

Meeting Minutes | Friends of James River Park

Meeting held Tuesday February 1, 2011

- I. Welcome & Introductions:
 - a. License Plate meeting in front of General Assembly went well.
- II. Minutes from previous meeting
 - a. Approval postponed until all can review (some people had trouble opening the attachment)
- III. Treasurer's Report
 - a. Need to transfer license plate funds from PayPal
- IV. Committee Reports
 - a. Membership
 - i. Michael reviewed his notes on membership with the promise to assign homework to the group related to creating a structured member benefit. [COMPLETE]
 - ii. Gay to send elevator pitch to Michael [COMPLETE]
 - iii. Membership committee needs to meet. Prob makes sense after we do the first round of membership homework.
 - b. Fundraising
 - i. Ben to work with Gay on creating the operational plan to go from 350 license plates to 1000.
 - ii. Ben suggested getting into the Monument 10k packet (pre-race)
 - iii. Ben suggested perhaps setting up a water station for the 10k.
 1. Requested a list of volunteer emails to staff it.
 - iv. Ben asked for a count of how many outstanding applications we have so that he can begin to track progress.
 - v. Molly and others asked about the mechanics (and math) of how the license plate funds are generated. Process was explained in meeting.
 - c. Events/Volunteers Committee
 - i. There's a Maymont garden event 2/11 – 2/13 can we get involved?
 - ii. Reviewed a list of potential events.
 1. JROC Cleanup 6/11
 2. Belle Isle registration
 3. Reedy creek?
 4. Any conflict on the 5/22 Farmer's Market event versus the FoJRP Picnic? (nope)
 5. *Other events not listed, but some discussed*
 - iii. Request was made for a new display for license plates – Warren will attend to this
 - iv. Elaine requested volunteer education/orientation materials. Gay was volunteered to seed this effort.

- v. Ralph requested that we push the city to open the road to the pump house, since there is only unsavory activity occurring in that area, and the access would be good anyway. Molly volunteered to write the letter to the city.
- vi. Warren recommended a better banner for wherever we need a presence. Molly also suggested a digital picture frame to cycle through park and park-activity related photos. Gay will research poster options. Molly will look into the digital frame.
- d. Signs – skipped
- e. 501c3 transition
 - i. Mary Helen reports that the final check has been received, but that we still need the final statement.
 - ii. Maureen is working on getting directors' insurance quotes.

V. Old Business

- a. River Heroes with boathouse
 - i. Maureen – this is in play now. We need judges: Ben, Elaine, Myra. [COMPLETE]
 - ii. Molly – Enrichmond has a GreenHeroes that will be announced on Earth Day.
- b. Create-a-thon
 - i. Maureen – it's time for the VCU team to have an onsite visit; Maureen to coordinate that.
 - ii. 3/18 is the presentation date for the VCU team to share their ideas, therefore 3/17 is the date that we should send over sundries (pizza, soda, etc.) to fuel their creative process.

VI. New Business

- a. Proposed River Lecture Series
 - i. Should we consider a lecture series? (There was general agreement to do so.)
 - ii. Idea was floated after boathouse speech.
 - iii. Anne (the speaker) suggested that perhaps we could fund an honorarium of perhaps \$75
 - iv. Questions...
 - 1. Could we (Should we) sell tickets?
 - 2. Should it be members-only?
 - 3. Is it a recruiting tool?
 - 4. Would we need volunteers to help make this happen?
- b. Conservation easement (Molly)
 - i. Protects wilderness space.
 - ii. We are the group that needs to do an annual inspection.
 - iii. (Sign-up sheet circulated for 2/21 – 3/4 inspection)
- c. Marguerite D (by proxy) made a recommendation for using a jeans-day promotion for a fundraiser in local businesses.

VII. Ralph Report

- a. Salamander pool was vandalized
- b. Need text for Huguenot Flatwater
- c. Heron and Slavetrail tours 2/12 & 2/26, 3/12 & 3/26
- d. River's edge trail expansion (project from utility company)
- e. [Ambiguous – missed some info here] There's a hole that could possibly house wildlife

- f. There will be light staffing Feb/Mar 2011 – furloughs and the like
 - i. Can we use volunteers to supplement? [Might be tough to train.]
 - ii. Can we use corporate support for volunteering in general?
 - 1. Mention made of charging corporate volunteer groups for the purpose of making it more important to them (studies show this works) and for generating funds.
 - 2. John A. mentioned that his firm did \$50 – \$70 k of materials and contribution for similar volunteer projects.
- g. Mention of how the bike education dovetails well with the stone prison.
- h. There's a third raft company (moving to Powhatan) that will be doing flatwater trips. They would like to put a bateau at the pumphouse
- i. Ralph's been given permission to talk to the media again
- j. Thanks given to Warren who opens Pony Pasture every morning.
- k. The Belle Isle ramp to rocks is complete
- l. Expect to see salamander activity over the next couple of nights (if it rains)
- m. Need a sign for Reedy Creek
- n. Railing discussion –
 - i. Trying to weigh the walking safety, accessibility, and bike safety issues.
 - ii. This leads into ADA discussion along with parking spaces and then back to the ramp to rocks.
 - iii. Final outcome was to put in one more handicap parking spot.

Meeting Adjourns.