

Bertsch-Hokendauqua-Catasauqua Watershed Association

Minutes from Board of Directors Meeting

Monday, November 9, 2009, 7:00PM

Pennsville Tavern, 3759 Lehigh Drive, Lehigh Township, Northampton County

- The directors meeting was called to order at about 7:20pm, with the following directors, members & guests in attendance: Chris Amato, Martin Boksenbaum, Juanita Carra-Budzek, Bev Cole, Bud Cole, Shawn McGlynn, Jennifer McGlynn, Jonathan Meade, Debbie Miller, Rick Ritter & Jim Wilson.
- No minutes were recorded during the October 12 meeting; therefore, no October minutes were available for acceptance.
- Jim indicated an \$875 balance in a Northampton County government bank account for BHCWA after paying Carbon County EE Center \$175 for the October 23 “Bat Chat.” Additionally, Jim indicated that \$51 was collected in donations at the “Bat Chat.”
- Jim & Bud provided summaries of the “Bat Chat” & “Hawk Banding” programs, in which 42 people in total participated. It was noted that donations be encouraged & donation containers should be present at all community outreach programs & photographs should be taken of all programs. It was also noted that program announcements should be emailed to the membership. Jim will provide Rick with program announcements to email to the membership list.
- It was recommended that monthly meeting announcements & minutes be posted on the website & that meeting announcements be emailed to the current membership. Jim will work with Rick (membership list) and Jason (web posting) to accomplish this.
- It was noted that the current BHCWA application form does not include the BHCWA website, which was launched after the application form was developed. Jim will work with Bob to address this.
- Jim reported that since the state budget has been approved, the Watershed-based Surface Water Quality Assessments, for which NCCD was granted DEP funding to implement on several Northampton County streams, including waterways in the BHCW Region, will begin as soon as grant contracts are executed between DEP & NCCD.
- Some discussion was had about the Campaign for Clean Water’s (CCW) “Buffers 100 Campaign” & BHCWA supporting the effort. Martin made a motion that BHCWA sign on to CCW’s comments by the November 23 deadline. Bev seconded the motion & the motion passed. Martin will provide comments to CCW on behalf of BHCWA.
- Jim reported that he has contacted several individuals & organizations for Pro Bono assistance in registering BHCWA with the IRS & Commonwealth for nonprofit, charitable organization status.

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- Jim reported that NCCD will apply for a Coldwater Conservation Grant to the Coldwater Conservation Partnership by December 18 to fund a conservation plan for the Hokendauqua Creek Watershed. The grant will be in NCCD's name & BHCWA will be a primary partner.
- Jonathan Meade, Co-Director of the PA Environmental Council, was invited to the meeting to address strategic planning with BHCWA. He provided everyone present with a 14-point handout of his address, which touched on everything from the benefits of strategic planning to measuring results. Some presentation highlights/recommendations include:
 - Include "how" to accomplish mission in the mission statement
 - Develop a vision statement
 - Conduct a SWOT analysis
 - Identify cooperative partners
 - Map out program mission impact
 - Develop a three-year strategic plan (3-7 pages in length—Jim will follow up with Jonathan on a strategic plan template)
 - Develop annual action plans each year
 - Develop a yearly budget on a month-to-month basis
 - Consider inviting Appalachian Trail Conservancy representative to speak at future meeting re: Kittatinny Greenway Plan
 - For December meeting, address:
 - Contacting the two BHCW Region school districts (N'hampton & Catty)
 - Developing a BHCWA brochure
 - Developing 2010 Annual Action Plan
- The next steering committee meeting was scheduled for 7:00pm, Monday, December 14 at NCCD HQ, 2nd Floor Conference Room.
- The steering committee meeting was adjourned about 9:40pm