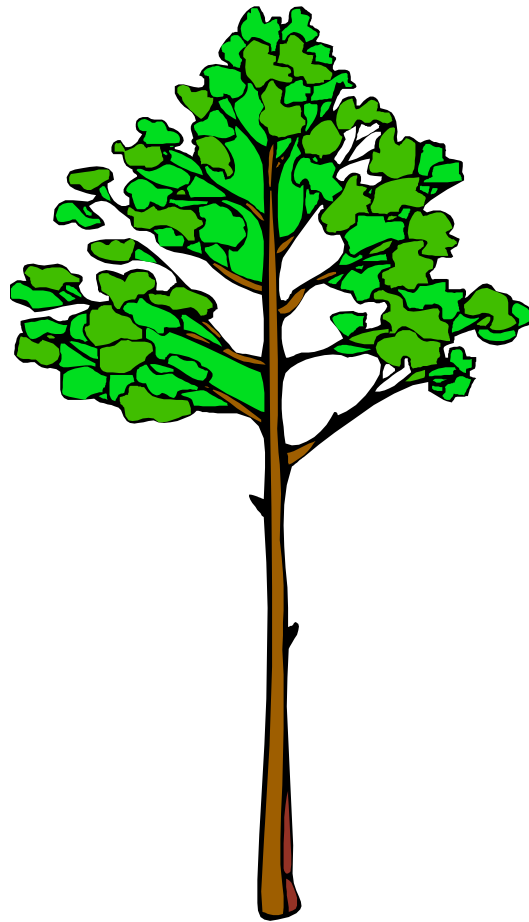


2006 Annual Report

Mid-Michigan Environmental Action Council (Mid-MEAC)



~Helping people transform environmental concern into action.~

Mid-MEAC
P.O. Box 17164
Lansing, MI 48901
517-485-9001
www.midmeac.org



Produced February 2007 by Sustainable Solutions

I. 2006 Programs: Green Transportation, River Protection, Policy & Advocacy

Green Transportation

Smart Commute

In May 2006, the Smart Commute program offered four bicycle commuting classes attended by 100 people, and held a competition week in which over 300 people from 25 companies logged nearly 2,000 “smart trips”. The program also increased the reach of its messaging through media exposure, print advertising, radio interviews, table-top exhibits, a downtown festival, an awards ceremony, and public support from Lansing Mayor Virg Bernero.

Funding and in-kind support for this program is provided by the Michigan Energy Office, Ingham County Health Department-Moving Our Communities Toward Health Project, Ingham Regional Medical Center, League of American Bicyclists, Tri-County Bicycle Association, and Capital Area Transit Authority’s Clean Commute Options Program.



People for Transportation Options

The People for Transportation Options (PTO) group served as a networking and brainstorming arena, with monthly meetings at various locations. The PTO group led to connections that facilitated the formation of the Lansing Mayor’s Task Force on Walking and Bicycling. The task force was officially announced on October 20, 2006, with Mid-MEAC contractor Jessica Yorke co-chairing. PTO funding from Ingham County Health Department also allowed Mid-MEAC to design an “active travel” study, to be implemented by the Mayor’s Task Force, and to assist in organizing and promoting the February Land Use and Health Mini-Conference.

Funding for this program provided by the Ingham County Health Department’s Moving Our Communities Toward Health Project.

Lansing Mayor's Task Force on Walking & Bicycling

In October, November, and December 2006, Mid-MEAC facilitated planning sessions of the Lansing Mayor's Task Force on Walking & Bicycling. These sessions resulted in a list of 14 "action items" for the task force, and the formation of two sub-committees within the task force that will implement the action items.

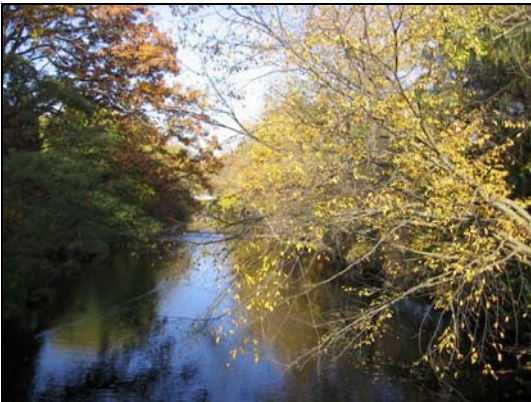


Left to right: Lansing Mayor Virg Bernero,; John Lindenmayer, League of Michigan Bicyclists and Mid-MEAC board member; Jessica Yorko, Mid-MEAC; Tim Potter, MSU Bikes.

Funding for this program provided by the Ingham County Health Department's Moving Our Communities Toward Health Project.

River Protection

Volunteer Stream Monitoring



Red Cedar River photographed by Geoff Larson.

The Volunteer Stream Monitoring Program received funding and technical assistance from the MiCorps program, and re-focused monitoring efforts on the Red Cedar River Watershed. In September and October, Mid-MEAC program coordinators recruited and trained 20 new volunteers who collected macroinvertebrate samples and completed datasheets for four sites. The timeline for the MiCorps grant for this program is from July 2006 through June 2008, and includes a total of four monitoring sessions and two habitat assessment sessions; and data processing, submission, and communication of all information collected.

Funding for this program is provided by the MiCorps program of the Great Lakes Commission, and technical support provided by the Huron River Watershed Council. Special thanks to program experts Geoff Habron, Kay Edly, and Matt Flechter for generously donating time and expertise to this project, to all of the volunteers to participated in the trainings, monitoring, and identification sessions, and to the Friends of the Looking Glass River for sharing nets, waders, and other equipment.

Other River Protection and Education Efforts

In February 2006, Mid-MEAC coordinated an advocacy effort that allowed the Lansing Public Service Department to move forward with installing rain gardens along Michigan Avenue in Lansing, between Capitol Avenue to Pennsylvania Avenue. The project will make Lansing the first major city to utilize rain gardens to absorb the first half inch of rain in its downtown, significantly reducing storm water pollutants that enter the river. Part of the project includes measuring the extent to which pollutants are prevented from entering the river.



Early rendering of the proposed streetscape enhancements along Michigan Avenue, including rain gardens.

In July 2006, Mid-MEAC worked with Faith Church on Lansing's north side to organize a volunteer storm drain labeling project for trains in both Lansing and Lansing Township. Mid-MEAC also worked with St. Vincent Catholic Charities to organize a series of environmental service learning projects for children living at the St. Vincent Home for Children.

Other Policy and Advocacy Work

In late December 2005 and early January 2006, Mid-MEAC board members and contractors served on the Lansing Mayor's **transition team on the environment** which provided recommendations to Mayor Bernero regarding short term and long term environmental goals for the City of Lansing.

Mid-MEAC also attended several sessions of the Tri-County **Land Use and Health** Team, providing recommendations and assistance to the group.

In October 2006, Mid-MEAC sent a special request for letters of support to Lansing City Council regarding budget priorities for **river protection and non-motorized transportation** projects. The request was sent to Mid-MEAC's electronic contact list of about 1500 people.

On December 20, 2006, Mid-MEAC participated in a strategy session between the Lansing Mayor's office and the Lansing Board of Water and Light regarding **energy goals** for the city, providing several reports, models, and best practice information on what other cities are doing.

II. 2006 Board Development, Capacity Building, and Fundraising

Board Development

2006 Board Roster:

President (leaving office 12/06)

Gene Townsend, Odeena Development

At large:

Vice President

Vacant

Elizabeth Harrow, Architect

Treasurer

MC Rothhorn, Northwest Initiative (leaving office 12/06, elected as 2007 President)

John Lindenmayer, League of Michigan Bicyclists

Bethany Renfer, Clean Water Action

Secretary (term ended spring 2006)

Tim Bogar, Lansing Labor News

Art Slabosky, Michigan Department of Transportation

Secretary

Geoff Habron, MSU Fisheries and Wildlife

Ron Whitmore, Integra Consulting

Board Changes in 2006

In the spring of 2006, Timothy Bogar completed his three-year term on the Mid-MEAC board. A Mid-MEAC member and volunteer for more than 10 years, Tim gladly jumped into a number of projects that needed additional volunteer assistance to move forward. He provided all of the layout and graphic design work for the 2003 Mid-Michigan Trails & Greenways Map, dutifully helped with a number of direct mail appeals, entertained crowds at Mid-MEAC events with his amazing story-telling, started the electronic newsletter in 2004, and staffed his fair share exhibit tables. He also served as the board secretary in 2004 and 2005. When Mid-MEAC moved into its new office in the Impression 5 Museum building in 2004, Tim donated the first three months rent! Tim's love of nature and the environment, willingness to contribute, and thoughtful manner on board decisions were tremendous assets to Mid-MEAC during his service.



Tim Bogar telling stories at a 2003 Mid-MEAC membership event.

Following Tim's departure, Geoff Habron assumed the role of board secretary.

In the summer and fall of 2006, the Mid-MEAC board of directors welcomed John Lindenmayer of the League of Michigan Bicyclists and Bethany Renfer of Clean Water Action. John and Bethany bring experience in fundraising, grassroots organizing, non-motorized transportation, and river protection.

At the December 2006 board meeting, MC Rothhorn was elected as the new board president, and he will begin his term in January 2007. Mid-MEAC thanks MC for serving as the Mid-MEAC Treasurer for the past three years. He has done an excellent job of providing accurate and timely financial reports, working with others to create a new financial reporting system, and staying on top of all of Mid-MEAC's bookkeeping, bill payment, insurance, tax, and other financial responsibilities. MC's organizational skills will serve him well as Mid-MEAC's new board president.

Gene Townsend served as the Mid-MEAC board president from 2001 through 2006. Gene provided immense leadership, volunteer time, and financial contributions to help Mid-MEAC start new programs and accomplish the goals in of its 2001 strategic plan. During his time on the board, Gene contributed over \$5,000 to the organization. In 2001 and 2002, Gene worked as much as 20 hours per week helping start and carry out Mid-MEAC programs. Gene not only helped the Mid-MEAC board develop a systematic and deliberate approach to decision-making, he also stuffed plenty of envelopes, hauled equipment and supplies for events and programs, planted trees, and helped find bugs in the river. Mid-MEAC looks forward to Gene passing on his vision, strategic approach, and direct-action spirit to the incoming board president.

Capacity Building

Annual Fund Workshop

On October 28, 2006, Mid-MEAC held the Annual Fund Workshop to help its board members, as well as other groups in the community, learn the basics of how to start an annual fund campaign and raise unrestricted funds. The class was taught by Carole Pence of Pence Consulting, a fundraising consultant with over 20 years of experience. A book was developed for the class, using materials from The Fund Raising School at the Indiana University Center on Philanthropy, where Carole is also a faculty member. Twenty-seven people attended the class, including six Mid-MEAC board members.

Special thanks to Michigan Environmental Council for contributing \$500 to co-sponsoring the event, to the The Fund Raising School for the \$500 discount, to Pence Consulting for waiving travel and lodging expenses, and to Urban Options for hosting the event for no charge.

Fundraising

2006 Fundraising Activities

Mid-MEAC fundraising activities in 2006 included raising \$3,600 in sponsorships for Smart Commute '06; \$8,200 in grant funds for Smart Commute '07 and for the Lansing Mayor's Task Force on Walking & Bicycling; and a total of \$3,694 in membership dues and donations.

Dues and donations were raised from two direct mail appeals, a house party on October 19, 2006, and a donation appeal in the December 23, 2006 e-newsletter.

All of the fall 2006 membership renewal letters were hand addressed and included personal notes and signatures from Mid-MEAC board members and contractors. The fall house party was made possible by board member Liz Harrow, who hosted the party in her home and provided all of the refreshments.



2006 Financial Contributors – THANK YOU!!

Grantors: Michigan Energy Office, Ingham County Health Department, Great Lakes Commission

Sponsors: Ingham Regional Medical Center, League of American Bicyclists, CATA Clean Commute Options, Tri-County Bicycle Association

Top Individual Donors for 2006: Mr. Gene Townsend (\$500) and Ms. Jean G. Nicholas (\$400)

Major Donors (\$150 - \$200): Mark Wyckoff, Ron Whitmore, and Carol Ingall.

Outstanding Donors (\$75-\$149): Karl and Mary Zollner, Katherine and Douglas Johnson, Hedlun and Stephanie Hirschert Walton, Anthony Dipiazza, Bethany Renfer and Matt Flechter, John Lindenmayer & Sarah Schillio, Wetland and Coastal Resources, Timothy Bogar, and Nancy and Tom Krupiarz.

Fabulous Donors (\$50-\$76): Kathy Cavanaugh, Kerrin O'Brien, Brandy Peterson, Jonnie Sullivan, Robert Rusch, Arthur Slabosky, Margaret Kingsbury, Curt Joan Guy, Jessica Yorke, MC and Tamiko Rothhorn, Mark and Cindy Servis, Gail Seiter, Ray Severy, Kathleen Fay & Barb Slovisky, Elizabeth Fedorchuk, James Clift, and Cara Clore.

Super Members (\$5 - \$49): Georgia Peterson, Libby Rice, Kris Morrissey, Kristin Bott, Karen White, Paul Zuger, Chuck and Kathleen Calati, Daniel Finks, Beth Monteith, Alice Austin, Joyce Benvenuto, Art Korroch, Martha Knorek, Margaret and Harley Jensen, Taylor and Sally Heins, Robert A. Cool, John Sarver, John Hesse, Jim Bedford, Matthew and Bree Woodruff, Diane Holman, Cherry and Terry Hamrick, Mary Ording and Chris Howe, Sharon Goble, Carol Rall, and Jessica Kovan.

III. Communications

In 2006, Mid-MEAC sent a **monthly electronic newsletter** to approximately 1500 contacts. Newsletters featured information on Mid-MEAC programs and volunteer opportunities; Mid-MEAC advocacy issues; local classes, workshops, conferences, meetings, and events on environmental topics from recycling to energy to land use; state and federal environmental legislation; and other local programs and projects.

In 2006, the Mid-MEAC **website** was updated monthly to reflect new volunteer opportunities, events, and program developments.

Other communications in 2006 include hundreds of additional program-specific **phone-calls, emails, an in-person visits and meetings**.

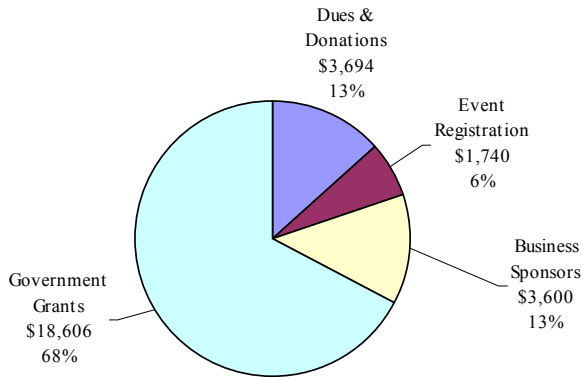
IV. Finances

For the fiscal year January 1, 2006 – December 31, 2006

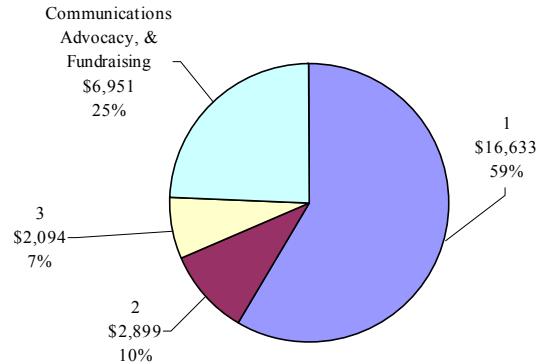
	Green Transportation Programs	River Protection Programs	Annual Fund Workshop	Communications, Advocacy, & Fundraising	TOTAL
Income					
Dues & Donations	\$5	\$55	\$0	\$3,634	\$3,694
Event Registration	\$0	\$0	\$1,740	\$0	\$1,740
Business Sponsors	\$3,600	\$0	\$0	\$0	\$3,600
Government Grants	\$13,330	\$2,844	\$0	\$2,432	\$18,606
Total Income	\$16,935	\$2,899	\$1,740	\$6,066	\$27,640
Expense					
Office Rent & Insurance	\$0	\$0	\$0	\$1,925	\$1,925
Supplies & Equipment	\$52	\$271	\$0	\$0	\$323
Contracted Services	\$11,018	\$2,353	\$1,500	\$3,000	\$17,871
Telephone	\$0	\$0	\$0	\$530	\$530
Printing & Postage	\$1,610	\$243	\$318	\$724	\$2,894
Website & Email	\$1,000	\$0	\$0	\$773	\$1,773
Rental Services	\$218	\$0	\$0	\$0	\$218
Ads & Promo Items	\$2,565	\$0	\$0	\$0	\$2,565
Food, Bev, & Music	\$170	\$32	\$276	\$0	\$479
Total Expense	\$16,633	\$2,899	\$2,094	\$6,951	\$28,577
Net Income	\$302	(\$0)	(\$354)	(\$885)	(\$937)
	<i>(\$302 earmarked for 2007 Green Transportation Programs)</i>		<i>(\$1239 deficit to be raised in 2007, or draw down from Mid-MEAC's cash reserves.)</i>		

IV. Finances, cont'd

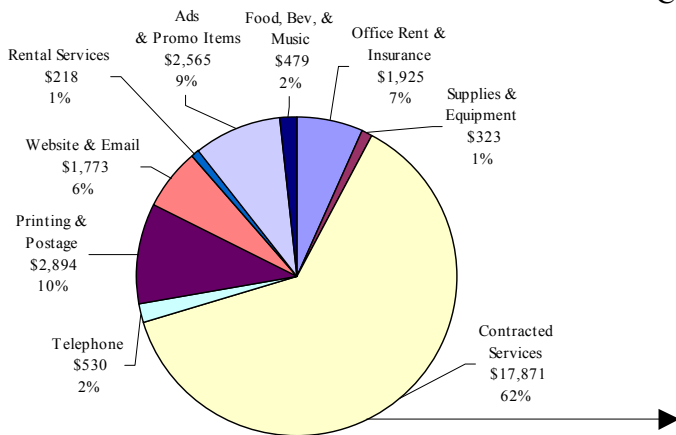
Income Sources by Type



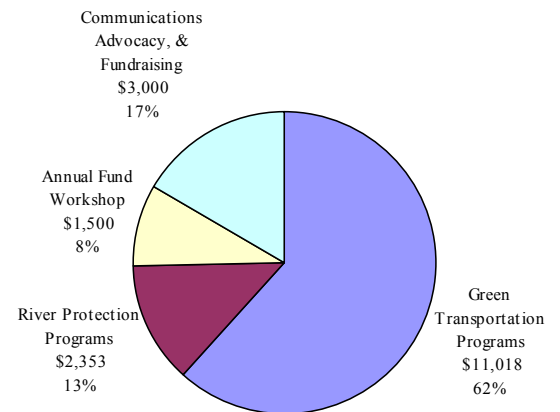
Expenses by Program Area



Expenses by Type



Contracted Services by Program Area



V. Plans for 2007

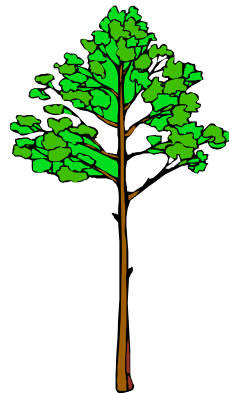
For 2007, the Mid-MEAC board has developed ambitious goals and objectives around **Green Transportation, River Protection, Land Use, Sustainable Practices, and Operations**. Objectives include working to pass a Complete Streets Resolution and implement a Walking and Bicycling Plan in the City of Lansing and adjacent communities; conducting an “active travel” study for baseline data on current walking and bicycling levels; facilitating at least 3,000 “smart trips” for Smart Commute ’07; producing and distributing active travel maps and guides; providing support to rain garden efforts; researching low-impact development ordinances for adoption in Mid-Michigan; creating baseline water quality data for the Red Cedar River; and hosting monthly events that provide opportunities for direct action around Mid-Michigan land use issues.



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Join the action!

Learn how at www.midmeac.org or call 517-214-5684