

March 3, 2015 FOJRP Meeting

Attendance (15)

Phil Dawson	Molly Dellinger-Wray
Betsy Slade	Adrienne Coxe
Myrna Hartley	Mary-Helen Sullivan
Tara Glennon	Nathan Burrell
Kirk Richardson	Karen Thomas
Jane Hotchkiss	Greg Velzy
Larry Socha	Matthew Mason
Kelly Gotschalk	

Last month's minutes were approved with changes

Anne Wright resigned. We voted to make Anne Wright an emeritus Board member. She was nominated as a River Hero. Keep her on the e-mail list. Change her status on the website page.

Master Plan Update—(Nathan) Grant was submitted by PDC on our behalf. We should know by May if we were accepted for the grant. Seems competitive this year.

Interpretive Bike Rack Series (Kirk Richardson presentation)—He wants to partner with FOJRP to be a fiscal agent for the project. He would fundraise for project and try to implement by Sept 2015. The design is modeled after Sibley tents that Union soldiers were imprisoned in. Could be the only memorial for Union soldiers who died in Richmond. The proposal is for four bike racks total — one for each year the soldiers were imprisoned. Total cost \$20,000. Nathan supports. He needs bike racks on Belle Isle. Board voted to support this project as the fiscal agent once Phil makes a few inquiries of our pro bono attorney, Jamie Canup.

Working with Bellemeade Park Friends Group They have asked us for advice and Adrienne will continue to advise and support as a liaison. Great group. Lots of energy.

Proud of the James campaign—Phil showed Warren's photo. Positive feedback.

Membership--3 new members, 249 total members, less than last month. Some didn't renew.

Finance — There is a group who are giving money as a memorial gift for a bench. This was not asked for or approved by the park before the \$250 was received. In this instance only, we will find a place for a bench and memorialize this person. Moving forward, Katherine will work with the fundraising committee to get with Nathan to put together a proposal for named giving opportunities that align with park priorities. This could potentially accommodate future requests, so that named giving can be a more viable and helpful funding opportunity. Bench was approved by the Board.

Events—Matthew—February 14 event --11 showed up to the right location. It was cold. They clipped ivy off of 75 trees at the top of 21st street, cleared underbrush. They helped to get ready for the Altria project. Got 23 bags of trash, mostly bottles. Matthew will provide info to Mary Helen by third Fri of every month to get volunteer opportunities and events in Constant Contact newsletter. Phil will send Matthew contact info for Sierra Club folks to talk to our volunteers. **Banff Film Festival**—Adrienne was looking for folks to man the FOJRP booth at the event Friday and Saturday.

Explore the Outdoors (4/19) and Earth Day (4/18) The event committee has people to work booths both days (4/18 Nathan, Larry, Vicki and Mary Helen; 4/19 Myrna and Molly). We will participate in EnRichmond's event on the river. We decided that the activity would be an "I Spy" activity with the James River Park map, educating families about where the park is along with access and enjoyment opportunities. Karen offered to work with Nathan to update the map. We will have it blown up on lightweight board for display. We will pass out flyers with a black and white map of the river with this info included along with a call to action to go to the FOJRP website for more info on one side and the "I spy" questions on the other. Any kids who participate will receive a salamander tattoo. We can use for the Dominion Riverrock too. We approved copying the flyers and making the map.

River Heroes—Molly--Possibly 7 nominations are in. The past River Heroes will determine finalists and then VIPs will vote at 9:30 am on Monday, 3/30 at the park office. Nathan will tell the river story before the vote to VIPs. . (get windows cleaned?) 4/30 River Heroes event at the Rice Center in Charles City. All okayed that the cost for the 4/30 event is \$50. Only 30 of these tickets will be available for purchase. The venue max is about 40. We will make tickets available to the River Heroes, the VIP judges, the Board and *then* the membership if there is any space left. Molly and Kelly will figure out how all will pay.

Facebook ads-Karen--we ran 3 ads to promote river heroes. Facebook likes went up from 2700 to 4000. Cost \$24 for three ads. Good for awareness, not so much nominations.

Communications—PJ--We are creating a shared calendar with other James River groups. All must send Constant Contact information to Mary Helen by 2nd Friday of each month. Newsletter goes out the first Wed of the month. Other groups need to honor these deadlines as well.