

**Arboretum National Advisory Board  
Crown Council Report  
April 2014**

**Summary of Meeting Discussion Topics**

- The Arboretum National Advisory Board really solidified itself as a group and in its purpose this year transitioning from the former Friends of the Arboretum board to a strategic advisory and support group
- The year was focused on creating a strategic plan and annual objectives
- Scott Moeller updated a previous Arboretum Strategic Plan that was based on a format that combined history, vision, narrative, and implementation ideas with some timelines
- The group has struggled with understanding all the aspects of the Arboretum and its programming and has struggled with how to prioritize these area
- Philosophically the group agreed that if the College is going to have an Arboretum
  - First, be committed to maintaining this living laboratory
  - Second, be committed to not just have a nature preserve, but should be building partnerships and programs to connect the campus community and the surrounding community to come to the Arboretum for education, relaxation, and recreation
- A working group of NAB members developed a framework of the strategic areas of the Arboretum (see attached diagram), developed objectives under each area, objectives were given a completion year
- 2014 Objectives are attached with updates
- From this planning there is a clear list funding ideas
  - A working group of NAB members is meeting with an Advancement Gift Planner to invite donors
- The overall plan also has provided the needed framework to direct the work of the NAB

**Members**

Mark Braun – Campus Facilitator

John Chamberlain

Connie Fortin

Bruce Gray

Dan Knight

Harriet Mason

Kay Moline - Chair

Krisan Osterby

Bill Pedersen

Ed Schneider

Kim Sogaard

Chuck Syverson

Buster West

Gary Wyatt

Scott Moeller – Arboretum Director and Naturalist

