

The Friends of the James River Park Retreat, September 23, 2012

Welcome, Introductions, and Icebreaker: What do you do in the Park? How often? Which site? How many years have you been coming to the Park?

October 2nd 2012 is the first regular meeting after our retreat. The James River Park became a park in 1972.

Ralph White retires in January 2013.

Review of Treasurer's Report. \$58,374.41 as of September 1st 2012.

What are we doing well – what are you proud of at this moment?

- License plates
- Website
- Status as non-profit 501 (c)(3)
- Constant Contact
- Connection to Latino community
- PayPal
- Having funds in the bank
- Conservation Easement
- Active Volunteers with successful efforts
- Pump House improvements
- Ralph's Publications
- Networking with other River-focused organizations
- Park Survey
- New opportunities for cyclists
- Memorial Benches
- Acquisition of Williams and MiLord's Islands

Where would we like to be in the next 1-2 years? What are some Goals for FoJRP?

- Solution to trash problem (make litter bags available?)
- Sell 1,00 more license plates
- Fund and manage Park Maintenance (not trash)
- Contract with Landscaping Companies for pro bono work
- Enhance Park Educational programs
- Bring Protection and Preservation fund to \$100,000
- Strategize for different management style for Parklands acquisition
- Obtain grant funding to enhance / replicate Park Survey
- Hold meetings for FoJRP membership (not just volunteers – these groups are separate)
- Expand solstice events to include more than Summer Solstice
- Recruit FoJRP Members and provide some sort of orientation; include Phone Apps, Publications
- Enhance Communication with Parks and Recreation Director
- Purchase and install bicycle racks at every Park location
- Protect Belle Isle from on-road bicycle skills training area

Small Groups were used to brainstorm, discuss, and report steps (objectives and action steps) to achieve selected goals from the above list...

- Produce and distribute FoJRP trash bags
- Advocate for hiring and support of more Park employees
- Ensure kiosks have up-to-date information on FoJRP membership and license plate availability
- Continue Ralph's creative educational efforts
- Obtain corporate sponsors to support Park P&P fund
- Create a hardcopy flyer regarding the JRPS (marketing tool, for distribution (to intermediaries, including real estate agencies, large companies, RIC airport, local colleges and universities to inform public re: JRPS)
- Hold a River Day for Students
- Obtain VCU Community Engagement Grant to fund better Visitor's Survey effort
- Invite Dr. Merrefield to lunch (obtain some sort of "in" with him)
- Create student FoJRP liaison position on our Board, outreach to VCU, VUU, UR, etc.
- Connect with REI
- Connect with LaMilpa
- Outreach with community of Latino individuals
- Outreach with community of retired individuals (e.g., Hathaway Towers is a start)
- Provide Dr. Merrefield with 'talking points of pride' regarding JRPS
- Disseminate recycling and trash successes of JRPS (funds raised; lbs. collected, etc.)

What action steps can be taken within the next 30-60-90 days? "As an FoJRP Board Member, I will...."

- PJ – investigate trash bag idea
- Molly – update donor letter
- Molly and Warren – take a shot at the hardcopy flyer to distribute to public via intermediaries
- Bri – investigate grant opportunities
- Warren – invite Dr. Merrefield to go fishing
- Warren – update the Kiosk signage
- Larry – invite Dr. Merrefield to lunch and provide him and his wife an FoJRP t-shirt
- Elaine – create student liaison chapter at VCU (initial site)
- Vicky – collect materials and look out for Community Engagement Grant RFP
- Adrian – investigate education and training possibilities, including environmental tours
- Ralph – locate and organize fun facts about trash and recycling
- Mary Helen – create student liaison at VUU
- Betsy – work on P&P fund letter, keep track of Park "consumables / stuff," continue monitoring e-mail
- Mitch – contact REI and create partnership with them
- Nancy – outreach with the Latino community
- Jane – outreach with local seniors / retirees