



March 2010 Board Minutes

Monday, March 22, 2010, 6:00 pm
Reedy Creek Visitor Center

Attendees: Charles, Marguerite, John J., Myrna, Mary Helen, Molly, Pete, Winnie, Richard, Ralph. Gay arrived late. Thanks to Molly who took notes for the first portion of the meeting.

Guest: Elaine Morella

A. VOTES

1. Motion passed to invest \$35K of the Protection & Preservation (P&P) Fund account into a 1-year-CD at an institution of Mary Helen's selection, at a market rate. (Winnie will find out if Davenport needs a minimum deposit.)
2. Motion passed to offer a discount student membership of \$5 to boost student membership.
3. Motion passed (the second effort, 7 Ayes to 6 Nays) to have bi-monthly full board meetings starting now and continuing through the summer. The executive committee will meet monthly with Ralph. This new schedule will be re-evaluated in September. Gay will submit an edited calendar for consideration in May.
4. Vote passed not to share membership list in order for a separate group to raise money for memorial park benches.

B. UPCOMING EVENTS

1. Earth Day, Sunday April 25
2. Dominion River Rock: May 14 & 15
3. FOJRP Annual Meeting & Picnic: Saturday, June 12.

C. THE HOT LIST

1. **501c3 application:** Still no word from the IRS. Because the IRS is backed up 3-4 months, Charles' and Jamie Canup's best guess would be to expect notification by June 1.
2. **FOJRP Annual Meeting 6/12,** planning needs to begin.
3. **Membership and messaging** became an overarching theme of this meeting: how to sharpen the organization's message for brochures and materials (what do we do?); how to better connect with new members and get them immediately involved once they join.

D. DISCUSSIONS & FOLLOW-UPS

1. Treasurer's Report: Mary Helen

The P&P Fund has \$38,687.93. The Parks and Rec. Foundation hasn't yet taken its 3% fee but will once our 501c3 application is accepted by the IRS. The group consensus is to pay this 3% fee, approximately \$1,000, from the operating account.

In April, the operating account received \$125 from memberships; \$86 from a cash conversion from candy; and \$40 from the JRP fund for Ralph's books. These new monies are in addition to the account balance of approximately \$23K.

The First Market account has \$3,523.75 for the license plate fund. Of this total, \$3,145 comes from license plate applications. \$400 was transferred from the general fund in February.

2. Fundraising Committee: Molly, Winnie, Charles, Gay, Warren

The Committee has decided to focus its energies on reaching its \$100K fundraising goal for the P&P Fund and collecting 350 license plate applications to be considered by the next General Assembly session. Approximately 50 applications were collected at the Friends' booth at the Banff Mountain Festival in March.

Board member Matt Perry invited the Friends to help with a fundraising summer project, starting Memorial Weekend: if Friends' volunteers helped staff a percentage of Riverside Outfitters weekend social events, FOJRP would collect a percentage of income. Charles and Winnie will discuss further with Matt. On a separate note, Matt will donate the use of a school bus to alleviate Pony Pasture parking overcrowding. (See Ralph Report)

3. Events Committee: Richard, Marguerite, Mary Helen

Richard asked for comments regarding events that the Friends are solely responsible for (Annual Picnic, Adopt a Road, Pony Pasture Parking, Guided Tours, and Winter Solstice) and collaborative events (Earth Day, Parade of Lights, Dominion River Rock, James River Advisory Clean-up, Banff Mountain Festival, Southampton Festival). The committee will be in charge of assigning shifts of volunteers for each event. Earth Day booth preparations are completed.

After having a conversation with several race organizers, Marguerite retired the idea of sponsoring a 5K through the JRP. The financial and time investments are considerable, plus the City of Richmond limits the number of races held each year on the trails to 8.

Warren reported on his experience working at the Banff Mountain Festival booth in March. Compared to other booths, the Friends could use some updated brochures about the organization that specifically answer the most common questions people ask: "what do the Friends do?" and "what do I get for joining?" Warren suggested that we make sure to have updated brochures printed and available for all upcoming events that address these questions. He submitted a color printed presentation of these and other ideas. Winnie offered to develop some copy sharpening the Friends' message of preserving and protecting the park.

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

No new action.

5. Database Update: Molly, Myrna, Mary Helen

No new action.

6. Website Committee: Gay, Pete, Warren, Maureen, George

A request for proposals was drafted and sent out to 3 prospective website designers the end of April. The committee will review the responses and present a recommendation to the board at the next full board meeting in May.

7. Membership Follow-Up Needs

Guest: Elaine Marolla

Elaine spoke about her experience joining the Friends, "I filled a form and then heard nothing else. I never felt that you were looking for me. It wasn't until I met Maureen that I did a few things. A link is missing between joining and engaging." Discussion followed about how to better engage new members. Charles suggested asking other organizations how they do it, adding that the Sierra

Club has an extensive phone bank network across Virginia. Others suggested having regular meet and greets, using REI's meeting space. Perhaps a welcome email from a board member would be a start.

9. Keith/Schaeffer Plaque

Mary Helen has ordered the new Keith/Schaeffer plaque, with text corrections. A stonemason will be needed to remove the old plaque and affix the new one.

8. Ralph Report

1. **Site identification signs** are being planned for the Buttermilk and North Bank Trails in order to help police and ambulance workers with rescue and crime issues.
2. **Riverside Outfitters has proposed the use of their bus for a possible shuttle service to the Pony Pasture** on heavy use weekends. Riders would have to find their own parking in the Southampton area and then catch the bus at the Outfitter office. This seems like a good way to address over-crowding at the parking lot.
3. **Historic island site re-discovered downstream of Ancarrows Landing Park.** "My Lord's Island" was last cited on navigational maps in the late 1800's. It was once the site of an American Indian village and of the first colonial building in the Richmond area, (1609) which was also the birthplace of Willam Byrd and home of Lord Delaware. It would make a nice boat-in park. The land appears to be the same parcel once offered to the City as a gift from the Little Oil company a few years ago.
4. **Land for a new park is tentatively identified:** the grassy slopes of the Storm Water Retention Basin. This also includes the eastern most section of the Manchester Canal known as Walker's Creek.

-Ralph White

Respectfully submitted, Gay Leahy, Secretary, May 13, 2010