



## January 2010 Board Minutes

Monday, January 11, 2010, 6:00 pm  
Reedy Creek Visitor Center

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**Attendees:** Charles, Warren, Ralph, Richard, Myrna, Anne, Pete, Mary Helen, Molly, Marguerite, Phil, Jack J., Maureen, Gay.

### A. VOTES

1. Board Calendar and Meetings: One vote was postponed to expand the board calendar to include annual events; another vote to schedule full board meetings every other month was tabled.
2. The Protection and Preservation Fund: a vote was tabled after deciding to rework a new policy that would extract membership dues from Fund donations ranging from \$15 to \$499.

### B. UPCOMING EVENTS

1. Riverside Drive Clean-Up: rescheduled indefinitely due to snow.
2. Slave Trail Tours: Saturdays in February, weather permitting, 10am or 2pm
3. Earth Day and Fish Festival: Sunday, April 25, noon to 5pm; Manchester. Molly mentioned inviting James River Realists, area painters, to exhibit.

### C. THE HOT LIST

1. **501c3 application:** The IRS has acknowledged by letter the receipt of the application. Charles estimates that the approval should occur by March 1.
2. **Currents:** There was some discussion debating if the Currents newsletter, which raised over \$2,700 late last year, should instead be sent out by email or more passively made available on the website, rather than printed and mailed. If mailed, should the newsletter sell ads to cover costs of paper and postage? If sent out by email, shouldn't the email list of 100 names be enhanced to match the approximately 450 names mailed traditionally? No vote was taken. The next issue is slated to be released this spring.
3. **License plates:** In spite of Warren's best efforts, 50 applications (including payment) have been received, falling short of the 350 applications needed by January 15. Charles and Mary Helen have opened up an escrow account at First Market Bank to hold the 50 application fees. Del. Delores McQuinn has offered to sponsor the necessary bill. Both SEAL and REI have marketed the license plates. Channel 8 may do a story. Charles raised the possibility that this campaign continue for another year to bolster support and find a bigger market.

### D. DISCUSSIONS & FOLLOW-UPS

#### 1. Treasurer's Report: Mary Helen

MH made two deposits for the Fund, totaling \$2,246. Membership added \$346 while a general contribution of \$150 brought the total to \$2,736 added to the Friends' account. The total in the Fund account comes to \$38,160.98.

#### 2. Fundraising Committee: Molly

Because of tax definitions, the Protection and Preservation Trust has been renamed to the Protection and Preservation FUND. Molly submitted a list of the most recent donors, asking board members to send a thank you note to any familiar names. Most donors are in the \$25 to \$50 range. The goal for the next two years is to reach \$50K. New donor categories have been added, allowing

gifts in honor of a person or a pet.

**3. Guides/Speakers/Inspection Committee: Myrna, Charles, John, Betsy, Molly, Winnie**

No new action.

**4. Database Update: Molly, Myrna, Mary Helen**

The general list and Fund lists both need to be updated following the November 2009 mailing.

**5. Website Committee: Gay, Pete, Warren, Maureen, George**

No new action.

**6. Oral History Project: Maureen**

Maureen and Mary Helen have mentioned to members of both VCU and U of R faculty about the possibility of developing an oral history project, possibly by video, to record the memories of the aging conservationists who had a hand in developing and protecting the James River Park System. Sadly, the health of some of the subjects is tenuous. Both U of R President Ed Ayers and VCU History Department faculty member John Kneebone expressed interest in the project and in getting students involved.

**7. Ralph Report Highlights**

- Pump House desperately needs roof repairs and \$75K to install an elevator to one day enable the elderly get to the dance floor/verandah on the second level, as a reconstruction of the dances which took place in the early 1900s.
- Riverside Drive and scenic roadway designation to reduce speeds.
- Huguenot Bridge replacement bids to be sent out in May, although work may not begin for another nine months or so. The first stage may call for the vegetation to be cleared 100 feet on either side of the existing structure.
- Nathan is trying to raise money for a bench in Forest Hill Park.

*Respectfully submitted, Gay Leahy, Secretary, February 16, 2010*