

Minutes of Grasslands Naturalists Strategic Planning Special Board Meeting

Date: 25 November 2023

Board Attendees: Hugh Armstrong, Phil Horch, Martha Maudsley, Sheila McLeod,
Paul Thibault (Chair), Angela Turner, and Ian Turner
Guests: Corlaine Gardner, and Cathy Linowski

1. Call to order: 11:15 AM

2. Review minutes from the previous Strategic Planning meeting (22 September 2023) - Approved

3. Review where we are on the strategic plan

The following were reviewed:

1. Vision and Mission Statements
2. Strategic Plan Process Chart
3. Strengths, Weaknesses, Opportunities, and Threats (SWOT)

4. Members discussion at November General Meeting

Sheila McLeod will lead the discussion during the last 30 minutes of the business meeting.

5. Possible new activities for 2024 budget

The following possibilities were discussed

1. Invasive Species (Removal/Control/Education/Workshop)
2. GN History Brochure
3. Xeriscaping
4. GN Marketing products and events
5. Establishment of baselines for city areas to be protected
6. Bird-friendly City
7. Pollinators-friendly City
8. Summer student employee for Adopt-a-Pond
9. Indigenous event
10. Scenic Views brochure and survey

11. Transfer funds to MHIP to help with salaries

12. Donation to another charitable organization

Some of the above activities may involve more than one GN committee.

The following questions were addressed for each activity:

1. Does it fit in well with our Vision and Mission Statements?
2. Does it make use of our strengths and address some of our weaknesses?
3. Does it take advantage of our opportunities and address possible threats?
4. Do we have the human resources to perform the activity?
5. Does it require paid external help (contractors, vendors, or temporary staff)?
6. Does it require external funding?
7. Does it involve collaboration between different committees, including Operations/MHIP?
8. Does it involve collaboration with other organizations within and/or outside the Medicine Hat area?
9. Does it involve collaboration with the Indigenous peoples?
10. Is it of interest to GN members?
11. Is it of interest to the general public?

Cathy Linowski presented her views on Xeriscaping and proposed the formation of a new committee on Pollinators-friendly City, which would collaborate with the existing Bird-friendly City Committee.

6. Planning for members discussions at January General Meeting

The discussion focused on how to make this meeting interesting for the members. This will be discussed further at the next Strategic Planning Meeting.

7. Next meeting: TBD

8. Meeting Adjourned