

Friends of the James River Park  
Board Meeting – Capital Ale House  
January 9<sup>th</sup> Minutes

I apologize in advance for my pitiful secretarial skills! Present at the meeting (from who I can recall): Maureen Egan, Marguerite Daniels, Gay Leahy, Ben Lyman, Ralph White, Betsy Slade, Richard Taranto, Michael White, Elaine Marolla, Myrna Hartley, Ann Wright, Phil Dawson, Molly Dellinger-Wray, Mary Helen Sullivan

I. Welcome & Introductions

- Ben Lyman was elected to join the Board. An avid mountain biker and member of Richmond Triathlon Club, Ben feels he needs to give back to the parks for “trail karma”. Welcome aBoard, Ben!

I. Minutes of previous meeting – Approved

II. Budget Review for 2011 - Approved

- We low-balled the income to be conservative, ex. we didn't include Boathouse donations.
- Expenses were high this year b/c of internet update, foundation 3% was a one-time fee and application printing (\$800) and advertising in Style (\$695)

IV. Committee Reports 5 minutes each

A. Membership - Michael

- Please refer to Michael's handout
- Membership discussion/brainstorming ideas for providing members with certain benefits such as discounts/freebies from local vendors; Prestige gained from being associated with a valuable org/resource for Richmond; Access to decision makers such as Ralph
- We've now reached critical mass and a sizable bank account, so now we need to leverage our membership
- Perhaps get members to donate a portion (\$, %) from each paycheck
- Provide a specific cause/effect of level of contribution (ex: If you give this amount, your money will fund this...)
- Please be thinking of ideas and provide them to Michael. What do we want to spend our time/money on?

B. Fundraising Committee - License Plate Sales Campaign Maureen/Ben

- To date, we are over 300! Yay! 308 is current count...42 to go. Use Facebook, neighborhood associations, etc. to get more publicity.
- Maureen read the full bill and it needs to be edited to “Friends of” James River Park System.
- Also, the actual plates may not be available for up to nine months

C. Events/Volunteers Committee – Richard/Marguerite

- Capital Ale House recap – we had a small gathering each Thursday in the month of December – raised a little money and awareness. Moreover, it was nice to get everyone together, including JR and Ralph who came out for the first night.
- Documentary night – Rivers and Tides – excellent turnout with a packed room. Capital Ale House donated the space and 25% of food proceeds.
- Jan. 20<sup>th</sup> Ann Wright speaks at Boathouse.
- River Heroes - Boathouse partnership. FoJRP's job will be to choose three heroes who will be honored at Earth Day.
- Create-a-thon – we're one of 10 non-profit winners. Focus will be on a Hispanic Outreach

program created by VCU's Brand Center.

- Mark your calendars for the Annual Picnic date – Sunday, May 15<sup>th</sup>  
D. Signs – Maureen
- Signs at Reedy Creek - \$1,250 restricted funds were donated in Nov. 2010 in honor of a paddler who perished 30 years ago. “In memory of...” sign will be a map of the whole river, will explain what there is to see and do at the river and provide a guide to islands and channels for walkers and boaters.

#### V. Ralph Report

- “Thank you for the generous gifts. I'll use the funds to accompany Cricket to Vancouver to cross country ski.”
- Pump House access road is closed. While it's considered a low priority by the state, taking two months to five years to re-open. It could become a major problem because there could be a degraded use pattern, including graffiti and public gay sex. Letters should be written to the City – a council person, Ralph's department, Roads and Streets.
- Reedy Creek entrance and parking lot was closed 1/9 - 1/13 for repairs and to prepare for upcoming storms, snow, etc.
- A new interpretive sign @ Riverside Drive at Quarry Road has been funded completely by donations. Other signs are proposed at various other locations, including Shiplock Park, Lee Bridge, Pumhouse Drive...
- An issue for discussion: What is the role of public art exhibitions in a natural park? A multi-artist sculpture project has been proposed – a blitz festival to incorporate natural settings and possibly the removal of, or even incorporating, litter. Ralph's sense is that this is inappropriate use of the park b/c people come to the park to escape the city and also we'll be establishing a precedent that it's alright to manipulate the leaves, sticks, etc. How can our limited paid staff manage this?

#### Discussion:

- This should be sent to a gallery
- What if we tied it to a Solstice Event or Conservation Easement?
- We can't encourage people to move our natural resources.
- Established a committee (Maureen, Myrna, Betsy, Ben, Ralph) to discuss this issue further.

Meeting adjourned, followed by Rivers and Tides documentary.

Respectfully submitted by Marguerite Daniels.