

Friends of Boone County Arboretum Board Meeting Minutes

Wednesday, August 28th, 2024

The Extension Office, Ferguson or Lutes Room

Those in attendance: **See Attachment 1 – Friends of Boone County Arboretum Board Meeting 6/19/2024 Sign-in Sheet**

1. Elizabeth Billiter: Secretary of Friends of Boone County Arboretum
2. Dave Benninger: President of Friends of Boone County Arboretum
3. Kris Stone: Director of Boone County Arboretum
4. Josh Selm: Curator of Boone County Arboretum
5. Shannon Carlin: Vice President of Friends of Boone County Arboretum
6. Bob Carlin: Board Member of Friends of Boone County Arboretum
7. Robby Brockman
8. Brock MacKay: Board Member of Friends of Boone County Arboretum
9. Scott Maddox: Board Member of Friends of Boone County Arboretum
10. Mark Rothdiener: Treasurer of Friends of Boone County Arboretum
11. Gavin Holley: Arboretum on Wheels Manager
12. Andrew Lightner: Board Member of Friends of Boone County Arboretum
13. Scott E. Smith
14. Tony Luckhardt: Member of Finance & Development Committee
15. David Whitehouse: Board Member of Friends of Boone County Arboretum

6:00 pm: Approval of Minutes

- Motion to approve minutes set forth by Bob C
- Scott M seconded the motion.
- Vote was called by Dave Benninger by entirety of board members present.
- Motion was adopted by no opposition.

Committee Reports

6:05 pm: Treasurer's Report - Mark and Committee Members **See Attachments 2 "240531 FBCA _B FINANCIALS FIN COMM (1)"

- Spending less than projected
- No big expenditures
- Have about \$12,000 cash, \$52,000 in PNC account, combined with Schwab account is approximately \$83,000, plus approximately \$46,000 in Horizon account.
- IRS is moving on Employee Retirement Tax Credit, waiting on approximately \$27,000 plus interest.
- Bourbon & Blooms net approximately \$1500 with an additional \$1600 from the auction
 - Less than what was anticipated but helped build recognition within the community
 - Possibility of another event with New Riff Distillery
- Looking into Risk Mitigation employment policy of \$100,000
- Finalizing rules for credit cards

6:15pm: Finance- Tony and Committee

- Building Funds
 - Have about \$60,000 for a new building but need a plan

6:25pm: Development- Sponsorship Subcommittee - Kris

- Events Sponsorships and Area Sponsors Update
 - Looking at sponsorship package with Kevin and Sarah

- Updating on Canva
- Updated letters
 - Wanting to better target potential sponsors
- Davey Tree charitable giving
 - They will commit to offering supplies for volunteers (gloves, etc.)
 - Rather donate time than money

6:30pm: Education & Outreach (Arboretum on Wheels) - Gavin Holley

- Events
 - August has been quiet – returning to school soon
 - Trip planned to go to Augusta
 - They've had 57 events so far this year
 - Goal to have over 69 events this year
 - Asked why 12 schools didn't rebook this year and possibly due to 20 CPS schools not returning because their grant through Taking Root
 - Greater Cincinnati Environmental Educator's Expo at the Cincinnati Zoo coming up October 8th
 - Finance committee approved a raise for AOW staff
 - 1 year performance reviews must be conducted first
 - Tonya leaving and will be off of payroll
 - Gavin bumping contacts from last Oct/Nov as school is heading back for the fall

6:40 pm: Events & Volunteers Update - Kris, Scott, Josh, Gavin

- Volunteers
- Looking for new Volunteer & Events Coordinator
- Fall Plant Sale next big event
- Volunteer sign-ups online for Plant Sale, Bake Sale and Paw Paw Tasting
 - Right now, all excel based, attempting to migrate to Monday.com workflow management system.
 - Would like to get rid of Sign-up Genius because it's extremely ad-driven
 - iVolunteer was suggested
 - Need something that is CRM compatible

6:50 pm: Membership & Marketing Committee - Kris & Committee

- Hitting the Fall Plant Sale hard with membership drive
 - FBCA booth as well as possibly a second sign-up area next to Bake Sale booth
 - Discussed offering the rest of 2024 for free (gain their contact info to target for membership next year)
 - Possibility of setting up a QR code in multiple locations
 - AOW will be in front parking lot next to the information booth
 - Discussed a raffle of \$100 gift card for everybody that signs up that day
 - Plant sale has the most diverse selection yet, targeting that on all marketing materials

7:00 pm: Management - Dave and Committee Members

- Board member election process – Josh
 - Review of the By-Laws as it stands today
 - Board elections can ONLY happen at a general membership meeting
 - Requires a 3 person nominating committee
 - Volunteers to fill committee include Dave Benninger, Beth Billiter, Brock MacKay and Kris Stone
 - The nominations shall occur at the October board meeting
 - Ballots need to be sent in time for the November general meeting where the voting will occur
 - Board members with terms ending in 2024 (all board members positions are a 2 year commitment)
 - Bill Smith – not present at meeting

- Mark Rothdiener – not sure if they will be continuing in 2025
- Scott Mattox – will not be returning in 2025
- Tony Luckhardt – will be returning in 2025
- Dave Benninger – not sure if they will be continuing in 2025
- Shannon Carlin - will be returning in 2025
 - Revisions to the By-Laws are being considered by Scott Mattox, Shannon Carling and Josh Selm
- Staff Hiring Updates, New Openings, and Internship Updates
 - Looking for new Volunteer & Events Coordinator **see attachment 3: Volunteer & Events Coordinator job posting**
 - To be posted in next few weeks

7:05 pm: Tree Fund Requests

- Polar Vortex Trademark- Kris
 - Currently have trademark and patent on the “Polar Vortex Magnolia”
 - Were approached by a company to release an entire plant series bearing the name “Polar Vortex”
 - Offered royalties based on use of the name
 - Would like to develop a holly as a replacement for boxwoods
 - Shannon Carlin, Brock MacKay, Scott Mattox, Tony Luckhardt and Steve Wills will discuss options
 - Consulting with a lawyer

7:10 pm: Strategic Plan Update – Josh

- Draft of Strategic Plan presented **see attachment 4: Boone County Arboretum Strategic Plan**
- Dave would like each board member to bring their copy to every meeting
- Must be voted on by all members
 - Motion to email vote to approve the Draft Strategic Plan set forth by Mark Rothdiener
 - Brock MacKay seconded the motion.
 - Vote was called by Dave Benninger by entirety of board members present.
 - Motion was adopted by no opposition
 - To be sent in about 2 weeks

7:15 pm: President's Final Remarks and Board Member Requests

Upcoming Meetings and Events

- Paw Paw Cultivation and Tasting 09/10/2024 5:00 pm - 7:00 pm
- Fall Migrating Bird Walk Saturday, 09/14/2024; 8:30 am - 9:30 am
- Native Nuts and Fruits Thursday, 09/19/2024; 6:00 pm - 7:30 pm
- Fall Plant Sale - FBCA Members Pre-Sale Friday, 09/20/2024; 5:00 pm - 7:00 pm
- Fall Plant Sale at Ammon Nursery Saturday, 09/21/2024; 9:00 am - 2:00 pm
- FBCA Quarterly Member Meeting Tuesday, 09/24/2024; 6:00 pm - 7:30 pm

Attachments

Friends of Boone County Arboretum Board Meeting

Wednesday, August 28th, 2024

Ferguson or Lutes Room

1. Elizabeth Billiter
2. Dave Beninger
3. Kris Stone
4. Josh Selm
5. Shannon Carlin
6. BOB CARLIN
7. Robby Brockman
8. Brock Mackay
9. Scott Muller
10. Mark Rothdrone
11. Gavin Koller
12. ANDREW LIGHTNER
13. Scott Smith
14. David Whitehorse
15. Al Luckhoo
- 16.
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Attachments



--- MEMORANDUM ---

Date: 8/14/24
To: Mark Rothdiener, Treasurer & FBCA Exec Committee
From: Roger Smith, CPA
Subject: **Financial Reporting Recap (FinComm) – July 2024**

Operations* Discussion

July saw Bourbon & Blooms (7/11) finish net up \$1,500 (\$8,500 in vs. \$7,000 out). Other than some TREE Fund activity, expenses continued well below plan for the month.

After 7 months, Operations* shows \$1,000 net surplus, \$18,000 better than plan. Income is \$11,000 better than plan, with Contributions (\$13k better) offsetting shortfalls in other income lines. Expenses are \$7,000 below plan driven by Personnel (\$6,800 below) and AOW (\$4,900 below).

Funds available for General Operations are \$67,000, while we have substantial restricted funds (AoW Education Fund \$75,000; Horticulture Fund \$11,000).

Balance Sheet as of 7/31/24	Income Statement thru 7/31/24																																																								
<table border="0" style="width: 100%;"> <tr><td>Checking Accounts</td><td style="text-align: right;">\$ 17,958</td></tr> <tr><td>Investments</td><td style="text-align: right;">218,467</td></tr> <tr><td>Fixed Assets (net)</td><td style="text-align: right;"><u>2,606</u></td></tr> <tr><td></td><td style="text-align: right;">\$ 239,031</td></tr> <tr><td colspan="2"> </td></tr> <tr><td>Payables & Credit Card</td><td style="text-align: right;">\$ 7,619</td></tr> <tr><td colspan="2"> </td></tr> <tr><td>Net Assets (Unrestricted)</td><td style="text-align: right;">70,612</td></tr> <tr><td>Net Assets (Restricted)</td><td style="text-align: right;"><u>160,800</u></td></tr> <tr><td></td><td style="text-align: right;">\$ 239,031</td></tr> </table>	Checking Accounts	\$ 17,958	Investments	218,467	Fixed Assets (net)	<u>2,606</u>		\$ 239,031			Payables & Credit Card	\$ 7,619			Net Assets (Unrestricted)	70,612	Net Assets (Restricted)	<u>160,800</u>		\$ 239,031	<table border="0" style="width: 100%;"> <tr><td>Contributions</td><td style="text-align: right;">\$ 29,121</td></tr> <tr><td>Dues</td><td style="text-align: right;">5,263</td></tr> <tr><td>Grants</td><td style="text-align: right;">0</td></tr> <tr><td>Program Revenues</td><td style="text-align: right;">3,920</td></tr> <tr><td>Fundraising Events</td><td style="text-align: right;">33,601</td></tr> <tr><td>Plant Sale</td><td style="text-align: right;">0</td></tr> <tr><td>Other Income</td><td style="text-align: right;"><u>0</u></td></tr> <tr><td style="text-align: right;">INCOME</td><td style="text-align: right;">\$ 71,905</td></tr> <tr><td colspan="2"> </td></tr> <tr><td>Personnel</td><td style="text-align: right;">\$ 37,586</td></tr> <tr><td>Professional Fees</td><td style="text-align: right;">4,126</td></tr> <tr><td>Program Costs</td><td style="text-align: right;">22,814</td></tr> <tr><td>Administrative Costs</td><td style="text-align: right;">5,932</td></tr> <tr><td colspan="2"> </td></tr> <tr><td style="text-align: right;">EXPENSES</td><td style="text-align: right;"><u>\$ 70,459</u></td></tr> <tr><td style="text-align: right;">Ops* Net Income</td><td style="text-align: right;">\$ 1,446</td></tr> <tr><td colspan="2"> </td></tr> <tr><td>Investment Earnings (net)</td><td style="text-align: right;">\$ 12,163</td></tr> </table>	Contributions	\$ 29,121	Dues	5,263	Grants	0	Program Revenues	3,920	Fundraising Events	33,601	Plant Sale	0	Other Income	<u>0</u>	INCOME	\$ 71,905			Personnel	\$ 37,586	Professional Fees	4,126	Program Costs	22,814	Administrative Costs	5,932			EXPENSES	<u>\$ 70,459</u>	Ops* Net Income	\$ 1,446			Investment Earnings (net)	\$ 12,163
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* FBCA "Operations" *excludes* revenue and expenses not pertaining to routine, on-going operational functions – primarily income on our investments.

Important note regarding the accompanying reports:
 The attached reports are comprehensive, from high-level overview to complete detail. While most readers will not normally do so, these reports provide the ability to drill down to the level of each individual transaction. For an efficient & responsible review, I suggest that you always start with the Financial Reporting Recap memo, followed by Reports 10 (Balance Sheet) and 50 (Income Statement vs. Budget). The remaining reports provide additional perspective on, or detail behind, key information in the three primary reports. Please contact me if you would like additional information or perspective.

Attachments

Friends of Boone County Arboretum

10 Balance Sheet
As of July 31, 2024

	TOTAL	
	AS OF JUL 31, 2024	AS OF JUL 31, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
1010 Primary Ckg (PNC x6253)	17,417	82,591
1020 Gaming Checking (PNC x2018)	542	590
Total Bank Accounts	\$17,958	\$83,181
Other Current Assets		
1510 Investments (Horizon)	46,852	121,962
1520 Investments (PNC x0694)	52,041	
1530 Investments (Schwab x7654)	119,574	
Total Other Current Assets	\$218,467	\$121,962
Total Current Assets	\$236,426	\$205,142
Fixed Assets		
1300 Fixed Assets		
1310 Equipment	10,441	10,441
1315 A/D - Equipment	(7,835)	(6,777)
1320 Vehicles	48,711	48,711
1325 A/D - Vehicles	(48,711)	(48,711)
Total 1300 Fixed Assets	2,606	3,664
Total Fixed Assets	\$2,606	\$3,664
TOTAL ASSETS	\$239,031	\$208,806
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards	\$7,022	\$6,547
Other Current Liabilities		
2200 Payroll Liabilities	597	99
Total Other Current Liabilities	\$597	\$99
Total Current Liabilities	\$7,619	\$6,646
Total Liabilities	\$7,619	\$6,646
Equity	\$231,412	\$202,160
TOTAL LIABILITIES AND EQUITY	\$239,031	\$208,806

Attachments

Friends of Boone County Arboretum
25 FUNDS ALLOCATION
As of July 31, 2024

Printed: 08/14/24

Significant amounts of FBCA funds are restricted by the donor, either specifically or by virtue of the announced purpose for a particular event or drive. As a result, these funds cannot be used for general operating purposes. This report details those restrictions and, conversely, shows what funds ARE available for general use.

Net Assets

Primary Checking.....	\$ 17,417	
Gaming Checking.....	\$ 542	<i>Temporarily Reserved</i>
Investments.....	\$ 218,467	
Fixed Assets (Net).....	\$ 2,606	
Liabilities.....	\$ (7,619)	
	\$ 231,412	

Funds Allocation

	<u>Available</u>	<u>Non-Monetary</u>	<u>Donor Restricted</u>	<u>TOTAL</u>	<u>Recurring Sources</u>
Operating Funds	\$ 68,007			\$ 68,007	Grow For'd, Dogwood Dash, State of Trees
Fixed Assets (Net)		\$ 2,606		\$ 2,606	
AoW Education Fund			\$ 73,030	\$ 73,030	Spring Tea, B&B, PawPaw
Building Fund			\$ 59,932	\$ 59,932	
Endowment Fund			\$ 7,919	\$ 7,919	4% of Growing Forward
Horticulture Fund			\$ 7,456	\$ 7,456	
Other Restricted Funds			\$ (201)	\$ (201)	Highway signs, Oher
TREE Fund			\$ 12,664	\$ 12,664	

\$ 68,007	\$ 2,606	\$ 160,800	\$ 231,412
Funds Available for Operations	\$ 70,612	N/A (Unrestr)	

Sequencing Note: Program support will utilize restricted and designated funds first, then general funds if needed.

Attachments

Friends of Boone County Arboretum
40 Income & Expenses: Month-Only & Year-to-Date
July 2024

	TOTAL	
	JUL 2024	JAN - JUL, 2024 (YTD)
Revenue		
4000 CONTRIBUTIONS		
4010 Contributions - Individuals	85	3,821
4015 Contributions - Businesses		7,373
4040 Contributions - AoW Education		6,750
4045 Contributions - Tribute	175	3,175
4050 Growing Forward Campaigns		
4058 G/F 23-24 (Gen'l Fund)		7,493
4059 G/F 24-25 (Gen'l Fund)		509
Total 4050 Growing Forward Campaigns		8,002
Total 4000 CONTRIBUTIONS	260	29,121
4100 MEMBERSHIP DUES	1,002	5,263
5000 PROGRAM REVENUES		
5010 AOW Program Revenues	435	2,710
5020 Program Event Revenue	170	1,210
Total 5000 PROGRAM REVENUES	605	3,920
5500 FUNDRAISING EVENTS		
5510 Dogwood Dash Event		
5511 Dogwood Dash - Income		10,856
5516 Dogwood Dash - Expense		(2,310)
Total 5510 Dogwood Dash Event		8,546
5520 Spring Tea		
5521 Spring Tea - Registration		10,825
5522 Spring Tea - Sponsor		2,650
5523 Spring Tea - Auction		8,064
5524 Spring Tea - Gaming Proceeds		1,800
5526 Spring Tea - Expense		(1,683)
Total 5520 Spring Tea		21,656
5530 Bourbon & Blooms (AA)		
5531 B&B (AA) - Registration	1,920	4,570
5532 B&B (AA) - Sponsor	500	4,000
5536 B&B (AA) - Expense	(3,767)	(7,022)
Total 5530 Bourbon & Blooms (AA)	(1,347)	1,548
5590 Other Fundraising		
5591 Auctions		1,852
Total 5590 Other Fundraising		1,852
Total 5500 FUNDRAISING EVENTS	(1,347)	33,601
Total Revenue	\$520	\$71,905
GROSS PROFIT	\$520	\$71,905

Attachments

Friends of Boone County Arboretum
40 Income & Expenses: Month-Only & Year-to-Date
July 2024

	TOTAL	
	JUL 2024	JAN - JUL, 2024 (YTD)
Expenditures		
6000 PERSONNEL COSTS		
6110 Salary & Wage - Staff	6,107	32,713
6150 Payroll Taxes (Employer)	546	3,289
6160 Workers Comp Insur		1,585
Total 6000 PERSONNEL COSTS	6,653	37,586
6500 PROFESSIONAL FEES		
6510 Accounting Fees		3,220
6515 Payroll Service Fees		750
6590 Other Professional Fees		156
Total 6500 PROFESSIONAL FEES		4,126
7000 PROGRAM COSTS		
7010 Class & Program Costs	70	1,125
7020 Arboretum-On-Wheels		
7021 AOW Supplies	95	241
7025 Truck & Trailer Costs	57	5,971
7026 Truck & Trailer Insurance		4,242
Total 7020 Arboretum-On-Wheels	152	10,454
7050 Special Projects		
7055 TREE Fund Projects	2,293	2,293
7056 Horticulture Fund Projects		2,415
7058 Tribute Projects		1,650
Total 7050 Special Projects	2,293	6,358
7080 Marketing Costs (Pgm)	78	3,776
7085 Sponsorships		1,100
Total 7000 PROGRAM COSTS	2,592	22,814
9100 ADMINISTRATIVE COSTS		
9110 Bank & Merchant Fees	207	1,808
9120 Conferences & Seminars		26
9130 Dues & Subscriptions	250	792
9140 Insurance (Admin)		2,131
9150 Staff & Volunteer Support		176
9160 Supplies (Admin)		334
9180 Web & Internet (Admin)	37	611
9190 Other Costs (Admin)		56
Total 9100 ADMINISTRATIVE COSTS	494	5,932
Total Expenditures	\$9,740	\$70,459
NET OPERATING REVENUE	\$ (9,220)	\$1,446

Attachments

Friends of Boone County Arboretum
 40 Income & Expenses: Month-Only & Year-to-Date
 July 2024

	TOTAL	
	JUL 2024	JAN - JUL, 2024 (YTD)
Other Revenue		
10000 CAPITAL ACTIVITY		
10250 AOW Depecciation Expense	(69)	(481)
Total 10000 CAPITAL ACTIVITY	(69)	(481)
12000 INVESTMENT PORTFOLIO		
12010 Investment Income	369	2,968
12020 Change in Portfolio MV	2,469	9,680
12025 Investment Fees	(38)	(485)
Total 12000 INVESTMENT PORTFOLIO	2,800	12,163
Total Other Revenue	\$2,731	\$11,682
NET OTHER REVENUE	\$2,731	\$11,682
NET REVENUE	\$ (6,489)	\$13,128

Attachments

Friends of Boone County Arboretum

50 Income & Expenses vs Budget (Year-to-Date)

January - July, 2024

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
4000 CONTRIBUTIONS			
4010 Contributions - Individuals	3,821	3,500	321
4015 Contributions - Businesses	7,373	5,250	2,123
4020 Contributions - Organizations		500	(500)
4040 Contributions - AoW Education	6,750	2,500	4,250
4045 Contributions - Tribute	3,175	1,250	1,925
4050 Growing Forward Campaigns			
4058 G/F 23-24 (Gen'l Fund)	7,493	3,000	4,493
4059 G/F 24-25 (Gen'l Fund)	509	0	509
Total 4050 Growing Forward Campaigns	8,002	3,000	5,002
Total 4000 CONTRIBUTIONS	29,121	16,000	13,121
4100 MEMBERSHIP DUES	5,263	4,300	963
4300 GRANTS		1,250	(1,250)
5000 PROGRAM REVENUES			
5010 AOW Program Revenues	2,710	3,500	(790)
5020 Program Event Revenue	1,210	1,500	(290)
Total 5000 PROGRAM REVENUES	3,920	5,000	(1,080)
5500 FUNDRAISING EVENTS			
5510 Dogwood Dash Event			
5511 Dogwood Dash - Income	10,856	12,300	(1,444)
5516 Dogwood Dash - Expense	(2,310)	(2,300)	(10)
Total 5510 Dogwood Dash Event	8,546	10,000	(1,454)
5520 Spring Tea			
5521 Spring Tea - Registration	10,825	10,000	825
5522 Spring Tea - Sponsor	2,650	4,500	(1,850)
5523 Spring Tea - Auction	8,064	8,000	64
5524 Spring Tea - Gaming Proceeds	1,800	1,000	800
5526 Spring Tea - Expense	(1,683)	(1,500)	(183)
Total 5520 Spring Tea	21,656	22,000	(344)
5530 Bourbon & Blooms (AA)			
5531 B&B (AA) - Registration	4,570	0	4,570
5532 B&B (AA) - Sponsor	4,000		4,000
5536 B&B (AA) - Expense	(7,022)	0	(7,022)
Total 5530 Bourbon & Blooms (AA)	1,548	0	1,548
5590 Other Fundraising			
5591 Auctions	1,852	1,000	852
5595 Other Fundraising Income		1,000	(1,000)
Total 5590 Other Fundraising	1,852	2,000	(148)
Total 5500 FUNDRAISING EVENTS	33,601	34,000	(399)
Total Revenue	\$71,905	\$60,550	\$11,355

Attachments

Friends of Boone County Arboretum

50 Income & Expenses vs Budget (Year-to-Date)

January - July, 2024

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
GROSS PROFIT	\$71,905	\$60,550	\$11,355
Expenditures			
6000 PERSONNEL COSTS			
6110 Salary & Wage - Staff	32,713	38,570	(5,858)
6150 Payroll Taxes (Employer)	3,289	2,981	308
6160 Workers Comp Insur	1,585	2,862	(1,277)
Total 6000 PERSONNEL COSTS	37,586	44,413	(6,827)
6500 PROFESSIONAL FEES			
6510 Accounting Fees	3,220	2,500	720
6515 Payroll Service Fees	750	700	50
6590 Other Professional Fees	156	1,500	(1,344)
Total 6500 PROFESSIONAL FEES	4,126	4,700	(574)
7000 PROGRAM COSTS			
7010 Class & Program Costs	1,125		1,125
7020 Arboretum-On-Wheels			
7021 AOW Supplies	241	1,169	(928)
7022 AoW Mileage		581	(581)
7025 Truck & Trailer Costs	5,971	8,581	(2,610)
7026 Truck & Trailer Insurance	4,242	5,000	(758)
Total 7020 Arboretum-On-Wheels	10,454	15,331	(4,877)
7050 Special Projects			
7055 TREE Fund Projects	2,293	1,500	793
7056 Horticulture Fund Projects	2,415	3,000	(585)
7058 Tribute Projects	1,650	1,250	400
Total 7050 Special Projects	6,358	5,750	608
7080 Marketing Costs (Pgm)	3,776	2,331	1,445
7085 Sponsorships	1,100	1,000	100
Total 7000 PROGRAM COSTS	22,814	24,412	(1,598)
9100 ADMINISTRATIVE COSTS			
9110 Bank & Merchant Fees	1,808	1,169	639
9120 Conferences & Seminars	26		26
9130 Dues & Subscriptions	792	1,169	(377)
9140 Insurance (Admin)	2,131	500	1,631
9150 Staff & Volunteer Support	176	119	57
9160 Supplies (Admin)	334	294	40
9180 Web & Internet (Admin)	611	147	464
9190 Other Costs (Admin)	56	91	(35)
Total 9100 ADMINISTRATIVE COSTS	5,932	3,489	2,443
9200 DEVELOPMENT COSTS			
9250 Printing & Materials (Devel)		231	(231)
Total 9200 DEVELOPMENT COSTS		231	(231)
Total Expenditures	\$70,459	\$77,245	\$ (6,786)

Attachments

Friends of Boone County Arboretum
 50 Income & Expenses vs Budget (Year-to-Date)
 January - July, 2024

	ACTUAL	TOTAL	
		BUDGET	OVER BUDGET
NET OPERATING REVENUE	\$1,446	\$ (16,695)	\$18,141
Other Revenue			
10000 CAPITAL ACTIVITY			
10250 AOW Depecciation Expense	(481)	(245)	(236)
Total 10000 CAPITAL ACTIVITY	(481)	(245)	(236)
12000 INVESTMENT PORTFOLIO			
12010 Investment Income	2,968	1,169	1,799
12020 Change in Portfolio MV	9,680		9,680
12025 Investment Fees	(485)		(485)
Total 12000 INVESTMENT PORTFOLIO	12,163	1,169	10,994
Total Other Revenue	\$11,682	\$924	\$10,758
NET OTHER REVENUE	\$11,682	\$924	\$10,758
NET REVENUE	\$13,128	\$ (15,771)	\$28,899

Attachments

Friends of Boone County Arboretum

60 Income & Expenses vs. Prior Year

January - July, 2024

	TOTAL		
	JAN - JUL, 2024	JAN - JUL, 2023 (PY)	CHANGE
Revenue			
4000 CONTRIBUTIONS			
4010 Contributions - Individuals	3,821	4,119	(298)
4015 Contributions - Businesses	7,373	450	6,924
4035 Contributions - Endowment		37	(37)
4040 Contributions - AoW Education	6,750	600	6,150
4045 Contributions - Tribute	3,175	6,860	(3,685)
4050 Growing Forward Campaigns			
4057 G/F 22-23 (Hortic Fund)		3,043	(3,043)
4058 G/F 23-24 (Gen'l Fund)	7,493		7,493
4059 G/F 24-25 (Gen'l Fund)	509		509
Total 4050 Growing Forward Campaigns	8,002	3,043	4,959
Total 4000 CONTRIBUTIONS	29,121	15,108	14,013
4100 MEMBERSHIP DUES	5,263	3,365	1,898
5000 PROGRAM REVENUES			
5010 AOW Program Revenues	2,710	2,600	110
5020 Program Event Revenue	1,210	1,100	110
Total 5000 PROGRAM REVENUES	3,920	3,700	220
5500 FUNDRAISING EVENTS			
5510 Dogwood Dash Event			
5511 Dogwood Dash - Income	10,856	12,420	(1,564)
5516 Dogwood Dash - Expense	(2,310)	(2,066)	(244)
Total 5510 Dogwood Dash Event	8,546	10,354	(1,808)
5520 Spring Tea			
5521 Spring Tea - Registration	10,825	9,555	1,270
5522 Spring Tea - Sponsor	2,650	3,750	(1,100)
5523 Spring Tea - Auction	8,064	9,430	(1,366)
5524 Spring Tea - Gaming Proceeds	1,800	1,142	658
5526 Spring Tea - Expense	(1,683)	(1,457)	(226)
Total 5520 Spring Tea	21,656	22,419	(764)
5530 Bourbon & Blooms (AA)			
5531 B&B (AA) - Registration	4,570		4,570
5532 B&B (AA) - Sponsor	4,000		4,000
5536 B&B (AA) - Expense	(7,022)		(7,022)
Total 5530 Bourbon & Blooms (AA)	1,548		1,548
5590 Other Fundraising			
5591 Auctions	1,852	1,611	241
Total 5590 Other Fundraising	1,852	1,611	241
Total 5500 FUNDRAISING EVENTS	33,601	34,384	(783)

Attachments

Friends of Boone County Arboretum

60 Income & Expenses vs. Prior Year

January - July, 2024

	TOTAL		
	JAN - JUL, 2024	JAN - JUL, 2023 (PY)	CHANGE
5700 SALES REVENUE			
5720 Plant Sale			
5722 Plant Sale Costs		(81)	81
Total 5720 Plant Sale		(81)	81
Total 5700 SALES REVENUE		(81)	81
5900 OTHER INCOME		530	(530)
Total Revenue	\$71,905	\$57,006	\$14,899
GROSS PROFIT	\$71,905	\$57,006	\$14,899
Expenditures			
6000 PERSONNEL COSTS			
6110 Salary & Wage - Staff	32,713	25,754	6,958
6150 Payroll Taxes (Employer)	3,289	1,985	1,303
6160 Workers Comp Insur	1,585	2,349	(764)
6190 Other Personnel Costs	0	78	(78)
Total 6000 PERSONNEL COSTS	37,586	30,167	7,419
6500 PROFESSIONAL FEES			
6510 Accounting Fees	3,220	3,750	(530)
6515 Payroll Service Fees	750	750	0
6590 Other Professional Fees	156		156
Total 6500 PROFESSIONAL FEES	4,126	4,500	(374)
7000 PROGRAM COSTS			
7010 Class & Program Costs	1,125	1,091	34
7020 Arboretum-On-Wheels			
7021 AOW Supplies	241	1,275	(1,034)
7022 AoW Mileage		247	(247)
7025 Truck & Trailer Costs	5,971	475	5,497
7026 Truck & Trailer Insurance	4,242	3,715	527
Total 7020 Arboretum-On-Wheels	10,454	5,711	4,743
7050 Special Projects			
7055 TREE Fund Projects	2,293	114	2,179
7056 Horticulture Fund Projects	2,415	4,538	(2,122)
7058 Tribute Projects	1,650	5,856	(4,206)
Total 7050 Special Projects	6,358	10,508	(4,150)
7080 Marketing Costs (Pgm)	3,776	1,667	2,109
7085 Sponsorships	1,100	1,275	(175)
Total 7000 PROGRAM COSTS	22,814	20,253	2,562
9100 ADMINISTRATIVE COSTS			
9110 Bank & Merchant Fees	1,808	1,320	487
9120 Conferences & Seminars	26		26
9130 Dues & Subscriptions	792	684	108

Attachments

Friends of Boone County Arboretum

60 Income & Expenses vs. Prior Year

January - July, 2024

	TOTAL		
	JAN - JUL, 2024	JAN - JUL, 2023 (PY)	CHANGE
9140 Insurance (Admin)	2,131	468	1,663
9150 Staff & Volunteer Support	176		176
9160 Supplies (Admin)	334	263	70
9180 Web & Internet (Admin)	611	51	560
9190 Other Costs (Admin)	56	56	0
Total 9100 ADMINISTRATIVE COSTS	5,932	2,842	3,091
Total Expenditures	\$70,459	\$57,761	\$12,698
NET OPERATING REVENUE	\$1,446	\$ (755)	\$2,201
Other Revenue			
10000 CAPITAL ACTIVITY			
10250 AOW Depecciation Expense	(481)	(399)	(82)
Total 10000 CAPITAL ACTIVITY	(481)	(399)	(82)
12000 INVESTMENT PORTFOLIO			
12010 Investment Income	2,968	1,233	1,735
12020 Change in Portfolio MV	9,680	11,199	(1,519)
12025 Investment Fees	(485)	(806)	322
Total 12000 INVESTMENT PORTFOLIO	12,163	11,626	537
Total Other Revenue	\$11,682	\$11,227	\$455
NET OTHER REVENUE	\$11,682	\$11,227	\$455
NET REVENUE	\$13,128	\$10,472	\$2,656

Attachments

Friends of Boone County Arboretum

80 Income & Expenses by Class

January - July, 2024

	AOW EDUCATION FUND	ENDOWMENT FUND	HORTICULTURE FUND	OTHER RESTRICTED	TREE FUND	GENERAL FUND	NOT SPECIFIED	TOTAL
Revenue								
4000 CONTRIBUTIONS								\$0
4010 Contributions - Individuals						3,821		\$3,821
4015 Contributions - Businesses					6,600	773		\$7,373
4040 Contributions - AOW Education	6,750							\$6,750
4045 Contributions - Tribute				3,175				\$3,175
4050 Growing Forward Campaigns								\$0
4058 G/F 23-24 (Gen1 Fund)		932				6,561		\$7,493
4059 G/F 24-25 (Gen1 Fund)						509		\$509
Total 4050 Growing Forward Campaigns		932				7,070		\$8,002
Total 4000 CONTRIBUTIONS	6,750	932		3,175	6,600	11,664		\$29,121
4100 MEMBERSHIP DUES						5,263		\$5,263
5000 PROGRAM REVENUES								\$0
5010 AOW Program Revenues	2,710							\$2,710
5020 Program Event Revenue	170					1,040		\$1,210
Total 5000 PROGRAM REVENUES	2,880					1,040		\$3,920
5500 FUNDRAISING EVENTS								\$0
5510 Dogwood Dash Event								\$0
5511 Dogwood Dash - Income						10,856		\$10,856
5516 Dogwood Dash - Expense						(2,310)		\$ (2,310)
Total 5510 Dogwood Dash Event						8,546		\$8,546
5520 Spring Tea								\$0
5521 Spring Tea - Registration						10,825		\$10,825
5522 Spring Tea - Sponsor						2,650		\$2,650
5523 Spring Tea - Auction						8,064		\$8,064
5524 Spring Tea - Gaming Proceeds						1,800		\$1,800
5526 Spring Tea - Expense						(1,683)		\$ (1,683)
Total 5520 Spring Tea						21,656		\$21,656
5530 Bourbon & Blooms (AA)								\$0
5531 B&B (AA) - Registration	4,570							\$4,570
5532 B&B (AA) - Sponsor	4,000							\$4,000
5536 B&B (AA) - Expense	(7,022)							\$ (7,022)
Total 5530 Bourbon & Blooms (AA)	1,548							\$1,548

Attachments

Friends of Boone County Arboretum

80 Income & Expenses by Class

January - July, 2024

	AOW EDUCATION FUND	ENDOWMENT FUND	HORTICULTURE FUND	OTHER RESTRICTED	TREE FUND	GENERAL FUND	NOT SPECIFIED	TOTAL
5590 Other Fundraising								\$0
5591 Auctions	1,482					370		\$1,852
Total 5590 Other Fundraising	1,482					370		\$1,852
Total 5500 FUNDRAISING EVENTS	3,030					30,571		\$33,601
Total Revenue	\$12,660	\$932	\$0	\$3,175	\$6,600	\$48,538	\$0	\$71,905
GROSS PROFIT	\$12,660	\$932	\$0	\$3,175	\$6,600	\$48,538	\$0	\$71,905
Expenditures								
6000 PERSONNEL COSTS								\$0
6110 Salary & Wage - Staff	4,065		14,755			13,893	0	\$32,713
6150 Payroll Taxes (Employer)	421		1,497			1,371	0	\$3,289
6160 Workers Comp Insur	1,062		435			88		\$1,585
6190 Other Personnel Costs						0		\$0
Total 6000 PERSONNEL COSTS	5,547		16,688			15,352	0	\$37,586
6500 PROFESSIONAL FEES								\$0
6510 Accounting Fees						3,220		\$3,220
6515 Payroll Service Fees						750		\$750
6590 Other Professional Fees						156		\$156
Total 6500 PROFESSIONAL FEES						4,126		\$4,126
7000 PROGRAM COSTS								\$0
7010 Class & Program Costs						1,125		\$1,125
7020 Arboretum-On-Wheels								\$0
7021 AOW Supplies	241							\$241
7025 Truck & Trailer Costs	5,971							\$5,971
7026 Truck & Trailer Insurance	4,242							\$4,242
Total 7020 Arboretum-On-Wheels	10,454							\$10,454
7050 Special Projects								\$0
7055 TREE Fund Projects					2,293			\$2,293
7056 Horticulture Fund Projects			2,415					\$2,415
7058 Tribute Projects				1,650				\$1,650
Total 7050 Special Projects			2,415	1,650	2,293			\$6,358
7080 Marketing Costs (Pgm)						3,776		\$3,776
7085 Sponsorships						1,100		\$1,100
Total 7000 PROGRAM COSTS	10,454		2,415	1,650	2,293	6,001		\$22,814

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Friends of Boone County Arboretum

80 Income & Expenses by Class

January - July, 2024

	AOW EDUCATION FUND	ENDOWMENT FUND	HORTICULTURE FUND	OTHER RESTRICTED	TREE FUND	_GENERAL FUND	NOT SPECIFIED	TOTAL
9100 ADMINISTRATIVE COSTS								\$0
9110 Bank & Merchant Fees						1,808		\$1,808
9120 Conferences & Seminars						26		\$26
9130 Dues & Subscriptions						792		\$792
9140 Insurance (Admin)						2,131		\$2,131
9150 Staff & Volunteer Support						176		\$176
9160 Supplies (Admin)						334		\$334
9180 Web & Internet (Admin)						611		\$611
9190 Other Costs (Admin)						56		\$56
Total 9100 ADMINISTRATIVE COSTS						5,932		\$5,932
Total Expenditures	\$16,002	\$0	\$19,103	\$1,650	\$2,293	\$31,411	\$0	\$70,459
NET OPERATING REVENUE	\$ (3,342)	\$932	\$ (19,103)	\$1,525	\$4,307	\$17,127	\$0	\$1,446
Other Revenue								
10000 CAPITAL ACTIVITY								\$0
10250 AOW Depreciation Expense						(481)		\$ (481)
Total 10000 CAPITAL ACTIVITY						(481)		\$ (481)
12000 INVESTMENT PORTFOLIO								\$0
12010 Investment Income						2,968		\$2,968
12020 Change in Portfolio MV						9,680		\$9,680
12025 Investment Fees						(485)		\$ (485)
Total 12000 INVESTMENT PORTFOLIO						12,163		\$12,163
Total Other Revenue	\$0	\$0	\$0	\$0	\$0	\$11,682	\$0	\$11,682
NET OTHER REVENUE	\$0	\$0	\$0	\$0	\$0	\$11,682	\$0	\$11,682
NET REVENUE	\$ (3,342)	\$932	\$ (19,103)	\$1,525	\$4,307	\$28,808	\$0	\$13,128

Attachments

Friends of Boone County Arboretum

99 Bank Transactions

July 2024

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	AMOUNT
1010 Primary Ckg (PNC x6253)					
Beginning Balance					
07/01/2024	Deposit			CrCd: Ladd	140.00
07/01/2024	Deposit			CrCd: Benninger	350.00
07/02/2024	Deposit			CrCd: Carlin	50.00
07/02/2024	Expenditure		PNC Bank	Bankcard fees	(85.92)
07/02/2024	Expenditure		PNC Bank	Bankcard fees	(40.04)
07/02/2024	Expenditure		PNC Bank	Bankcard fees	(30.50)
07/02/2024	Expenditure		PNC Bank	Bankcard fees	(20.42)
07/02/2024	Expenditure		PNC Bank	Bankcard fees	(15.33)
07/03/2024	Payroll Check	DD	Bridget M. Tymensky	Pay Period: 06/16/2024-06/29/2024	(572.10)
07/03/2024	Deposit			CrCd: Ollier	70.00
07/03/2024	Payroll Check	DD	Scott E. Smith	Pay Period: 06/16/2024-06/29/2024	(939.57)
07/03/2024	Payroll Check	DD	Gavin M. Holley	Pay Period: 06/16/2024-06/29/2024	(110.60)
07/03/2024	Payroll Check	DD	Tonya C. DiTucci	Pay Period: 06/16/2024-06/29/2024	(90.48)
07/03/2024	Payroll Check	DD	Gabriel F. Decker	Pay Period: 06/16/2024-06/29/2024	(49.09)
07/08/2024	Check	2090	Boone County Fiscal Court	Marketing	(357.52)
07/08/2024	Check	2091	Steve Wilhoff	Member picnic	(69.96)
07/08/2024	Deposit			CrCd: Rothdiener, Crossan	240.00
07/09/2024	Deposit			CrCd: (7 payers)	640.00
07/10/2024	Expenditure		Clover App (PNC)	Merchant fee	(14.95)
07/10/2024	Deposit			CrCd: Berron	70.00
07/10/2024	Tax Payment		IRS	Tax Payment for Period: 07/03/2024-07/05/2024	(303.38)
07/11/2024	Deposit			CrCd: Benninger, Wolking, Duncan	246.58
07/12/2024	Check	2094	Carlin, Shannon	B&B Food	(249.95)
07/12/2024	Check	2093	Stone, Kristopher (exp)	TREE Fund programs	(1,801.08)
07/12/2024	Check	2092	Ammon Nursery	25th Anniversary Tree [TREE Fund]	(167.00)
07/12/2024	Deposit			Checks deposit	555.97
07/12/2024	Deposit			CrCd: Ondrovic, Groff, Zacate	585.00
07/13/2024	Expenditure		PNC Bank	Cfm: (Autopay on 13th)	(2,618.57)
07/15/2024	Deposit			CrCd: Snyder	25.00
07/16/2024	Deposit			CrCd: Hanekamp	20.00
07/17/2024	Tax Payment		KY Division of Unemployment Insurance	Tax Payment for Period: 04/01/2024-06/30/2024	(378.22)
07/17/2024	Payroll Check	DD	Audrey G. Boyne	Pay Period: 06/30/2024-07/13/2024	(109.08)
07/17/2024	Payroll Check	DD	Scott E. Smith	Pay Period: 06/30/2024-07/13/2024	(869.53)
07/17/2024	Payroll Check	DD	Bridget M. Tymensky	Pay Period: 06/30/2024-07/13/2024	(620.15)
07/17/2024	Deposit			CrCd: Morgan	30.00
07/17/2024	Payroll Check	DD	Gavin M. Holley	Pay Period: 06/30/2024-07/13/2024	(187.53)
07/17/2024	Payroll Check	DD	Lyndsey Davisson	Pay Period: 06/30/2024-07/13/2024	(144.08)
07/18/2024	Deposit			CrCd: ???	50.00
07/19/2024	Tax Payment		Treasurer, OH Department of Taxation	Tax Payment for Period: 04/01/2024-06/30/2024	(118.60)
07/19/2024	Deposit			CrCd: MacKay, Bishop, Maley, Spears	175.00
07/19/2024	Tax Payment		KY Department of Revenue	Tax Payment for Period: 04/01/2024-06/30/2024	(234.20)
07/19/2024	Tax Payment		Kentucky Local Tax Agency	Tax Payment for Period: 04/01/2024-06/30/2024	(136.92)
07/22/2024	Deposit			CrCd: Johnston	10.00
07/23/2024	Deposit			CrCd: Majewski	40.00
07/24/2024	Deposit			CrCd: Werling, Barber, Mullkin, Houp	80.00
07/24/2024	Tax Payment		IRS	Tax Payment for Period: 07/17/2024-07/19/2024	(332.48)
07/29/2024	Deposit			CrCd: Ginter	20.00
07/29/2024	Deposit			CrCd: Herald	20.00
07/29/2024	Tax Payment		Ohio Local Tax Agency	Tax Payment for Period: 04/01/2024-06/30/2024	(52.44)

Attachments

Friends of Boone County Arboretum

99 Bank Transactions

July 2024

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	AMOUNT
Total for 1010 Primary Ckg (PNC x6253)					\$ (8,105.14)
1020 Gaming Checking (PNC x2018)					
Beginning Balance					
Total for 1020 Gaming Checking (PNC x2018)					

Attachments

Volunteer & Events Coordinator

Friends of Boone County Arboretum

FLSA Classification: Non-exempt

Pay Rate: \$20,000-\$25,000/year depending on qualifications

Part Time: 24 hr/wk

Job Summary:

The Friends of Boone County Arboretum is seeking a part-time Volunteer & Events Coordinator to manage, grow, and develop the volunteer program and to coordinate events that support the organization's mission. The Volunteer & Events Coordinator will be responsible for developing and implementing recruitment and training programs, organizing volunteer schedules, and ensuring volunteer engagement through enrichment activities, events, and recognition programs. Additionally, this role will oversee the planning, promotion, and execution of various events, both within the Arboretum and in the broader community, aimed at enhancing community engagement, fundraising, and awareness of the organization's work.

Essential Responsibilities:

Volunteer Coordination:

- Develop, promote, and maintain a wide range of volunteer opportunities within the organization, ensuring alignment with the organization's mission and goals.
 - Ensure volunteers are staffed to support various operational areas including education programming, special events, development, marketing/communications, horticultural activities, and plant collections database.
 - Communicate with staff to assess volunteer needs, determine the most efficient use of volunteers, maintain an appropriate volunteer/supervisory mix, and anticipate future volunteer requirements to support all program operations.
 - Conduct and arrange monthly orientations to train new volunteers, ensuring they are well-prepared to contribute effectively to the organization.
 - Manage scheduling database and coordinate opportunities for volunteer activity, ensuring an efficient and organized volunteer program.
 - Organize and participate in volunteer recognition programs and community volunteer activities to foster a positive and rewarding volunteer experience.
 - Maintain accurate records and provide timely statistical and activity reports on volunteer participation to monitor the program's impact.
 - Provide ongoing support, training, and guidance to volunteers, helping them develop skills and deepen their engagement with the organization.
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Attachments

- Confer with volunteers to resolve grievances, promote cooperation, and ensure a positive and fulfilling experience while volunteering with the organization.
- Create and distribute communications and publications to keep volunteers informed and engaged.
- Participate in community outreach opportunities such as fairs, festivals, local markets, and other organizations' activities to recruit new volunteers and promote the Arboretum's programs.
- Serve as the liaison between volunteers and staff, ensuring clear communication and a cohesive working environment.

Events Coordination:

- Plan, coordinate, and execute a variety of events, including educational workshops, fundraising events, community outreach initiatives, and volunteer appreciation events, to promote the Arboretum's mission and engage the community.
- Collaborate with staff and volunteers to conceptualize event themes, logistics, and timelines, ensuring that events are well-organized, mission-aligned, and effectively staffed.
- Develop and manage event budgets, securing necessary materials, supplies, and services within financial constraints.
- Promote events through multiple channels, including social media, email marketing, and community bulletin boards, to maximize attendance and engagement.
- Coordinate with external vendors, sponsors, and partners to secure support and resources for events, ensuring successful partnerships that enhance the organization's visibility and impact.
- Oversee event logistics including setup, teardown, and troubleshooting on the day of the event, ensuring smooth operations and a positive experience for attendees and volunteers.
- Evaluate and report on event outcomes, gathering feedback from participants and stakeholders to assess success and identify areas for improvement.
- Create post-event reports and thank-you communications to recognize volunteer contributions and maintain strong relationships with event supporters.
- Ensure compliance with all relevant health, safety, and accessibility regulations for events, maintaining a safe and welcoming environment for all participants.

We are a dynamic small organization where flexibility and teamwork are key. In our close-knit team, everyone wears multiple hats and takes on various responsibilities as needed. (OPTIONAL) If you thrive in an environment where you can contribute to different areas and enjoy a variety of tasks, you'll fit right in!

How to Apply:

Apply by visiting: <https://bcarboretum.org/employment>

Attachments

Boone County Arboretum Strategic Plan 2024 – 2029

Transparency: The Boone County Arboretum relies on both public and private funding to achieve its mission. This includes public financial support from the Boone County Cooperative Extension Service and the Boone County Fiscal Court and private funding through Friends of the Boone County Arboretum. This document includes the missions and objectives of both the Boone County Arboretum and the non-profit Friends of the Boone County Arboretum since their goals are closely intertwined.

Arboretum Mission: To cultivate a healthy environment through a living museum of plants, conservation, community enjoyment, education, and research.

Friends of the Arboretum Mission: To promote, maintain, and enhance the Boone County Arboretum through outreach, volunteerism, and fundraising.

Brief Summary of Goals & Measures of Success:

GOAL 1: Achieve financial stability to support the Master Plan, including horticultural and educational excellence, plant health and future plant acquisitions.

- Grow Friends membership base by at least 10% annually.
- Grow sponsorship to fully fund collection areas and special gardens.
- Actively promote sponsorship plan. Increase sponsorships by 50% annually until sponsorship program is full, then keep at capacity.

GOAL 2: Increase promotion of the Arboretum’s value to the community’s quality of life.

- Annual increases in the number of people touched through the Ambassador program, speaker’s program, Arboretum events, and other community outreach.

GOAL 3: Enhance, expand, and diversify Arboretum programs to address the needs and interests of diverse clients and users.

- Increase interactions by 50% in 2024 and 2025.

GOAL 4: Receive recognition as a ‘museum’ by the Institute of Museum and Library Services and as a ‘botanical garden’ by the Botanic Gardens Conservation International.

- Achieve status by December 31, 2029.

GOAL 5: Actively recruit, train, recognize, and retain a diverse volunteer cadre to support the FOBCA President in meeting the Mission and needs of FOBCA and of the Arboretum itself.

- Steering committees will need minimal supervision by 12/31/29.

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Goal 1: Achieve financial stability to support the Master Plan.			
Strategy	Tactics	Time Frame	Responsibility
Hire a Development Director (or 3 rd party) to execute Sponsorship Level fundraising plan.	<ul style="list-style-type: none"> Secure hiring approval 	Jan '25	Management Committee Chair, Development Director
	<ul style="list-style-type: none"> Secure funding for a two-year position. Develop position description. Recruit and hire. 	Dec '25	Development Director
Develop a business plan.	<ul style="list-style-type: none"> Develop a business, operations and staffing plan for Education and Visitors Center. 	Initial draft by Dec '24, with ongoing dev't	Development Director
	<ul style="list-style-type: none"> Recruit and work with knowledgeable volunteers from business community/local university to create plan. 	Ongoing	Development Director, Arboretum Director
	<ul style="list-style-type: none"> Continue to determine the appropriate mix of revenue sources to assure sustainability and expansion of programs, staff, and facilities. 	Ongoing	Development Director, Finance Chair
	<ul style="list-style-type: none"> Update the value of the BCA collections given their maturity and the cost of replacing with comparably sized and aged plants/trees. 	Ongoing	Arboretum Curator, Horticulturist, Volunteers, Arboretum Director
	<ul style="list-style-type: none"> Update the value for the environmental services (air pollution filtering, storm water absorption, carbon sequestration, etc.) that the plant collections of the BCA provide. 	Nov '25	Arboretum Curator, Horticulturist, Volunteers

(Revised July 12, 2024)

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	<ul style="list-style-type: none"> Develop all-inclusive costs for maintenance and staffing to protect the investment in plant collections. 	Nov '24, Ongoing	Arboretum Director, Arboretum Curator
Identify/estimate financial needs per year.	<ul style="list-style-type: none"> Develop a true cost accounting of operational expenses to determine the full cost of operating the BCA, combining all three budget source amounts. This includes all costs for staffing, maintenance, and plant collection replacement and expansion. 	Feb '25	Finance Committee Chair, Arboretum Director, Arboretum Curator
	<ul style="list-style-type: none"> Assign a value to the in-kind contributions of all partners and various entities, such as volunteer hours and "soft donor" connections to benefactors. 	Feb '25	Finance Committee Chair, Volunteer Coordinator, Horticulturist
Establish a long-term property contract with Boone County and Extension Service. (The current arrangement is only annual.)	<ul style="list-style-type: none"> Secure contract support from BC Judge Executive's Office, Extension Service & FOBCA Board toward the development of a public-private partnership. Determine the process and legal documents required to execute. Sign contract with applicable parties. 	Feb '25	Arboretum Director, FOBCA President, Judge Executive's Office, Extension District Board
Grow sponsorship to fully fund collection areas and special gardens.	<ul style="list-style-type: none"> Identify and prioritize needs. 	Ongoing	Arboretum Director, Development Director
	<ul style="list-style-type: none"> Renovate Children's Garden. 	Nov '24, Ongoing	Arboretum Director, Horticulturist
Grow sponsorships & partnerships in the region with other NPOs and businesses; grow partnerships with other local government entities.	<ul style="list-style-type: none"> Update the informational program on the Arboretum that can be presented to potential partners and sponsors. 	May '24	Development Director
	<ul style="list-style-type: none"> Develop and implement a comprehensive program to recognize and promote partners and sponsors (special recognition event). 	Dec '25	Development Director

Attachments

Develop ways to publicly recognize sponsors.	<ul style="list-style-type: none"> • Display sponsor names at all major public events on foam core board, PowerPoint slide, etc. 	Mar '24	Development Director
	<ul style="list-style-type: none"> • Display sponsor/donor names within Arboretum based on terms of sponsorship. 	Ongoing	Development Director
	<ul style="list-style-type: none"> • Recognize sponsors in social media posts and encourage support. 	Ongoing	Development Director
	<ul style="list-style-type: none"> • Create window cling for business doors: "We proudly sponsor the Boone County Arboretum." 	Jun '25	Development Director
	<ul style="list-style-type: none"> • Offer "Friend of the Boone County Arboretum" bumper stickers for business vehicles. 	Jun '25	Development Director
	<ul style="list-style-type: none"> • Pursue naming rights for large ticket donors, such as on buildings, shelters, pathways, garden collections. 	Jan '29	Development Director
Appoint a Capital Campaign Advisory Committee to initiate a capital campaign to raise funds for the long-term financial sustainability of the Arboretum.	<ul style="list-style-type: none"> • Define a capital campaign goal that is sufficient to support 50% of annual operational costs and to fund the construction and operation of the Welcome Center and all other Arboretum facilities. 	Ongoing	Development Director Finance Chair
	<ul style="list-style-type: none"> • Determine the appropriate distribution of the campaign goal income between an endowment and spendable funds. 	Ongoing	Development Director Finance Chair

Attachments

<p>Review Vision / Master Plan items at each board meeting to stay on task with long term growth goals.</p>	<ul style="list-style-type: none"> • Re-engage with Vision / Master Plan, finalize business plan section. • Continue to build the board with individuals that can make the necessary connections needed to achieve vision plan goals. • Provide training to board and staff on how to articulate the goals and needs of the vision plan. • Meet with potential donors regarding their planned giving interests and how they might align with the long-term vision of the Arboretum. • Engage the private sector to help them envision how the Arboretum can assist with meeting brand objectives through support of the Arboretum. • Effectively communicate with stakeholders on progress including corporate supporters, donors, members, and volunteers. • Engage the community with the vision for the Arboretum to safeguard our reputation of success. 	<p>Apr '24, Jun '24, Aug '24, Oct '24, Dec '24</p> <p>Bi-monthly afterward</p>	<p>Arboretum Director, Development Director, FOBCA Board of Directors</p>
	<ul style="list-style-type: none"> • Appoint a Capital Campaign Advisory Committee to guide the campaign activities; provide any assistance such committee needs to complete this goal. 	<p>Dec '27</p>	<p>Development Director</p>

Attachments

<p>Review the existing administrative and financial arrangement for the Boone County Arboretum to identify opportunities to enhance operational efficiency and financial sustainability.</p>	<ul style="list-style-type: none"> • Convene a meeting of the partners to conduct an operational SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and answer key questions such as: <ul style="list-style-type: none"> o What aspects of the current structure and process are working best for all partners? o What do we each get out of supporting this organization and how can we maximize the benefits to make it work well for everyone? o What aspects of the current structure and processes could be improved to maximize the efficiency and effectiveness of the Arboretum? o What are the specific assets and resources we can bring to the table moving forward? o What has been and what do we want our future role in the growth of the Arboretum to be? 	<p>Dec '25</p>	<p>Arboretum Director, Development Director, Judge Executive's Office, Extension District Board</p>
<p>Evaluate the option of developing a public-private partnership as the legal organizational structure for the arboretum.</p>	<ul style="list-style-type: none"> • Assess the strengths and weaknesses of a formal public-private organizational structure for achieving strategic goals and enhancing operations (Kris has examples from other PPPs). 	<p>Dec '24</p>	<p>Arboretum Director, FOBCA President, Judge Executive's Office, Extension District Board</p>
	<ul style="list-style-type: none"> • Assess the costs and benefits of a formal public-private organizational structure for each or the partners and the return each requires to commit to this structure. 	<p>Dec '24</p>	<p>Arboretum Director, FOBCA President, Judge Executive's Office, Extension District Board</p>
	<ul style="list-style-type: none"> • If the assessment is positive, establish the public-private partnership as the legal Boone County Arboretum entity via a signed Memorandum of Agreement by all parties. 	<p>Dec '24</p>	<p>Arboretum Director, FOBCA President, Judge Executive's Office, Extension District Board</p>
<p>Grow Friends membership base by 10% annually.</p>	<ul style="list-style-type: none"> • Identify new incentives that can be provided to members and affirm the benefits of membership. 	<p>Jun '24</p>	<p>Membership Committee Chair</p>

Attachments

	<ul style="list-style-type: none"> Assist FOBCA in developing marketing materials and make these available at the Arboretum and all Arboretum events. 	July '24	Volunteer & Events Coordinator, Marketing Committee Chair
	<ul style="list-style-type: none"> Initiate an annual membership drive, separate from the Growing Forward Campaign. 	Ongoing, Aug 1 start	Membership Committee Chair
	<ul style="list-style-type: none"> Create & distribute "Friend of the Boone County Arboretum" bumper stickers to members. 	Aug '24	Membership Committee Chair
	<ul style="list-style-type: none"> Use social media (Facebook/Instagram) to attract new members. 	Sept '24	Membership Committee Chair, Marketing Committee Chair
	<ul style="list-style-type: none"> Pursue cost benefit of social media ads on Facebook, per event. 	Nov '24	Marketing Committee Chair
	<ul style="list-style-type: none"> In collaboration with FOBCA, establish a Junior program for youth to become active with the Arboretum and recognize its value. 	Jan '25	Volunteer & Events Coordinator, Membership Committee Chair
	<ul style="list-style-type: none"> Create walkway signs with QR codes that say: "enjoying your walk, your membership and support contributes to our success, 50% of Arboretum funding comes from people like you!" 	Aug '24	Arboretum Director, Membership Committee Chair, Marketing Committee Chair
Review the current pricing of Arboretum events and ensure compatibility with similar area events.	<ul style="list-style-type: none"> Review pricing of other similar events in our area. 	May '24	Volunteer & Events Coordinator, Event Committee Chair
	<ul style="list-style-type: none"> Adjust pricing as appropriate. 	May '24	Volunteer & Events Coordinator, Event Committee Chair
Pursue avenues to increase profits from fundraising events.	<ul style="list-style-type: none"> Develop a summer evening event (tentative idea: Bourbon & Botanicals). 	Jul '24	Event Committee Chair
	<ul style="list-style-type: none"> Continue improving upon the Dogwood Dash 5K. 	Ongoing	Event Committee Chair

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Attachments

	<ul style="list-style-type: none"> Continue improving upon the Fall Plant Sale. 	Ongoing	Event Committee Chair
	<ul style="list-style-type: none"> Continue improving upon the Spring Tea. 	Ongoing	Event Committee Chair
	<ul style="list-style-type: none"> Continue improving upon the TREE Symposium (renamed from TREE Fund Event). 	Ongoing	Event Committee Chair
Increase grant revenues.	<ul style="list-style-type: none"> Increase grant writing committee membership. 	Ongoing	Volunteer Coordinator
	<ul style="list-style-type: none"> Develop partnerships with other organizations that align with our mission to partner on other grants. 	Dec '24	Arboretum Director, FOBCA Board
	<ul style="list-style-type: none"> Research, identify and apply for 2 to 3 grants per year. 	Dec '24	Grant Writing Committee Chair
	<ul style="list-style-type: none"> Research, identify and apply for 3 to 5 grants per year. 	Dec '25	Grant Writing Committee Chair
	<ul style="list-style-type: none"> Research, identify and apply for 5 to 6 grants per year. 	Dec '26	Grant Writing Committee Chair
Provide current online financial information for persons considering grants or donations.	<ul style="list-style-type: none"> Update Guidestar and Charity Navigator websites. 	Apr '24	CFO
Implement annual Growing Forward campaign	<ul style="list-style-type: none"> Separate this campaign from the membership drive. Update goals, report accomplishments to supporters, recruit volunteers, explore innovative ways to tie into a kickoff event. 	Ongoing, Starting by July 1 each year	Growing Forward Committee
Goal 2: Increase promotion of the Arboretum's value to the community's quality of life.			
Strategy	Tactics	Time Frame	Responsibility
Build a promotion around the health and wellness aspects of the Arboretum.	<ul style="list-style-type: none"> Compile existing research. 	Jun '25	Marketing Committee Chair

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Attachments

	<ul style="list-style-type: none"> Write materials and update: <ol style="list-style-type: none"> Website. Print materials. Incorporate into speaker materials. 	Dec '25	Membership Committee Chair, Marketing Committee Chair
Create meditation trail locations & signage.	<ul style="list-style-type: none"> Recruit a local hospital sponsor or secure grant funding. 	Jun '25	Development Director, Grant Writing Committee Chair
	<ul style="list-style-type: none"> Plan and build out. 	Jan '26	Horticulturist
	<ul style="list-style-type: none"> Publicize availability. 	Sep '26	Marketing Committee Chair
Create and promote a speaker's bureau.	<ul style="list-style-type: none"> Create speaker materials (horticulture, history, and fundraising asks). 	Dec '26	Development Director, Arboretum Director, Arboretum Curator
	<ul style="list-style-type: none"> Recruit and train volunteer speakers (horticulture, community groups, rotary, businesses, etc.). 	Jun '27	Development Director, Volunteer Coordinator
	<ul style="list-style-type: none"> Promote availability of speakers to community groups, clubs, etc. 	Jan '28	Marketing Committee Chair
Promote the Arboretum's 25 th anniversary.	<ul style="list-style-type: none"> Plan event, public officials portion, followed by ice cream social for all. 	Feb '24	Events Coordinator, Marketing Committee Chair
	<ul style="list-style-type: none"> Coordinate key County & Extension staff involvement. 	Feb '24	Events Coordinator, Arboretum Director
	<ul style="list-style-type: none"> Invite Master Gardeners and Boone County Garden Club to participate. 	Mar '24	Events Coordinator

Attachments

	<ul style="list-style-type: none"> Issue news release re: anniversary. 	Apr '24	Marketing Committee Chair, Marketing Intern
	<ul style="list-style-type: none"> Promote event on social media. 	Apr '24	Marketing Intern, Arboretum Director
	<ul style="list-style-type: none"> Invite Boone County officials and Boone County Cooperative Extension Board to attend. 	Apr '24	Events Coordinator
Design and implement a marketing/communications plan.	<ul style="list-style-type: none"> Conduct a market analysis by surveying Arboretum and Arboretum on Wheels visitors (Surveys, QR Codes, etc). 	Dec '24	Marketing Committee Chair, AOW Manager, Marketing Intern
	<ul style="list-style-type: none"> Coordinate the availability of staff and volunteers from FOBCA to provide expert seasonal weekly tips on radio and television. 	Dec '24	Marketing Committee Chair
	<ul style="list-style-type: none"> Establish a marketing plan that utilizes multiple methods of informative promotions of the Arboretum. 	Dec '24	Membership Committee Chair, Marketing Committee Chair
	<ul style="list-style-type: none"> Update and refine the " elevator speech". 	Jun '24	Membership Committee Chair, Marketing Committee Chair
	<ul style="list-style-type: none"> Train staff, volunteers, and board members on our elevator speech (December board meeting / retreat). 	Dec '24	Membership Committee Chair, Marketing Committee Chair
Generate awareness and community interest focused on an area in the Arboretum via Webcam.	<ul style="list-style-type: none"> Seek corporate / media support for camera. 	Dec '24	Marketing Committee Chair
	<ul style="list-style-type: none"> Identify what focus of webcam will be. 	Dec '24	Arboretum Director, Curator
Promote the Arboretum as an amateur photography and artist site.	<ul style="list-style-type: none"> Pursue opportunities at the Boone County Fair. 		Membership Committee Chair, Marketing Committee Chair

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Attachments

	<ul style="list-style-type: none"> • High school photography classes. 		Marketing Committee Chair
	<ul style="list-style-type: none"> • Develop an art contest, possibly as a joint venture with Boone Co. Extension Art department. 		Marketing Committee Chair
Re-engage KY National Guard Burlington Campus.	<ul style="list-style-type: none"> • Encourage volunteerism. 	Apr '24	Volunteer Coordinator, Arboretum Director
	<ul style="list-style-type: none"> • Membership (to Friends of BCA? What does this mean? -Bridget). 	Apr '24	Volunteer Coordinator
	<ul style="list-style-type: none"> • Incorporate into our events. (Equipment displays etc.) (Could use them for Dogwood Dash? Touch-a-tree?) 	Apr '24	Volunteer Coordinator
Fully develop the Polar Vortex Magnolia patent & trademark.	<ul style="list-style-type: none"> • Engage a grower with a MTA (Material transfer agreement) to build production. 	Oct '24	Arboretum Director, Horticulturist
	<ul style="list-style-type: none"> • Develop a marketing plan for the plant. 	Dec '24	Horticulturist Marketing Committee Chair
	<ul style="list-style-type: none"> • Publicity for debut of plant. 	Dec '26	Marketing Committee Chair, Development Director, Arboretum Director
	<ul style="list-style-type: none"> • Send out samples for widespread trials. 	Dec '26	Arboretum Director
	<ul style="list-style-type: none"> • Create a committee for managing plant introductions, with help from horticulture staff (protecting the assets and collecting royalties). 	Dec '26	Arboretum Director
Collect data on who attends or uses Arboretum programs.	<ul style="list-style-type: none"> • Establish a system to capture people touched through: Ambassador program, speaker's program, Arboretum events, AOW, and other community outreach. 	Mar '24, Ongoing	Volunteer Coordinator, Events Coordinator, AOW Manager

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Attachments

Goal 3: Enhance, expand, and diversify Arboretum programs to address the needs and interests of diverse clients and users.			
Strategy	Tactics	Time Frame	Responsibility
Enhance the resources available to support and expand the programming of the Arboretum on Wheels (AOW).	<ul style="list-style-type: none"> Transition to full-time Manager for AOW (include in business plan). 	Jan '26	Management Committee, Finance Committee
	<ul style="list-style-type: none"> Develop a job description (mostly done, but part-time) with defined responsibilities and position within the organization. 	Jan '25	Management Committee
	<ul style="list-style-type: none"> Enhance the budget line for the operation and staffing of AOW to assure sufficient science educators to meet demand. 	Ongoing	AOW Manager
	<ul style="list-style-type: none"> Building solid staffing structure with a 5-person team for two years out, dependent on booking demand. 	Ongoing	AOW Manager
	<ul style="list-style-type: none"> Enrich the educational materials associated with AOW for youth and adults, with partner assistance. 	Ongoing	AOW Manager, Education Committee Chair
	<ul style="list-style-type: none"> Increase the number of face-to-face interactions with students (initial year-over-year target of 50% increase), and increase booking demand. 	Ongoing	AOW Manager
	<ul style="list-style-type: none"> Continue to develop adult education programs with a "green" or environmentally sustainable emphasis. 	Ongoing	Education Committee Chair
	<ul style="list-style-type: none"> Market school and adult education programs regionally. 	Ongoing	AOW Manager
Effectively represent community interests.	<ul style="list-style-type: none"> Ensure the Board composition reflects the diversity of the metro area in terms of racial make-up, gender, age, and geography. 	Ongoing	FOBCA Board, Membership Committee Chair

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Attachments

	<ul style="list-style-type: none"> Use survey data to adapt and change programing. 	Ongoing, July 1	Event Coordinator
Goal 4: Receive recognition as a 'museum' by the Institute of Museum and Library Services and as a 'botanical garden' by the Botanic Gardens Conservation International.			
Strategy	Tactics	Time Frame	Responsibility
Determine the requirements for gaining certification as a museum by the Institute for Museum and Library Services and then evaluate the costs and benefits of seeking this certification.	<ul style="list-style-type: none"> Organizational structure development per requirements. 	Jan '29	Arboretum Director, Arboretum Curator
Apply for Botanical Garden Accreditation.	<ul style="list-style-type: none"> Use existing Arboretum Accreditation as template to complete application. 	Apr '24	Arboretum Director
Goal 5: Actively recruit, train, recognize, and retain a diverse volunteer cadre to support the FOBCA President in meeting the Mission and needs of FOBCA and of the Arboretum itself.			
Strategy	Tactics	Time Frame	Responsibility
Identify and implement Best Practices in volunteer recruitment, recognition, and retention.	<ul style="list-style-type: none"> Meet with volunteer coordinators of other non-profits such as St. Elizabeth Healthcare, Cincinnati Zoo, etc. CAVA (Cincinnati Association of Volunteer Administrators). American Public Gardens Association (Public Garden focus). 	Mar '24	Volunteer Coordinator
Develop position descriptions for steering committee chairs and members.	<ul style="list-style-type: none"> Identify skill sets needed. 	Jun '24	Volunteer Coordinator
	<ul style="list-style-type: none"> Communicate expectations. 	Oct '24	Volunteer Coordinator

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Attachments

Consider vice-chair positions for continuity.	•	Jun '25	Volunteer Coordinator
Identify training needs.	• Deliver training (i.e. grant writing).	Jan '25	Volunteer Coordinator
Ensure committee chairs understand their roles and responsibilities and the FOBCA's and Arboretum's vision.	• Recurring interaction with committee chairs.	Jan '25	Volunteer Coordinator
Identify and recognize the value of volunteers.	• Develop system for tracking volunteer hours donated.	PAST DUE	Volunteer Coordinator
	• Develop a value-based recognition system for volunteers.	Jul '24	Volunteer Coordinator
Network with large employers and community organizations (i.e. Rotary) to identify people with special skills for volunteer positions.	• Actively recruit leadership, marketing, etc. skills.	Oct '24	Volunteer Coordinator

Holding area for key messages:

- Public funding accounts for 50 percent of the Arboretum's operating budget
- Health/wellness message
- Value statement

Holding area for required actions:

- Revise FOBCA by-laws and other documents to reflect new mission statement.
- Present new, improved mission statement which better clarifies the mission to FOBCA membership.
- Pursue grant with Ford's Bronco Wild Fund for Track Chair

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