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CALL FOR BOARD MEMBERS

Sonoma Land Trust seeks leaders to amplify our mission and vision by providing clear and strategic oversight as we work together to implement natural climate solutions, reduce biological diversity loss, restore functioning habitats, and engage new voices in conservation for our future.



WHO WE ARE

Sonoma Land Trust is a local, non-governmental, nonprofit organization funded largely by membership contributions. The Land Trust works closely with private landowners, Sonoma County Ag + Open Space, and other public agencies at all levels of government, nonprofit partners, and foundations. Sonoma Land Trust is a member of the California Council of Land Trusts and is accredited by the national Land Trust Accreditation Commission. Since 1976, Sonoma Land Trust has protected nearly 60,000 acres of ecologically productive and environmentally significant land in and around Sonoma County.

Our county is one of the most beautiful and biologically diverse counties in the United States. We believe that its landscapes and habitats are the source of our physical and economic health, and a treasure that should be enjoyed by all of our communities. From acquiring land and conservation easements to restoring land and the natural properties on which we depend, to protecting land for wildlife and recreation, we work tirelessly to find ways to preserve the unique ecosystems and natural communities of

Sonoma County. In addition to clean air and water, healthier forests, and the many other benefits that nature provides, we offer programs to engage directly with the land through outdoor activities and outreach.

We maintain a diverse and expansive network of partnerships to accomplish a wide range of projects. Thanks to the generosity of those who trust in our work, we have been carrying out this mission for nearly 50 years.

Mission

Sonoma Land Trust partners with local communities to protect the open, natural, and working lands and waters of Sonoma County to secure healthy and thriving futures for all.

Vision

By 2030, Sonoma Land Trust will have protected and restored tens of thousands of acres of land to nurture resilient, adaptable habitats and open space for everyone.



CASE STUDY IN COLLABORATION

Santa Rosa Southeast Greenway

Sonoma Land Trust is partnering with the City of Santa Rosa to purchase the Southeast Greenway from Caltrans to transform what is now a two-mile abandoned freeway right-of-way into a new, 47-acre urban greenway park and open space amenity for the largest city in Sonoma County. This long-neglected and vacant property would become the City's "Central Park," threaded with paths for cyclists and pedestrians and populated with community gardens, pocket parks, art displays, and new outdoor play and education opportunities for nearby underserved schools.

The Greenway will offer many environmental and social benefits, providing thousands of city residents with access to a park within a 10-minute walk from their homes. It will connect Santa Rosa's beloved three-park complex and the Sonoma

Valley Trail to nearby diverse, high-density urban communities for the first time, and also provide safe, car-free access to other adjoining pedestrian thoroughfares. In addition, the Greenway will provide a unique opportunity to restore part of Santa Rosa's natural world by restoring creeks and wildlife habitat. The City has also zoned two portions of the property as suitable for much-needed housing development, which will help alleviate the acute shortage of affordable homes in Sonoma County.

The project is led by a strategic coalition of agency and nonprofit partners, including the City of Santa Rosa, Sonoma Land Trust, Sonoma Water, Sonoma County Regional Parks, and LandPaths.

To learn more about this project and other current initiatives, please visit sonomalandtrust.org/current-initiatives



OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Our commitment to diversity, equity, and inclusion is integral, not auxiliary, to our mission as we work in partnership with local communities to secure healthy and thriving futures for all.

To realize this vision, Sonoma Land Trust has undertaken a collaborative effort uniting the voices and contributions of both our dedicated staff and respected board members. Through an inclusive process that embraces diverse perspectives and experiences, we strive to embody our values and translate them into tangible action.

To achieve our mission of protecting the land of Sonoma County forever, we need an array of voices reflecting our community—a rich diversity of talent, backgrounds, and beliefs—embodied in our board, staff, interns, volunteers, landowners, donors, partners, and program participants.

We acknowledge that there is much work to do to ensure that our programs, land preserves, and resources are shared equitably with the community. Further, we know there are many people we have yet to engage in our work, and we must overcome the cultural, geographic, and economic barriers and historical traumas that hinder our progress in doing so.

To best serve the people of our community, we commit to taking the actions outlined in the midpoint update of our 10-year [Diversity, Equity, and Inclusion \(DEI\) Plan](#).

WHY SERVE ON THE BOARD OF DIRECTORS?

Joining the Sonoma Land Trust Board of Directors is an extraordinary opportunity to make a lasting impact on the preservation and stewardship of Sonoma County's natural beauty. As a board member, you will help guide the organization's mission and strategy. Your contributions will directly support efforts to address the most urgent challenges of our time, and ensure that Sonoma County remains a vibrant and healthy place now and for future generations. This is a chance to align your personal values with meaningful action on climate change, biodiversity loss, and environmental justice, and to use your unique skills and perspective to shape the future of conservation in the region.

Beyond making an impact in the world, serving on the board offers personal and professional growth in a collaborative, dynamic environment. You will join a group of passionate leaders, engage with conservation experts, and build connections with community partners who share your dedication to healthy ecosystems and equitable access to its benefits. The board's commitment to inclusive decision making ensures your voice will be heard, valued, and impactful. Sonoma Land Trust provides an inspired platform to channel your energy, expertise, and passion for the environment into tangible results that benefit the land and its people.



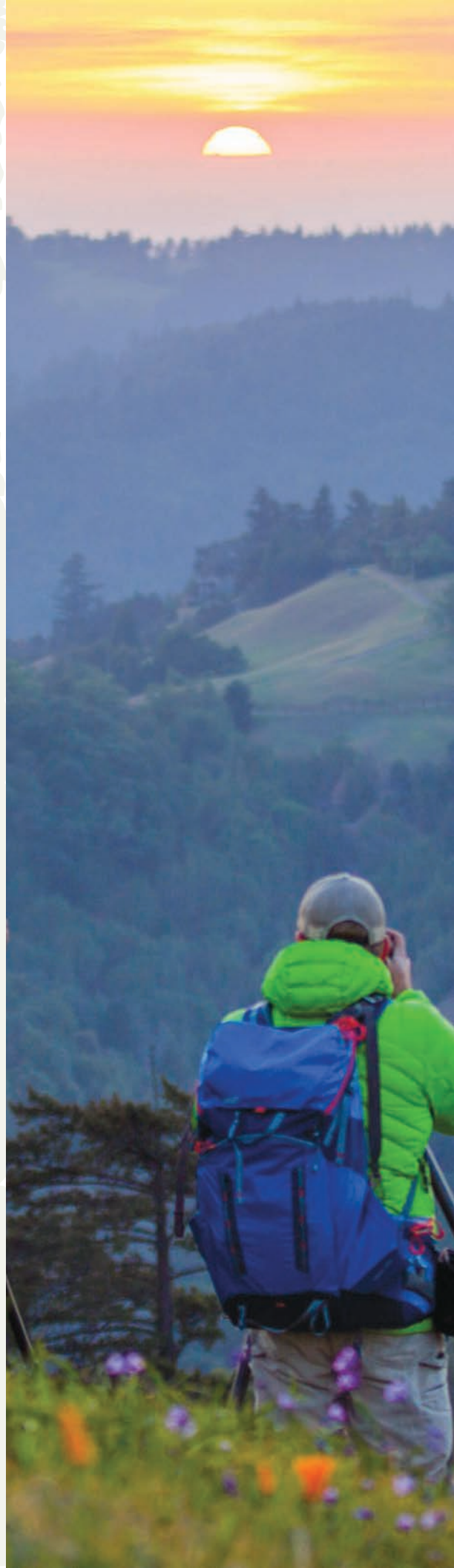
JOIN OUR TEAM OF COMMITTED LEADERS

We are looking for a cohort of four new members to join our board. We value fresh perspectives and unique skills that help shape our work and we invite individuals from all backgrounds to apply. Whether you are passionate about protecting the natural beauty and vitality of Sonoma County or you are deeply committed to serving its diverse communities, your voice can bring essential depth and impact to our leadership. Joining the board is an opportunity to make a meaningful difference by advancing conservation efforts, fostering equitable stewardship, and ensuring the benefits of our work are shared across all communities. Even if you don't meet every criterion, we encourage you to apply—your passion and dedication may be what we need to strengthen our mission.

As a Sonoma Land Trust board member...

You must be...

- ✦ Passionate about the mission and vision of Sonoma Land Trust
- ✦ Prepared to dedicate your time and actively participate in board meetings, committees, and donor-related activities
- ✦ Enthusiastic about growing your knowledge and understanding of the biological, economic, and social contexts within which our work takes place
- ✦ Committed to ethically produced science and Indigenous knowledge in guiding our conservation work
- ✦ A strategic thinker with the ability to work toward long-term goals while advising on evolving opportunities and challenges
- ✦ A champion of diversity, equity, and inclusion principles who actively promotes inclusive decision-making and governance practices and fosters a culture of belonging
- ✦ A strong communicator, a good listener, and emotionally intelligent with the ability to build relationships with diverse constituents
- ✦ An effective collaborator who is respectful of different opinions, perspectives, approaches to challenging issues with professionalism and empathy as we work together toward shared goals





You might be...

- ★ Have expertise in a field relevant to our organization's mission, operation, or programs, such as:
 - Nonprofit governance or executive management
 - Organizational leadership, strategy, and planning
 - Fundraising and development
 - Finance, accounting, or investment
 - Marketing and communications
 - Human resources, DEI leadership, or organizational culture
 - Science, research, or conservation
 - Law, policy, or advocacy
 - Community engagement or coalition-building
 - Land use, city planning, landscape design, or architecture
 - Public health or medicine
 - Education
- ★ Be connected to communities that the Land Trust seeks to represent and engage through its work, including:
 - Tribal Nations or Indigenous groups
 - Black, Latino, Asian, or other communities of color
 - Farmers, ranchers, land owners, or natural resource managers
 - Potential donors or supporters
 - Other underrepresented communities



You don't need to have...

- ★ A professional background in conservation or land trusts, nor expertise in land acquisition or stewardship
- ★ Significant philanthropic resources



CURRENT BOARD MEMBERSHIP

Scott Hafner,
Board Chair

Gregory Appling,
Vice Chair

Philip Jensen,
Vice Chair

Ellie Rilla, Secretary

Marie Andel

Simon Blattner

Robert Brent

Dianne Brinson

Clay Clement

Anita Das

Frank Dean

Liz Fisher

Duncan Higgons

Quincey Thompkins
Imhoff

Nancy Otto

Tim Portwood

Allison Sanford

Judy Scotchmoor

Lewis Warren



Board members will collaborate to oversee these key areas, ensuring effective governance of Sonoma Land Trust and promoting equitable and inclusive practices in its work. We expect our board members to demonstrate engagement in various areas related to their expertise, interests, and motivation for growth and development.

Expectations

- ✦ **Board Meeting Attendance:** Attend board meetings regularly and engage actively by sharing your ideas, expertise, and thoughtful contributions to discussions that guide the organization's direction.
- ✦ **Committee Involvement:** Participate in standing and ad hoc committees as needed, offering your skills and experience as appropriate.
- ✦ **Strategic Planning:** Shape Sonoma Land Trust's future by contributing to the creation, adoption, review, and refinement of goals, work plans, and strategies while monitoring and evaluating the success of the organization's initiatives.
- ✦ **Fundraising and Membership Development:** Contribute financially to the extent that you can. Support staff in identifying, introducing, cultivating, soliciting, and stewarding donors.
- ✦ **Community Engagement:** Be an ambassador for Sonoma Land Trust. Represent and promote the organization and help build relations in the community to ensure that the Land Trust's programs and services appropriately address the community's needs.
- ✦ **Financial Oversight:** Review and approve the annual budget, periodic financial statements, and the annual audit to ensure strong practices and accountability. Abide by financial management policies addressing procurement, investments, and other financial issues.
- ✦ **Human Resources:** Help build a diverse and effective board, support and evaluate the Executive Director, contribute to personnel policy decisions, and advocate for an equitable and inclusive organizational culture.



Time Commitment

Board service will vary; however, the general time commitment expected from board members is six to ten hours per month, including preparation and attendance for:

- ✦ Six board meetings annually
- ✦ Monthly Committee meetings
- ✦ Occasional special requests
- ✦ Donor events and other special events attendance as needed

The board has six committees: Executive, Board Affairs, Finance, Investment, Development, and Audit. Each director is expected to serve on at least one committee.

Selected board members will begin their term following the Annual Meeting in May 2025. Board members are elected for three-year terms and may serve up to three consecutive terms.

Giving Expectations

Sonoma Land Trust relies on philanthropy as a major revenue source. Board philanthropic leadership is also often looked to as a benchmark for fundraising.

Foundations and major donors, for example, often ask for proof of board financial support.

As a board member, we ask that you actively participate in fundraising to the best of your ability, including routinely donating what you can and supporting donor development. We do not have a required donation level for board participation, and we recognize that the ability to contribute will vary based on personal circumstances. We do, however, strive to have 100% board participation in giving every year at any level, and we set annual dollar goals for fundraising for the board as a whole. We also ask that board members participate in developing new supporters, which might include identifying, introducing, cultivating, soliciting, and stewarding donors. Sonoma Land Trust leadership and development staff will work with each individual board member to craft a customized plan that takes into account your time availability, network, interests, and comfort level.

In our commitment to ensuring the best candidates can join our board, we are open to exploring other giving models with individuals. We welcome your suggestions and innovative ideas for making philanthropy more accessible and meaningful for all members of our community.



GET TO KNOW US

Get to Know Us

Sonoma Land Trust organizes various events throughout the region to connect with our community and celebrate the relationship between people and nature. Learn about Sonoma Land Trust’s landscape-scale conservation strategies while experiencing nature up close on our preserves and protected lands. From hikes to conservation-themed gatherings, these events provide opportunities for supporters to engage with our mission and each other.

We invite you to join us at our upcoming events to learn more about our work and build a deeper connection with the land we strive to protect. Visit our website, where we will post new public events and details as they become available: sonomalandtrust.org/outings

Please email Grace Martino, Philanthropy Events Coordinator, and Ingrid Stearns, Public Programs Manager, if you plan to attend any of the events listed above or have any questions.

Grace Martino: grace@sonomalandtrust.org

Ingrid Stearns: ingrid@sonomalandtrust.org



TO APPLY

We welcome your interest, no matter your prior connection to the Land Trust. Local, regional, and national candidates who reside in, work in, or have deep ties to the Sonoma region and who are available for in-person meetings and can participate in Sonoma Land Trust events and programs are invited to apply. We look forward to welcoming you as an integral member of our leadership team.

Interested candidates should apply by **February 17, 2025** for priority consideration.

Visit potrerogroup.com/sonomaboard to apply. Submit your resume along with written responses to the prompts. In your responses, please highlight your experiences that align with the position's criteria and how you anticipate making unique contributions to the organization.



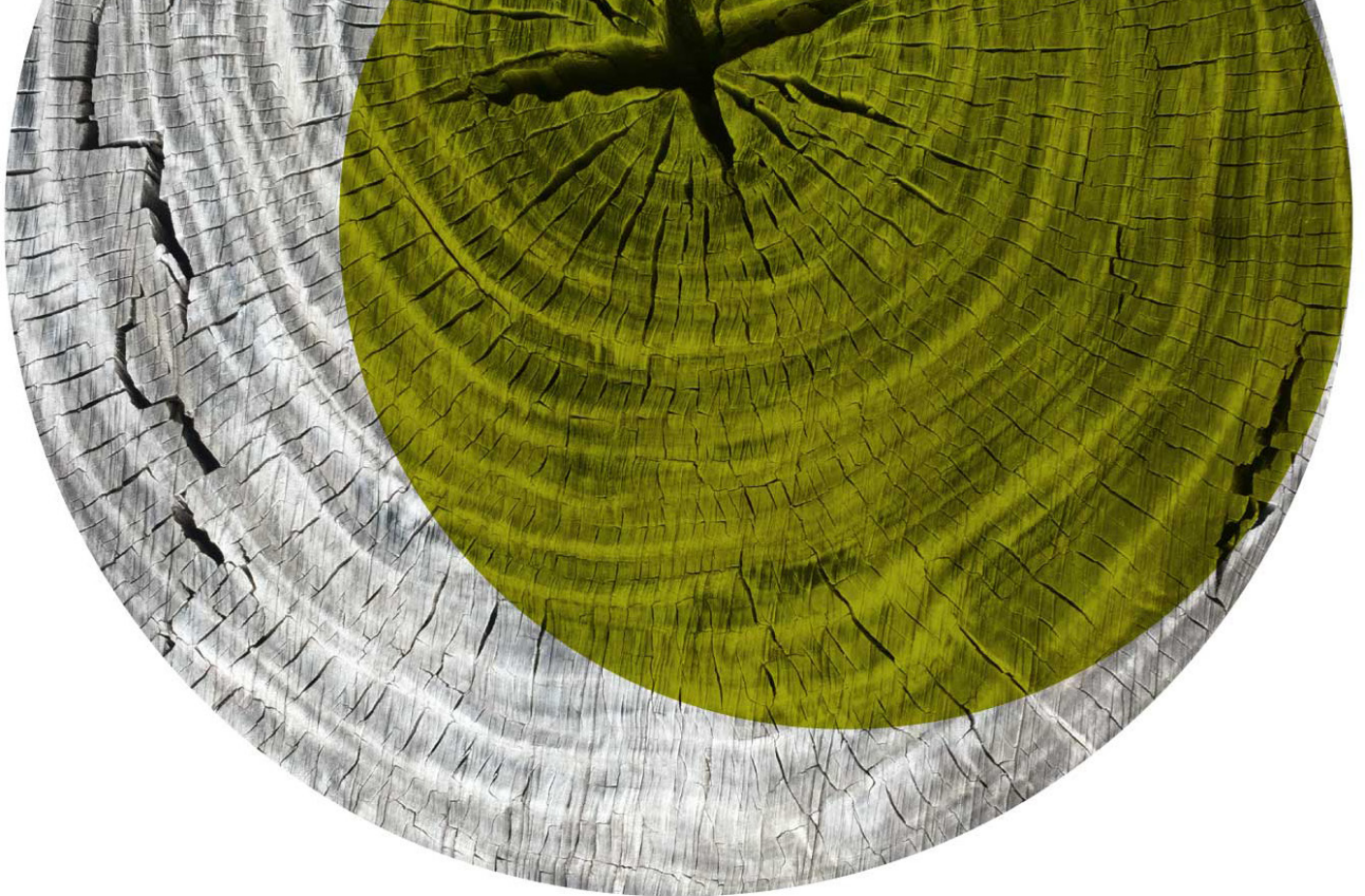
ADDITIONAL INFORMATION

More information on Sonoma Land Trust can be found at
sonomalandtrust.org

**For additional information regarding this
opportunity, please contact:**

Jena Kuznik
Senior Consultant, Potrero Group
jkuznik@potrerogroup.com





Potrero Group is honored to coordinate this search on behalf of Sonoma Land Trust. We support innovative leaders and organizations making a difference in the world by providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. We are committed to equitable and inclusive practices in all of our work.

To join our mailing list and be notified of future opportunities, please visit

PotreroGroup.com