.
- This committee is designed for go-to questions about council, responsible for outreach & website/calendar, governance/organizational/funds, and creating opportunities for networking.
- Conrad mentioned he'd likely be willing to join the committee. He also reflected on the Mendocino LT's film festival in the Fall and how it may have been more successful if all NRC members promoted this event across the region.

Face-to-face get together conversation:

- Last year was supposed to be in Mendocino and potentially this year as well.
- Things to consider is that we'd be outside, driving personal cars, camping, and cooking individually, and be a group of ~10-12 people, in a location where site visits are close together.
- An option would be to host multiple site visits within smaller regions that could be day trips.
- A prospective field trip in September/October may be a good time to shoot for. We should decide in Summer, keeping in mind that this group is small and can be very flexible.
- **Action:** Conrad will discuss this prospect with Mendocino LT staff and will follow up to NRC council if face-to-face get together is possible.

Virtual Fundraising lessons learned:

- NRLT invested a lot in video production and chose topics that have a dual purpose and long life for outreach. Topics included interviews with landowners, founder, rancher, and education program. Here is a link to their [YouTube channel](#) with Boots & Birkenstocks fundraiser recording as well as others.
- MLT noticed that there were fewer but more generous contributions this year from their newsletter ask.
- Sanctuary Forest did a low-cost FB auction and was fairly successful.
- SLT hosted a non-monetized Zoom & FB live Winter Webinar but collaboration with Michael Kauffman brought CNPS supporters to SLT.
- TCLT & FOD found a combination of live and recorded fundraising events that worked well to facilitate a personal and communal experience. Here is a link to the Friends of the Dunes [Wine by the Screen](#) fundraiser.

- NRLT used [Givebuttr](#) successfully as a fundraising tool that makes it easy to donate through Venmo.

Member Updates:

- Lake County mentioned they recently replaced a pressure treated wooden floating platform in a vernal pool.
- SLT: recently secured a large timber land parcel funded by CalFire & WCB which was an important step in working with industry to conserve land.
- TCLT is working on improvement projects on coastal land and had a notable positive experience connecting with THPO of the local tribe and received feedback that they were very appreciative of notice and consultation in the early stages of the planning process.
- NRLT received a large grant from Dean Whitter Foundation for education programs which serves testament to long term relationships coming to fruition. They also have recently completed several large conservation easement projects. Freshwater Farms was broken into and burglarized the night of 1/25 calling for increased surveillance.
- Sanctuary Forest closed a big easement. Also started using [Free Will](#) as a user-friendly way for folks to create a personalized planned giving plan for their assets.
- MLT mentioned they contracted a group that hires and pays houseless people to steward properties.

Looking forward:

Please inquire if you are interested in joining the steering committee.

Conrad will get back to the group about the possibility of Mendocino Land Trust site visits in September/October.

Please think of any relevant topics that you would like to hear about from other members or if your organization has an important subject you'd like to share about.

We will meet again April 20th 1:30-2:30.