post

Oct 28, 2025 **Minutes of the Soarin Hawk, Board of Directors**

Attendees – M Dobbs, L Weber, A Candor on phone, M Watts, J Hardy, G Stewart, J Moore. A Butler not able to attend. T Geers sadly deceased.

Sept Minutes - approved

Guest presentation – Lana Maeve Thompson. Lana encouraged more frequent posting on FC, Instagram, and TikTok to provide more regular continuity and greater audience participation. (More clicks raise us higher in the algorithm.) She discussed financial ramifications of a strong presence on social media, making comparisons with Black Pine, FW Zoo, Acres, her own postings, and others. She encouraged new content every day and suggested we hire a part time person. The board discussed the benefits of a program called Patreon or charging a monthly fee to get exclusive social media service. In response the board began making a list of plans/discussion topics for the near future. Thise included 1. GAH for next time. 2. Social media and use of it to already begin prepping/marketing for next GAH. 3. Putting money in next year's budget for social media. 4. Forming a subcommittee to make a plan for greater social media postings. Jacob and Lou volunteered. Lana offered free consulting. 5. Metrics. 6. Prioritizing projects to make a budget for next year. 7. The idea of a membership club perhaps with evening activities or other perks. What could be the benefits? 8. The number of birds that do not get released.

GAH recap – Mark, Mike – We discussed successes and ways to improve the next GAH. Netted $28,000. We agreed that we need to start talking now about when, where, what for the next one. We don't want to be planning the next one within just a few month's time.

Jefferson's new pen – Mark – Board discussed shapes and water feature. Next step is Gigi getting requirements, then Ross can be scheduled to see the county regulators.

Financials – Mike – expenses will exceed budget for this year, but thanks to donations, our savings can cover for now.

Investment advisor – Andy and Mike – a recommendation was made to begin investing with a particular advisor. At this time the Board did not vote on the proposal until Mark has a chance to meet with the two advisors under consideration. Once Mark provides an assessment of the advisors, the Board would like to vote on this issue via email so that we can move forward with a plan within this bull market and not wait a whole month. Mark is willing to rejoin the finance committee.

New bird acquisitions (Peregrine, Kestrel) – for now all transfers have been halted during fed government shutdown, but Gigi will let us know when transfers can be made and is the contact person for this. Mark and Gigi will pick up Peregrine when time comes.

Christmas and employee recognition party – Lou will make check reservation for Southwest Conservation Club for Sunday, Dec 7 or 14 from 1:00-4:00. Gigi is making preparations for food and surprises.

Selection of nominating committee and board member roles – Andy – send interest in officer roles to Abi before next meeting. In Ted's absence, new board members are needed. Please try to think of other interested people as candidates.

New business – 1. Andy will ask for a proposal from the consultant he has been working with to help us decide if we are a working board or a governing board, and other organizational matters. Consultant may be helpful in guiding us through exercises within a half day retreat. 2 Mark suggests we begin thinking about new addition to rehab building as a further project. He has volunteered to be on a subcommittee. A sketch has already been created by a volunteer, and another person has volunteered for drafting.

Next meeting - November ? Abi will suggest a next meeting time.

Secretary Report – Minutes respectfully submitted by Lou Weber