

**CNPS SAN DIEGO CHAPTER**  
**BOARD OF DIRECTORS MEETING**  
**September 6, 2017**

Audubon Offices, 4010 Morena Blvd. Suite 100 San Diego, CA

**AGENDA**

**Call to Order: 6:30 p.m.** (Quorum = Six Board Members)

**Known absences:** Torrey Neal

- I. **Welcome visitors** (6:30-6:35)
- II. **Mini Grant Proposals** (6:35-7:15)
  - A. Kay Stewart and Muriel King – additional planting at the EarthLab project site in Encanto.
  - B. Mary Berube and Liza Butler – Planting for Expansion of Grand Caribe Shoreline Park (Silver Strand) **Attachment 1.**
- III. **Additions or Changes to the Agenda** – 1 min (7:15-7:17)
  - A. Vote to approve.
- IV. **Review of Minutes** – 5 min (7:17-7:25)
  - A. August 2017 – vote to approve.
- V. **Treasurer’s Report** – 15 min (7:25-7:35)
  - A. August Report – vote to approve.
- VI. **Committee Reports**
  - A. **Chapter Election** (Tom)
  - B. **Programs** (Torrey for featured speakers and Sue for Natives for Novices)
  - C. **Field Trips – Moosa Creek Nursery and maybe another one** (Justin)
  - D. **Conservation Committee (Frank)** – 10 min (7:35-7:45)
  - E. **Garden Native Symposium (Attachment 2)**
  - F. **Fall Plant Sale (Attachment 3)**
  - G. **Personnel Committee** (7:45 – 7:47)
    1. Contracts for the Fall Garden Sale Director and the Media Director were executed.
    2. Request for Proposal for 2018 Garden Tour Director. (**Attachment 4**)
- VII. **Current Business:**
  - A. **Annual Report** was submitted to the state and was sent to each of the board members in August.
  - B. **Coordinating with Other Organizations Update** (Joseph)  
Affiliations with like-minded organizations, perhaps for a one year period, small but defined commitments to each other to spotlight each other’s events and related causes.
  - C. **Audio/visual Update** (Frank)
- VIII. **New Business**
  - A. Contributing the Cox Conserves Heroes Award funds to the state Southern California Conservation position or an alternate use. (Bob)
  - B. Question from Stacey Flowerdew: In your opinion, what has been the greatest achievement of your chapter?
  - C. What we should do to celebrate the chapter's 50th anniversary? (Joseph)
  - D. Planning a social event for committee chairs, board members, event chairs people, etc. (basically those who get listed on the back of the newsletter). (Joseph)
  - E. Logo for chapter. (Joseph)

- IX. **Chapter Meeting Welcoming Table Assignments** (Connie) - 1 min
- X. **Chapter Council Mtg - Sep 8-10, Sonoma County, Frank attending.**
- XI. **Next Meeting Date: October 4, 2017**  
 Important agenda items?  
 Tasks to accomplish prior?
- XII. **Wrap up and conclusions** (8:55-9:00)

## **ATTACHMENT 1 – Mini-grant Application for Grand Caribe Shoreline Park**

**CNPS San Diego Mini-grant Application**

**21 July 2017**

**Project Title:** Planting for Expansion of Grand Caribe Shoreline Park

**Contact Names:** Mary Berube, Liza Butler, Silver Strand Beautification Project

[SilverStrandBeautificationProj@gmail.com](mailto:SilverStrandBeautificationProj@gmail.com) Berube 619-794-6986, Butler 619-405-1500

**Type of Project:** X Conservation x Habitat

**Amount Requested:** \$500.00

**Other Funds Sources:** None

**Volunteer Hours Planning to Date:** 100 plus

**Types of Volunteers:** Silver Strand Beautification Project (SSPB) members, residents of Coronado Cays, Coronado Cays Home Owners Association’s Grand Caribe Task Force

**CNPS Board Liaison:** Mike Gonzales (Mike is no longer on the Board, so this project will need a new Board Liaison)

### **Describe the purpose of the request for funding this project:**

Silver Strand Beautification Project is a grassroots organization which focuses on working with various stakeholders at the local, city and state level to conserve, preserve, enhance and enjoy the bay, beaches and open space natural resources of the Silver Strand. Some of the accomplishments over the past 20 years include undergrounding utilities along the Silver Strand Scenic Highway State Route 75, restoration of Silver Strand State Park, creation of the Grand Caribe Shoreline Park and Nature’s Bridge to Discovery (which was recently featured on San Diego’s ABC Channel 10). This project also was awarded an Orchid by the San Diego Architectural Foundation.

The Port of San Diego is developing a major revision to the Port Master Plan. Grand Caribe Isle is a portion of the City of Coronado’s Coronado Cays, see attached photo. Currently, the isle contains Grand Caribe park, a Port mitigation parcel, a yacht club, and some commercial recreational uses, including a boat storage yard. In May of this year, the City of Coronado, as well as the Coronado Cays Home Owners Association, resolved to support a Port proposed re-designation of portions of these uses to recreation open space, Attachment 1 and 2, as follows:

1. Shoreline Park with Sheltering Wings and the native plant education area will combine with the East parcel of the current leasehold and be designated “Recreation/Open Space” with emphasis on coastal walks and the enjoyment of habitat and wildlife.
2. The Yacht Club leasehold will be designated “Visitor Serving Recreation Commercial.” This will make the Yacht Club conforming and may permit expansion of either its building or docks.
3. The West side of Grand Caribe Isle North from the Yacht Club to and including the CCHOA Administration Buildings and commercial businesses will also be designated “Visitor Serving Recreation Commercial.”
4. The land use designation for the West side of Grand Caribe Isle South (the sand excavation area) will be “Conservation/Open Space” and include the Water Element of “Conservation/Inter-tidal.”

At this point in the process, Attachment 3, the Port has the CEQA process, a vote by the Port Commission and the approval of the Coastal Commission on its timeline. But the hope is that the future is as follows: Grand Caribe Shoreline Park on the South Isle combines “Recreation/Open Space” and “Conservation/ Open Space.” Native upland habitat and eelgrass beds characterize Grand Caribe Isle South. The changed land use designation of Grand Caribe North will offer a public path around the entire island. This will create an uninterrupted "Window to the Water", a 180-degree view of South San Diego Bay, including mountain vistas and the lights of Mexico. Connecting walking paths should unite the North and South Isle to provide a unique opportunity for pedestrian public access, wildlife viewing, natural resources preservation, and coastal protection. People will be able to learn about the marine environment while enjoying the tranquility and beauty of quiet lagoon waters.

This request is made for funds to plan, purchase and install native plants in the current Grand Caribe Shoreline Park in a demonstration plot for this park with its stated purpose to be an “educational botanical setting” and, more importantly, to act as a visual guide for what can be done with the future 3 acre expansion of the park to the north. Attachment 4 contains the original planting plan of the park from 1996. Many species are no longer there. The Port did replant around the sculpture, Sheltering Wings, with non natives and there is now grass surrounding the sculpture rather than natives. However, with a demonstration project of the correct plants, this project would allow for conceptual visualization of three more acres of habitat directly on the South Bay with the adoption of the Port’s Master Plan Update.

**Timeline:**

August – September 2017 Plant selection/plot design

August – September 2017 work with Port for water as plot is already irrigated

November – March 2018 Plant and maintain

2018 – Expand plan to include new parkland (but that’s another grant request for another day)



## **ATTACHMENT 2 – CNPS-SD Board Update, Garden Native 2017 Workshop Workshop: Saturday, Sept. 16, 2017**

Below is the background information for the upcoming workshop: The schedule is finalized.

**Title: Create Beauty with California Native Plants-Learn from the Best!**

**8:15-8:45 Registration, Muffins & coffee,**

**Workshop 9:00-3:30 pm,**

**Lunch 12:30-1:20**

**Address for GPS/Google Maps: First Unitarian Universalist Church of SD (FUU), 298 WEST Arbor Drive,  
San Diego, CA 92103**

**Free Parking available for all attendees in the First UU lot with overflow parking at UCSD structure.**

Pricing- Tickets are currently \$40 with a student/limited income cost of \$25 and tickets at the door will be \$45. Tickets Include Muffins & Coffee, Lunch Sandwiches (meat/veggie/vegan sandwiches) and chips, fruit, cookies and water)

**Ticket sales began on Friday, July 28th. Tickets count as of Aug 30th: Paid tickets:135,**

**Sponsor Tickets: 38, Volunteers: 20, Total Attendance so far-193. Expected Attendance: 200-265**

- Connie and I did an on-site at First UU church to discuss registration, room, plant/book seed sale set ups and lunch logistics.
- Joseph Sochor has been promoting on social media and posting speakers bios and info on a weekly basis.
- All sponsors have received an email with info that their tickets will be emailed to them and their tickets will be available at Will Call the day of the event.
- Ticket sales online will close at 225 as capacity with remaining spots for volunteers and attendees.
- There will be tables set up for Book, Seed and Plant Sales between sessions and during lunch time. Moosa Creek, Tree of Life, Lee Gordon and Jim Wadman will be providing plants. We have arranged for a place for plants to be stored in the shade. Nurseries will be bringing tables, plants, wagons and helpers for plant sales.
- Most speakers plan to be available throughout the day to attend sessions and join the group for lunch.
- I have been working with Summer King, graphic designer, on the program. It is in its final draft stage and will be sent to the printer within the next week. I am waiting for final bids.
- Sponsors for the year have been acknowledged in our beautiful brochure.
- I have about 15 volunteers. Volunteers who help out for 1 ½ hours can attend the workshop free and are included in muffins, coffee and lunch.
- Since we are expecting approximately 200 or so people, FUU obligates us to have 2 all day event planners so we will not need as many volunteers.
- We are obligated to have a Sound Tech because we are using the large (and beautiful) auditorium called the Meeting House and due to complex equipment, it is a requirement. I have been in touch with the Sound Tech, Jeff Pekarek, who has set up a dropbox for all speakers to add their presentations to so that we have them ready to go before the event. Speakers will be asked to bring a thumb drive as well.

- Cost estimate for facilities, tech support and equipment will be approximately \$2000-\$2500. Working with Connie to make sure costs fall within budget.
- We will be giving all presenters an honorarium.

**Suggested Honorariums for Speakers:**

Greg-Keynote \$150  
 Chuck-\$100  
 Gordon \$100  
 Mike \$100  
 Lee & Lorraine \$75 each  
 Alden \$100  
 Susan \$100  
 Photographer \$100

**Total \$900**

If you have any questions or need any clarification, please let me know.

Thanks, Judie

**Judie Lincer, M.S. Ed**

**CNPS-SD Garden Native Workshop 2017 Director**

**[workshop@cnpssd.org](mailto:workshop@cnpssd.org)**

**Naturalist Educator; [judielincer@sdchildrenandnature.org](mailto:judielincer@sdchildrenandnature.org) ; Cell 619 277-1490**

**ATTACHMENT 3 – CNPS-SD Board Update, Fall Plant Sale**

We have opened up the preorders to include seeds/bulbs and the deadline for submitting preorders is Saturday September 23rd. The preorder process is different this year in that customers have a greater selection of plants available from each nursery. As of 9/3/17 we have received four orders totaling approximately \$700. I am meeting with some volunteers at the courtyard on September 19th at 5:30 pm to discuss the layout of the sale, board members are welcome to this meeting as well. We have always had issues with pedestrian traffic and flow and congestion at the start of the sale, so we are trying to address these issues and solve these problems. Nancy Levine is helping out and doing some of the things that Connie diGirolamo and Mary Kelly (who has recently moved) did. We are continuing to recruit volunteers and that is going well.

Last year, we ordered approximately 5,000 plants and then had about 700 plants leftover. At the end of the sale, we moved the leftovers into Room 104 and then sold them before Tuesday’s general meeting. Susan Kryzwicki stepped in and bought the remaining plants that were unsold which was about 300 total. She got a good deal and we got rid of the plants. The plan this year is to order approximately 6,000 plants and hold a 1/2 price sale BEFORE the general meeting on Tuesday night. I am looking for someone who might want to buy all the leftovers at the end of sale if you know of someone like Susan, let me know. I’ve already asked Susan but she isn’t interested in doing that this year.

If you have comments or questions, please email me directly or feel free to call.

Carolyn Martus

[carolynmartus@gmail.com](mailto:carolynmartus@gmail.com), 760.521.9071

## Attachment 4 – RFP for Garden Tour Director

# REQUEST FOR PROPOSAL (RFP)

## GARDEN NATIVE TOUR DIRECTOR FOR 2018

SAN DIEGO CHAPTER OF THE  
CALIFORNIA NATIVE PLANT SOCIETY  
c/o SAN DIEGO NATURAL HISTORY MUSEUM  
P.O. Box 121390  
SAN DIEGO, CA 92112-1390

SEPTEMBER 7, 2017

### 1. SUMMARY AND BACKGROUND

The San Diego Chapter (Chapter) of the California Native Plant Society (CNPS-SD) is currently accepting proposals to plan and direct a garden tour on April 14 and 15, 2018, in the northwest portion of San Diego County. CNPS-SD held its first garden tour in spring 2012 and has been holding annual tours each spring since 2014. The tour is the Chapter's major fundraiser of the year.

The two-day garden tour generally encompasses about 20 private and commercial gardens planted primarily with native plants from the San Diego region. CNPS-SD's garden committee, known as Garden Native, provides most of the volunteers for hosting the tour, which draws about 400 people and involves about 80 volunteers each year. Historically, sponsors have contributed \$20,000 to \$30,000 for the tour.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidates or teams, conduct a fair evaluation based on criteria listed herein, and select the candidate or team who best represents the organizational skills needed to run the garden tour.

### 2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5 pm PDT September 30, 2017. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by the submitting candidate or team members.

Outsourcing or subcontracting any work to meet the requirements contained herein must be clearly stated in the proposal. Additionally, costs included in the proposal must be all-inclusive to include any outsourced or contracted work as well as direct costs. Any proposals that call for outsourcing or contracting work must include a name and description of the person or organizations being contracted.

All costs and fees must be itemized and explained.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the state CNPS office and will include scope, budget, schedule, and other necessary items pertaining to the project.

### 3. PROJECT PURPOSE AND DESCRIPTION

#### **Purpose of the Project:**

The purpose is to provide CNPS members and the general public with a number of gardens that they can visit and explore. The gardens must be planted primarily with species native to the San Diego region. The garden tour itself should serve several purposes:

- Education about native plants and gardening with them, and perhaps habitat restoration depending on the sites chosen for the tour.
- Inspiration and motivation.
- Outreach to the general public and potential new CNPS members.
- Sharing of gardening experiences.
- Reaching a wide audience.

#### **Project Description:**

The project is to organize and direct a garden tour in the northwest region of San Diego County, generally north of I-8 and west of I-15. The annual tours generally include several facets, such as book sales, presentations, posters and refreshments at various locations along the tour route. Other ideas should be considered.

### 4. PROJECT SCOPE

#### **Tasks:**

The following tasks are required and others may be included in the proposal. How the tasks will be accomplished should be described in the proposal:

- Getting sponsors for the tour.
  - Coordinating with the CNPS-SD Media Director who will manage a web-based interactive online website and MailChimp and social media platforms for promoting the tour and selling tickets.
  - Selecting the gardens for the tour (gardens at institutions, agencies or private homes) and interacting with the leads or homeowners at each site.
  - Selecting a second check-in point for the tour. One has been arranged to be at the Anstine-Audubon Nature Preserve in Vista.
  - Coordinating the training of volunteers.
  - Coordinating closely with the Garden Native Committee for assistance with any and all of the tasks.
  - Coordinating with CNPS-SD Media Director who will manage advertising, a web-based interactive online survey and send out thank-you notes.
1. Coordinating monthly with the CNPS-SD Board at each month's board meeting.

#### **Deliverables:**

- Tour flyer that will be distributed throughout the region by Garden Native members and other Chapter members.
  - Tour brochure.
2. Report describing the results of the tour, including the number of tickets sold, the number of gardens visited, the number of volunteer hours, and the income and outlay for the tour.

**5. TOUR SUCCESS CRITERIA**

The following criteria must be met to achieve a successful tour:

- Sponsorships and ticket sales that cover the direct costs of the tour (brochures, volunteer training, food for volunteers, etc.) and provide a net profit to the CNPS-SD chapter.
- A user-friendly environment for purchasing tickets and getting tour information from CNPS-SD.
- A tour brochure that gives accurate information and directions and with suggested routes.
- A positive experience for volunteers and garden owners.

**6. PROPOSAL AND PROJECT TIMELINE**

Proposals due to CNPS-SD President	5 pm PDT, September 30, 2017
Evaluation of proposals by CNPS-SD	October 1, 2017 thru October 15, 2017*
Candidate selection	October 16, 2017
Contract negotiations	October 17, 2017 to October 23, 2017
Notifications to unselected bidders	October 31, 2017
Project initiation	November 1, 2017
Tour planning completed	December 15, 2017
Submit schedule and list of potential sponsors via email to the CNPS-SD Board	December 31, 2017
Tour	April 14 and 15, 2018
Final report	May 31, 2018

\* If additional information or discussions are needed with any bidders during this two-week period, the bidder(s) will be notified.

**7. BUDGET**

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or monthly costs. All costs and fees must be clearly described in the proposal.

**8. BIDDER QUALIFICATIONS**

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in coordinating and directing events.
- Timeframe for completing the project.
- Project management methodology.

**9. PROPOSAL EVALUATION CRITERIA**

CNPS-SD will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner.



- Organizational and scheduling experience: Bidders will be evaluated on their experience as it pertains to the scope of this project.
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project. The selection will be based on the best value to CNPS-SD, not necessarily the lowest cost.

**10. PROPOSAL SUBMITTAL**

Proposals must be submitted to [president@cnpsd.org](mailto:president@cnpsd.org) by 5 pm PDT on September 30, 2017.