

FOJRP Meeting Notes—February 3, 2015

In Attendance

1. Phil Dawson
2. Adrienne Coxe
3. Betsy Slade
4. Vicky Shivy
5. Myrna Hartley
6. Karen Thomas
7. Larry Socha
8. Kelly Gotschalk
9. Nancy Fowler
10. Mary Costello
11. PJ Fanning
12. Warren Foster
13. Mary-Helen Sullivan
14. Greg Velzy
15. Nathan Burrell
16. Katherine Godin

Minutes from last meeting were approved.

Kelly Gotschalk board vote: She has fundraising experience. Has done a lot of special events. Works at VCU School of Nursing. Loves the park. Goes with her dogs. Loves the river. Worked for an art college. Started career as a donor prospect researcher. We took a vote and all were in favor.

Master Plan update: PDC invited us to apply for a \$40K grant. It's a 1/1 grant. Matched by PDC, staff and volunteer time. Nathan is meeting with them tomorrow to make sure that what we are doing is a good match for the grant. PDC will administer the grant on our behalf due 2/13. Four people from the task force were in attendance at that grant meeting.

Board Retreat items:

Stone Brewery Gift Basket—they want to have a meeting where we can present the basket. Date TBA.

Proud of the James Clean up campaign—Warren—Board approved thumbnail sketch of wave and salamander. Proud of the James. Proud to Keep it Clean. Need 8+ new brown signs. \$35 per sign. Warren will work on design and give to Nathan, and firm up number of signs.

License Plates—Karen said that Ami Kim (PBS) is sold on Facebook ads for the value. We want to try it out with River Heroes campaign. Warren is going to get license plate numbers for last year by the month so that if we do ads for license plates we have a measure for success. We approved \$25 expenditure and the communications committee will work out the details.

Advocacy to double the park budget. This will be a part of the master plan and Nathan is keeping the numbers top of mind. Nathan's budget is not being reduced for seasonal staff. Infrastructure is being inspected.

Committee Reports

Membership (Myrna)--3 new members, 264 members total. The P&P CD made \$442.

Finance—(Myrna) We have a new accountant. She is less expensive and answers e-mails. Brought copies of the treasurer's report.

Events (Adrienne) Banff Film Festival. Distributed tickets to the board. Clean up will be on 2/14. KG talked about Explore the Outdoors. KG to come with a proposal for \$ for a giveaway and an activity.

Fundraising--We can apply for Ellwood Thompson for bagging and 5 percent \$ goes to us. Can apply for 2016. Possibly reach out to Wegmans. The committee will meet and come up with a plan for the year. Nancy is going to look into \$ from Amazing Raise.

Communications—next constant contact is ready. Committee meeting on Thursday. Working on creating a master calendar with other groups. Karen needs help with Constant Contact content. She has it all ready the last week of the month. Karen passed around a template for a press release. Brochures: Kelly had an idea of putting the brochures together into a book. Karen is going to put it on constant contact to get a volunteer to type the brochures so we can possibly put them on the website.

River Heroes—Kelly did the report. The event will be on April 30. Molly and Kelly are exploring the Rice Center in Charles City. The committee thought we should explore the Rice House with the Science Museum in town as a possible venue as well.

PJ--Richmond Bar Association wasn't able to raise \$1000 for the park like they had wanted to. They raised a smaller amount and gave it to the Boys and Girls club

Ancarrow's landing update—remediation project from Exxon has been 90 percent completed, installing lighting and will install sod and remove silt fencing.

Slave Trail recordings (Greg)—JRP is a small part of his project. Small parcel of the park is part of the Slave Trail. So we are not going to participate in this at this time.

Tyvec Map update—The Richmond Times Dispatch gave us 100 maps. Nathan will follow up.

It Is Conservation Easement Inspection time (Betsy) Other groups can help with this as well per Greg. 7 days out inspecting the park. Looking for impact on the park. Adrienne is going to help get a sign up on sign up genius to get this done.

Taxpayer and 42nd street—Nathan is empowering neighbors to advocate. Nathan thinks the problem is bigger than changing the status of this one parking lot. He thinks that area is increasing crime in the neighborhood and is advocating for limited opening of that parking lot

21st Street Project—\$90,000 to redevelop entrance to the tower. Finalizing the design. Starting to solicit bids. Bike parking and repair station, plantings, tiered steps, lighting, crosswalks.