

Alliance Board Meeting Draft Agenda Tuesday, January 28th 12:00 to 1:30pm, Larkinville

Introduction of interns.

I. Orientation

- Development of the Alliance—The Erie Presentation (Knoer, McPherson, Matteliano, Kaszubowski)

Ryan- Going over the history of the environmental counsel- Stan Spisiak. Beginnings of clean water act, going into Love Canal etc. Birth of environmental justice movement- 1970s .

Many environmental groups over time have had conversations with each other, coming together at events. Community Foundation started a more direct conversation- 2007. Shared Agenda for Action- 2009- 170 groups. WNYEA formalizes structure and election of first board and Grow comes into existence. 2012-2013- interns and 716. Grow- dual track strategy for alliance and retail strategy- Green Renaissance of WNY.

- 2013 Action Agenda Example- Waste education campaign- Waste and Pollution Group. Growing Working Group- establishment of food policy council in WNY. Tools for success- Grow 716- text, tell, connect.
- Ryan- what did we leave out?
- Jay- members are important
- Bob- wondering if we can hone the slides to utilize for funding in the future
- Ryan- maybe we should put a narrative on it
- Brian- might help to limit words. Slides with timeline- streamline it a bit.
- Terry- really likes the presentation. Helps to give context
- Loren- role of Community Foundation needs to be present

○ The Alliances and Community Foundation for Greater Buffalo (Matteliano & McPherson)

- Cara- relationship between Alliance and Foundation. Alliance came out of convening of groups. An umbrella group- not something separate. Allotment of funds to pay the expenses of the Alliance by the Community Foundation- quarterly meetings, regular meetings, and congress.
- Kristen's role
 - Salary is fulfilled by Night Foundation and the Community Foundation. Meant to be spending a very large amount of time for Grow and 716. Rest is the coordination for the Alliance. Also works closely with the interns.

The GrowWNY website and its relationship to the WNYEA- Budgets

- Kara-The website was started from the Night Foundation but the Community Foundation continues to support the Alliance. They created Grow to be a communications hub for the public. Agreed on a plan for Grow for declining support of the Community Foundation in hoping that the Alliance would be more self-sustaining. Community Foundation adopted the environment as a focus area in 2007 so it's just been a continual project since then. Currently looking for replacement dollars from Night because the projects are coming to a close. Grow, Grow 716, and investigative reporter.
- Ryan- sub committee. Grow is one of the communications vehicles for the Alliance. Would offer that we think of it not as a separate entity but becomes the Alliance's responsibility.
- Bob- maybe there are different purposes that can be used for it. Would like to know what the infrastructure would be in the Alliance.
- Ryan- hybrid system in place currently. Used example of editing and filtering blogs. Agrees with Bob there's no black and white line on who has responsibility.
- Bob- what does this cost? Could be helpful in finding someone to step up on this.

- Board Packet Review—available on Google docs and as a hardcopy binder (Williams and Kaszubowski)

Most recent Communications strategy

- Board contact list
- Process and Working Group Chairs
- Declaration
- New Draft Mission, Vision, Core values, Goals, objectives
- Bylaws and Scope of Work

Rebekah- documents on Google drive that will be made accessible. All the documents by-laws, leadership, strategic planning, alliance policies, conducting advocacy, and membership. All of these can be a living, changing group of documents.

- Rick- suggested link be available on the Grow website.
- Ryan- there is some sensitive info so we might have to go through this. And also require password for Google account. Worried about people being able to change some of them.
- Kristen- there are only two documents you can change. Contact list and link to membership form.
Jay- would like to clarify what other concerns there are for members to view these.
- Micaela- bi-laws might be the only sensitive document.
- Bob- suggested consistent working group and agenda meeting minutes. Could facilitate further communication.
- Ryan- would also like to upload the video and data files.
- Micaela- checklist of how to run an affective meeting. And just going forward.
- Bob- some continuity for meetings would be great. Same day of the month, same time and same place. Would also like to advocate for board leaders to submit minutes. Listserves
- Ryan- are we comfortable adopting this? Board roles and

responsibilities document. Draft will be taken off and will be up on the Google site.

Passed.

- Commence Discussion of Strategic Framework
 - Ryan- reviewing what we accomplished at the retreat. Can tweak and alter anything. Never a final document and it can be revisited. There were a couple word smiting changes on the mission. Values statement is new language to everyone.
 - Jay- a voice for the environment instead of the voice for the environment. Adding conservation in development- second bullet point. Not an advocate for sustainability with economy, etc. More of a focus on environmental sustainability.

Jay Suggestions for Values Statements:

We will be the voice of the environment for our region and will be innovative in our approach to fostering environmental literacy and stewardship.

We will advocate for environmental responsibility as it relates to conservation, development, re-development, and change.

Rick and Jay have decided to work on the language of the third bullet point as Jay would like to not have emphasis on economy as much as sustainability. Wants sustainability to be the main point.

- Rebekah- big proponent on having economy called out. But appreciates Jay's point. Just stating that we're looking to connect with the lens of environmental sustainability. That's the bottom line and then we look at the rest of them through the main lens.
- Jay- champion environmental sustainability. Environmental sustainability as the bottom line.
- Rick- would like to express more an extreme view. Would like all activities to be anthropocentric. Example: climate change issues. Clear economic value. Would like to educate and promote change. These are things that we will be involved in but not exclusively. Don't want

- any of these things to lock us in.
- Ryan- doesn't want to lose the biophilic principle. That could happen with Jay's new proposed language.
 - Jay- fine with keeping that.
 - Rick- add a new value statement? Promoting diversity?
 - Micaela- take the comma off. Just make it a new bullet point. Regarding the third bullet point.
 - Bob- foster instead of promote Regarding the third bullet point.

II. Retreat Redux:

- Review and work to reach agreement in principle for:
 - Mission
 - Bob- do we need the and region after communities of WNY?
 - Ryan- should also spell out WNY. In communities of WNY.
 - Micaela and Rebekah- of and in WNY? Which one is better?

Proposed Mission Statement:

The Alliance mobilizes change through collective action and collaboration in order to ensure sustainable, thriving ecosystems, & communities of Western New York.

- Vision Statement
 - Jay- really likes the vision statement.
 - Ryan- we added 2018 in. Jamie lobbied hard to challenge us in giving a time constraint for our vision.
 - Loren- do the decisions that were made truly raise up the role of protecting the environment?
 - Ryan- agrees that we shouldn't just consider.
 - Loren- is consider and incorporate similar language?
 - Andy- worried about the term strategic. Decision was to put it into all decision making processes and not just strategic. Maybe change into structurally incorporated- or just add all (Karen).
 - Bob- strike strategically and everything after hyphen. For the vision

statement.

- Rebekah- thought original intent was the emphasize decision making processes. Decisions and leadership.
- Bob- remembers it's about individual decisions and not just leaders.
- Bob- don't want to limit to the vision to just leadership.
- Ryan- thinks we should take Bob's suggestion.

Suggested Vision Statement:

By 2018, the health of the environment will be incorporated as a key value in Western New York's decision process.

▪ Strategic Goals

Ryan- these originally were the three from the shared agenda. So we might not want to change them very much.

Rick- doesn't understand why we need action.

Micaela- thinks that people can be engaged in something but doesn't think they will be engaged.

Rick- action word is steward.

Micaela- advocates for action. Along with Ryan, Karen, and Lindsay.

4. Strategic goals **Through action to become environmental stewards.**

Micaela- is organizational capacity going to be more than collaboration?

Ryan- hold over from shared agenda language.

Bob- **organizations, projects, and collaboration.** For Number 1.

Ryan- would like to make a motion to adopt this strategic framework. Can tweak this whenever we want. But currently we do not have any of these things up for any official board resolution.

Jay- would like to point out that Rick and him will work on language for third bullet point for values.

Micaela- doesn't necessarily want members to wordsmith the document.

Bob- wanted to clarify that he just wants to put it out there for members to see- not to edit.

Proposed Changes to Strategic Goals:

1. Strengthen environmental organizations and projects through organizations, projects, and collaboration.

4. Educate and engage individuals, groups, organizations, businesses, and institutions through action to become environmental stewards.

Motion- no one apposed to adopting this. Passed.

Micaela- congrats to everyone and thanks for Ryan doing the work on putting it into final format.

Rick- wants to discuss implementation at some point. Strategic planning.

Ryan- would like to have someone help us move this into a strategic planning process. Funding proposal etc.

- The path to developing a strategic plan
 - Funding
 - Board Task Force

III. Next Board Meeting and Next Quarterly

○ Board Meeting:

- Feb 25th at Butler Mansion. Delaware and North.

- 2014 Standard Agenda format:

- Alliance business Content area of discussion (this month Alliance Strategic Communications Plan and Policies will be topic)

Plan is to use a half hour to discuss strategy. Communications structure prepared for by Kristen for 2014.

○ Quarterly:

- March 12 (conflict with Annie Leonard visit?)

Keynote on the 11th at the university. Might have some conflict.

- Pre-Workshop: GROW 716

Kickoff in February. Series of workshops and advocacy groups. Requested an hour to refresh everyone on the Grow 716 journalism tool.

Ryan- use quarterly congress to do mapping scenario components that have been out there as well as a briefing on One Region Forward. Would like to be able to move this forward.

Loren- wants membership to be able to be accomplished in between board meetings. AKX- environmental fraternity.

Motion to accept the memberships. No opposition. Jay approved, Loren seconded. Bring it back around to February meeting.

- Proposed Content: 1RF Mapping Scenario