



**MINUTES**  
**Conservation District of Southern Nevada**  
**Conservation District- 5820 S. Pecos Road A-400, Conference Room**  
**September 8, 2011 – 4:00 P.M.**

**Attendees:**

Supervisor Jon Wardlaw, Chair  
Supervisor Chris Magee, Vice Chair/Incorporated Cities Rep.  
Supervisor Elizabeth Hewitt, Treas. /Secretary  
Supervisor Mark Silverstein, Clark County Rep.  
Supervisor Elise McAllister – *via conference phone*  
Supervisor Joseph Fortier  
Jennifer Clifford, District Manager  
Jarrod Edmunds, NRCS  
John Hunt  
Gabriele Johnson

**Absent:**

Alternate Supervisor Maureen Merry-Lamoureux, CC Dept. of Aviation

**OPEN MEETING**

**Chairman Wardlaw called the meeting to order at 4:10 PM.**

**Consent Agenda: (Action item)**

**Supervisor Fortier motioned to approve the Consent Agenda (Items 1-4). Supervisor Silverstein seconded and the motion carries unanimously.**

**Business Agenda:**

**5. Financial Update & Emergency Financial Plan – (For possible action)**

The District Manager presented the monthly financial statement with a current budget deficit of \$67,000. The deficit included the expenditure of the contract that is pending for a short-term Fund Development Coordinator without including any potential income. Supervisor Wardlaw reiterated that CDSN cannot lawfully carry-over any debt into the next fiscal year which ends June 30, 2011.  
**No action taken.**

**6. Approval of contract for Fund Development Coordinator - (For possible action)**

Supervisor Wardlaw discussed that the District's fundraising options are limited and that his recommendation is to spend funds to hire a short-term Fund Development Coordinator in order to realize the income needed to cover the current deficit. Past funding sources and relying on grants will not rectify the District's financial issues for this FY. Supervisor Wardlaw and District Manager worked together to develop the proposal and contract for a short-term Fund Development Coordinator with a goal to raise \$150,000 by the end of the current calendar year. Supervisor Wardlaw suggested Gabriele Johnson for the position and Jennifer has met with Gabriele prior to the board meeting. Gabriele's qualifications and experience align with the needs for the position. Gabriele Johnson was in attendance and discussed her qualifications and work experience,

highlighting funds she has raised in the healthcare industry as well as administration and public relations experience that she also possesses. Gabriele also presented her proposed fundraising strategy should she be awarded the Fund Development Coordinator contract. Her plan includes:

1. Aggressive follow up with current/former donors
2. Brainstorm with Board members to develop contact priorities
3. Target prominent members of the community
4. Develop commitment letter
5. Create spreadsheet with timetables, donor contributions with dates money received and commitment dates
6. Reach out to media contacts for potential free publicity
7. Gathering proposed sponsors for a breakfast meeting/briefing

Some discussion occurred about how Gabriele will transfer her fundraising skills from the healthcare industry to conservation. Supervisor Wardlaw pointed out that the District has a strong history and that environmental conservation is a feel-good industry that can be an easy sell to donors similar to healthcare. District Manager added that she has the “storyline” and accomplishments of CDSN ready for Gabriele to use to start fundraising immediately and will work with her further to learn about the District. The County DA has reviewed the proposed contract. **Supervisor Fortier motioned to approve the contract. Supervisor Magee seconded and the motion passed unanimously.**

#### **7. Conservation Partnership Program Update - (For possible action)**

District Manager announced that the City of Las Vegas is the first Conservation Partnership Program member. Their application and fee was received, application reviewed and they were awarded the Certification Gold Status. A member directory was added to the CPP page on CDSN’s website. Supervisor Wardlaw suggested working with the CLV contact on a press release will be prepared to announce the first CPP member. Supervisor Silverstein also mentioned that Jennifer will be making a presentation about the CPP to the airport sustainability committee at their September 21<sup>st</sup> meeting. **No action taken.**

#### **8. Open Discussion and Public Comment – (Discussion Only)\***

John Hunt, CDSN’s RC&D representative, reported that the RC&D no longer have funds to continue their landscaping classes that are taught in Spanish. Also, the native seed project has yielded double than what was expected but will also be ending when the grant funds from BLM run out in 2012.

#### **9. Future Agenda Items – (Discussion/Action Item)**

September agenda items will include any tabled items and any new business. **No action taken.**

#### **10. Meeting Date and Location - (Discussion/Action Item)**

Next meeting will be September 28<sup>th</sup> at 3:00 PM at CDSN. **No action taken.**

#### **11. Adjournment - (Action Item)**

**Supervisor Magee motioned to adjourn, Supervisor Silverstein seconded and the motion passed. The meeting was adjourned at 5:40 PM.**

Respectfully Submitted,

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Elizabeth Tomica Hewitt, Secretary/Treasurer

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Date