

**SUMMARY OF THURSDAY JUNE 13, 2013
FORT ORD NATIONAL MONUMENT SUPPORT GROUP
6:00 PM, Oldemeyer Center, Seaside**

I. **Welcome** – Eight folks attended. Though a small crowd, good ideas were shared. Also the meeting was filmed by AMP TV for rebroadcast.

II. **Group announcements** Henri reminded the group about MORCA trail days 3rd Saturday of the month. Henri read an e-mail from Jane Haines about the Fort Ord Post Reassessment Plan Committee and the importance of the FONM in future planning. She will continue to monitor this group. Henri described a request from the Ohlone Costanoan Esselen Nation (Louise Ramirez) to give a presentation on their proposed hotel, health center and cultural grounds. The group agreed this would be a good agenda item for July 11.

III. **BLM announcements** – BLM staff did not attend. Henri noted that the BLM regional office will move to Marina near FOR A, and public will have much easier access to visit the BLM Office. Public Lands Day is in October to be coordinated with Make Difference Day. Stay tuned for more info on that.

IV. **May 11 First Anniversary Celebration – Kudos and Lessons Learned**

- A. **Thank You and Shout Outs!** Henri thanks all who worked on the celebration with special thanks to Kay Cline and Ralph Lauer.
- B. **Update on Trailhead Maintenance Fund** T-shirt sales and related donations were about \$550. Added to previous donations, we cleared about \$2,230 to the Trailhead Maintenance Fund! Yay!
- C. **What went well?** Henri appreciated businesses positively responding to FONM; how people pitched in to help cooperatively; that the event was positive and successful despite starting our planning relatively late. Others agreed.
- D. **Lessons learned and/or what could be improved?** See below
- E. **Ideas for next year or for similar future events** See below

LESSONS LEARNED, IMPROVEMENTS, IDEAS FOR NEXT TIME

- Need to be a 501-c-3 or partner with one to get donations
- Advertise better and earlier and more broadly to bring out a lot more folks
- Invite mayors and councils from all cities—a written invitation
- Need to lock in 2014 date by Fall 2013 to enable better planning and outreach
- Get word out to more people how beautiful it is and special treat to be able to drive out to the celebration site
- Create a 30-second spot for AMP TV to run regularly
- Get FONM into Monterey Weekly Christmas Giving program
- FORT Friends create Paypal donation venue on website for Fund
- Create a road ride in addition to mtn bike ride—involve Velo Club(s) and bicycle coalition that is forming

- Get the DLA brass band to play the special FONM composition like at Warhorse Day
- Entertainment should include military component, perhaps merge with Warhorse Day
- “Make a Difference Day” every week—do something positive for Ft Ord, even if picking up some trash
- For October event, consider Marina Firefighters BBQ as concessionaire—they donate some of proceeds to the FONM fund in return for being the food provider
- Shuttle busses to reduce #cars and increase the number of folks who can attend

V. Where Do We Go From Here?

A. **Group members’ goals and interests** The attendees described their interests to include:

- Volunteering to make specific events happen, which attracts people and raises profile of FONM, leading to better future events and more people who care.
- Overall protection of the FONM.
- Enabling FONM to achieve its promise and “be all it can be.”
- Enhance the economic drivers of ecotourism.
- It’s fun to be out there! Encourage young people to enjoy and care.
- Outlet for young people to enjoy nature and something positive, an alternative to gang activities and sedentary lifestyle.
- Influence characteristics of the FONM and decision-making process
- Promote FONM as something valuable and important
- Ensure Seaside residents experience “treasure in their backyard”
- Fundraising
- Signage on highways
- Use Mono Lake Committee as a model of comprehensive program of education, protection, fundraising, outreach to underserved youth etc. Red Rock Canyon in Nevada was also mentioned.

B. **BLM goals and interests** BLM staff did not attend but previous comments indicated a desire for a non-political group focused just on FONM, similar to Elkhorn SLought Foundation or Friends of Point Lobos.

C. **Other groups** We referred to previous list of many Ft Ord groups. Thoughts included: Each group has its own focused interest and fundraising priority for itself. Need to find areas of common interest to engage support for FONM. FORT Friends appears to be the closest entity that would serve as an umbrella 501-c-3 for FONM related events etc. Get Chambers of Commerce, business community involved. Create a canned presentation and speak at their meetings to engage them in FONM and opportunities.

- D. **How best achieve goals as a group?** (Ideas: Affiliation of existing groups that come together for specific FONM projects with one lead group; new 501-c-3 organization focused solely on the FONM on an ongoing basis; subset of an existing group... etc); **A brainstorming session** for all groups involved with Ft Ord was suggested, either in person or write ideas by a specific date with a goal to come up with shared vision, mission, name etc. It was noted that formation of FOAA (Access Alliance) is a new venue for folks with that specific interest.

VI. **Group Structure/Logistics in Detail** (likely will take a few meetings)

- A. **What is our mission?** Ideas included: Promote monument and ecotourism; getting underserved communities onto the land; hands-on volunteering; fundraising for projects; protect/support and preserve FONM; carry out Presidential Proclamation regarding military legacy and unique environments; support a military museum; determine what facilities can be built where to enhance visitor understanding of natural, military and cultural history; facilitate soldier reunions; enable nice trailheads with rentals and complementary facilities.
- B. **Primary focus?** See (A) above. .
- C. **Group name?** (Friends of...Association... Foundation ...Supporters etc.) We did not get into this.
- D. **Framework** (affiliation ... 501-c-3 non-profit... part of another group.. etc) we briefly discussed the range of options and the fact that many partner organizations who are 501-c-3 groups already exist that could be venue for fundraising.
- E. **Conservation Lands Foundation** (member of Friends Network?) we briefly described the benefits of CLF and need to research requirements; also can more than one group be in the network? (FORTF already involved)
- F. **Legal or other requirements** to achieve the type of group desired? (e.g.; State and IRS approvals for non-profit corporation; insurance issues; boards of directors; bylaws; funding/donations; communications/outreach; etc we did not get into this as time was running short.
- G. **Who is willing to put in the time, energy and money to make it happen?**
Henri noted that there needs to be a critical mass of at least 15-20 folks willing to be the catalysts to get other volunteers to make events happen.

VII. **Specific Follow-up Tasks** No specific tasks were assigned except Henri to do meeting summary (done!) and work on this brainstorming session.

VIII. **Next meeting Thu July 11 at 6 pm at Oldemeyer Center, Blackhorse Room**—second Thursday through December 2013

About 45 minutes will be set aside for Esselen Nation presentation plus Q&A.

We will then continue this discussion.