



2015 Northern California Chapter Council Meeting Notes and Summary  
Hosted by Wintu Audubon Society  
October 9<sup>th</sup> & 10<sup>th</sup>



**Wintu Audubon Society:** Larry Jordan, Linda Aldrich, Dan Greaney, Bill Oliver, Catherine Camp, Bea Currie, Connie Word, Mercedes Bailey, Chad Scott, George Horn, Harvey & Jeanette Carol, Len Lindstrand, Beth Brockman

**Plumas Audubon Society:** David Arsenault, Teresa Arrate

**Peregrine Audubon Society:** Ryan Keiffer

**Mendocino Coast Audubon:** Dave Jensen

**Redwood Region Audubon:** Chet Ogden

**Altacal Audubon:** Jennifer Patten, LeAnn McConnell, Ken Sobon

**Yolo Audubon Society:** Chad Roberts

**Mt. Shasta Audubon Society:** Rebecca Franco

**Audubon California:** Desiree Loggins, Daniela Ogden

October 10, 2015—Morning Bird Walk at Lema Ranch

**Bird List:**

- Anna’s Hummingbird, Northern Flicker, American Crow, Northern Mockingbird, Yellow-rumped Warbler, Dark-eyed Junco, White-crowned Sparrow, Golden-crowned Sparrow, Mallard, Pied-billed Grebe, Great Egret, Snowy Egret, Belted Kingfisher, Gadwall, Northern Pintail, Black Phoebe, Cedar Waxwing, Spotted Towhee, American Coot, Killdeer, Wilson’s Snipe, Band-tailed Pigeon, Nuttall’s Woodpecker, Yellow-billed Magpie, Western Bluebird, Lark Sparrow, Song Sparrow, Red-winged Blackbird, Wood Duck, Cinnamon Teal, American Goldfinch.



October 10, 2015—General Meeting at McConnell Foundation Headquarters

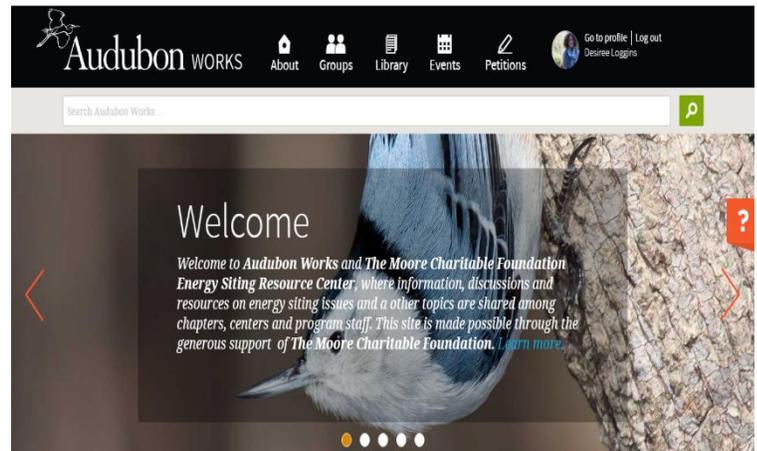
*Purple Martins at Shasta Lake Presentation by Len Lindstrand III [lindstrand@nsrnet.com](mailto:lindstrand@nsrnet.com)*

- Len Lindstrand III of Wintu Audubon Society reviewed his work on Purple Martin populations in Shasta Lake. Once considered fairly common in California, the Purple Martin has been listed as a species of special concern by the California Department of Fish and Wildlife. The species can be found in urban environments, nesting under bridges, but there is a regular population at Shasta Lake monitored by Len. His presentation reviewed current distribution and nesting habitat. Len is available for chapter program presentations.

*Audubon California Communications Talk and Announcements by Daniela Ogden [dogden@audubon.org](mailto:dogden@audubon.org) and Desiree Loggins [dloggins@audubon.org](mailto:dloggins@audubon.org)*

- Daniela Ogden, Marketing and Communications Associate for Audubon California overviewed her top 10 media tips. Daniela is available for chapter presentations and webinars. Tips are summarized below:
  - **Engagement Goals;** define your engagement goals. If looking for more members define what that means in detail. For example: Under 60 active members from specific region in the college community that can be groomed to be board members. Community engagement means members coming to programs and bird walks instead of STP (the same ten people). But this is only a preliminary step, because as Dave Jensen said, “I can name Lady GaGa, I know who she is, but I don’t engage with her”.
  - **Let multiple people own the communications role so you have total buy in and constant content;** storytelling is a powerful tool, because the things you do every day can be considered remarkable to others. Have members tell their stories and report them out as an engagement tool. Celebrate and applaud what members are doing to remind them why they volunteer.

- **Create compelling content;** recording as you go and archive content on your website so it can be found through search engines. Citizen Journalism is a great tool to engage audiences. There are free content housing websites like Medium and WordPress to do this on.
- **Follow trends yourself into them;** democratize the love of birds and break down the seriousness of birding—like sneaking veggies into kids’ snacks!
- **Use social media;** Websites can be out of date, but useful for archiving, Twitter is better for PR and advocacy, Instagram is popular with young people and bird photographers. Hashtags use is important as it acts like a search engine. Meet-up has follow through. Nextdoor.com is similar to craigslist. LinkedIn is can get you board connections and widens your outreach pool.
- **E-mail;** Start an editorial calendar so your content is consistent. Send Thank you e-mails to and cultivate members with follow-up so they don’t forget about you. Start a welcome series for new members. Mail chimp is a good resource for this. Encourage online sign-ups and event e-mails.
- **Make friends with other organizations;** Start “green minded partnerships”.
- **Make time;** try to spend 20 minutes a day on communications and engagement to it is focused and not overwhelming.
- **Ask your audience to do things;** people are hungry to help.
- **Use metrics to track what is working;** Google Ad Words is free to non-profits. Beth Canter has engagement trainings on her website.
- Desiree Loggins, Chapter Network Manager, Audubon California Announcements.
  - **Legislative Day;** Audubon California will be hosting its second annual Legislative day where chapter participants partner with Audubon staff on scheduled meetings with their local representatives and legislative staff.
  - **Engaging Diverse Communities Workshop;** Chapters have identified that engaging new audiences and bringing in diverse members and perspectives is important and also difficult. Audubon is partnering with a consultant that specializes in community engagement to lead an interactive workshops that will assist chapters in making the first steps to become more representative of their communities.
  - **Audubon Works;** a SharePoint platform for chapter groups and staff to hold discussions, ask questions, promote events, and add resources. All chapters should use Audubon Works to archive tools and best practices to support the network.



- **Audubon Blog;** Chapters are encouraged to reach out to Desiree if they have a story or project that should be reported on. Stories will be featured on the Audubon California website.

*Berryessa Snow Mountain Discussion and ask by Chad Roberts, Conservation Chair at Yolo Audubon*  
[recp@cal.net](mailto:recp@cal.net)

- Discussed legislation for the potential creation of an “Inner Coast Range Conservancy,” a state agency that will function as the Sierra Nevada Conservancy, the Santa Monica Mountains Conservancy, and the Coastal Conservancy do. The new conservancy will encompass lands within the chapter territories of several of the chapters in this council. Broad regional support is needed for the proposed conservancy, “which can only develop when people are familiar with the concept and knowledgeable about the benefits that a conservancy brings for regional conservation projects.”

*Climate Activist Presentation by Chad Scott of Wintu Audubon Society and Teresa Arrate of Plumas Audubon Society* [climate@wintuadubon.org](mailto:climate@wintuadubon.org).

- Two chapter representatives from the Northern California Council have been selected by Audubon CA to share the word about climate change and National Audubon’s Climate study to their regions.
- They provided a brief overview of the science in the Audubon climate report. ([https://www.youtube.com/watch?v=aN2-a82\\_3mg](https://www.youtube.com/watch?v=aN2-a82_3mg)). The goal is to educate, invigorate, and mobilize. 126 species are projected to lose more than 50% of their current range by 2050. 188 species to lose 50% of current range by 2080. “It’s real, it’s us, and it’s bad, BUT...we’re working on it” The Climate Activist are developing templates for chapters to adopt and are planning a single regional summit. “Every chapter already has project that fits with this effort. Let’s find ways to further incorporate climate issues in your programs” Contact [climate@wintuadubon.org](mailto:climate@wintuadubon.org) for more information.

*Northern California Chapter Reports:*

**Altacal Audubon Society:** Working with the Lands and Refuges Director at the Chico Water Treatment Plant to maintain the area for bird habitat. The chapter also has a Saw Whet Owl Study. They also have a Toyota Together Green Grant that supported their Certified Neighborhood Habitat program. A member of the Butte Environmental Council partnered with Altacal and conducted a neighborhood habitat seminar in their yard while 25 or so people worked transforming 3000 sq. ft. The properties water usage was cut by 50%. Jennifer Patton manages the chapters Snow Goose festival which has been running for 17 years. The five day event is good for outreach and has grown over time.

**Redwood Region Audubon Society:** Chapter hosts Godwit Days festival and has David Sibley as the keynote speaker. Chapter has been working on the problems that come from cannabis cultivation and habitat destruction by illegal growers. There will be an initiative going on the state ballot addressing this in June of next year. Chapter has been working with Audubon California to improve a proposal from Humboldt Bay harbor district that will increase oyster cultivation.

**Peregrine Audubon Society:** Chapter often works with Redbud and Mendocino Coast Audubon on projects. They have historically positive meeting attendance and their programs vary from different

topics on birds. On average 60-80 individuals attend. They have a few under 50 board members and have started outreach via Facebook, Twitter, and radio ads. The chapter is beginning a new series called Beginner Bird Walks that will occur 2-3 times a year. One for waterfowl, one for spring migrants, and one for fall. Their hope is to bring in a younger crowd. The local paper features their CBC and they try to make them handicap accessible. The day ends with a group dinner. Chapter provides money and transportation to students for outdoor education programs in the region.



**Plumas Audubon Society:** Began 4<sup>th</sup> year of Flammulated Owl surveys and is studying the effects of forest management on populations around Lake Davis. Beginning the 6<sup>th</sup> year of grebe surveys at Lake Almanor, Eagle, Davis, and Antelope. Only Lake Almanor had successful breeding. Plumas has also partnered with the Forest Service on Goshawk, Spotted Owl, and Yellow Legged Frog Surveys. Plumas Audubon is also partnering with the local school district for a 5<sup>th</sup> grade “Bird Year”, a pilot at one elementary school where the 5<sup>th</sup> year will be focused on birds. Plumas is assisting with developing a curriculum. Additionally, they are working in planning a Grebe festival in August at Lake Almanor. The 19<sup>th</sup> and 21<sup>st</sup> are tentative dates.

**Mt. Shasta Audubon Society:** Chapter was very active in the mid-80, but had a drop in activity. Now they are focusing on picking activity again through Facebook outreach and field trips. They are competing in a small area with many other non-profits. Their programs feature bird slideshows that are very popular, and they are hosting a raptor field trip in December. The chapter applied to a Forest Service grant and is working on a program. They are also working with inmates from Deadwood Conservation to remove noxious weeds. They also sell their Birders Guide to Driving Routes in Siskiyou County at bookstores.

**Mendocino Coast Audubon Society:** Busy with education and conservation programs. Recently learned that D&O insurance is very important and relatively inexpensive. Believes Audubon California is making a commitment to work with chapters and chapter will continue to push for more engagement. Wants to see professionally written articles in Audubon Magazine that benefits chapters and helps build capacity. Proud of local newsletter and working on improving social media.

**Wintu Audubon Society:** Chapter conducts a beginner walk each month and goes into classrooms and other venues with field guides and binoculars. They teach students how to ID birds, how to use binoculars and go outside for 20 minutes. Wintu also writes a monthly article in the local paper on birds and bird issues. This year will be their 40<sup>th</sup> CBC. Chapter uses Meet up and moved collaboration tools to Google Aps for non-profits. It handles e-mails and accounts for members. Recommends Audubon CA Capacity Building Workshops. Engages homeowners on a new level with Humming Birds at Home project. Operates successful Burrowing Owl project.