



May 2010 Board Minutes

Monday, May, 17 2010, 6:00 pm

Betsy Slade's home, 3419 Warner Rd. Moved from the Pumhouse due to rain.

Attendees: Charles, Warren, Winnie, Elaine, Mary Helen, Richard, Betsy, Molly, Myrna, Ralph, Phil, Gay

A. VOTES

1. Elaine Marollo was nominated and joined the Board. Welcome!
2. The Board approved the contract to hire webbones, Susan Martin and Stephanie Saccone, to redesign the Friends' website. \$4,000 was allocated; an additional \$500 was approved for a maintenance fee once the website goes live; webbones agreed to donate \$1,000.
3. The Board voted to support and sign onto the River Front Preservation Group's Letter, "Statement in Support of the James River and Richmond's Riverfront, the Unique African American History in Shockoe Bottom and the View That Named Our City."
4. The Board voted to donate 4 walkie talkies to Ralph White since he will oversee Pony Pasture parking this summer.
5. The Board voted to donate \$4,000 to Ralph White, as an unrestricted fund, payment upon invoices provided.

B. UPCOMING EVENTS

1. **Board Retreat**, Sunday Sept. 19, 1834 Monument Avenue, 4pm
2. **Riverside Drive Clean Up**, October TBD
3. **James River Clean Up**, June 12
4. **FOJRP Annual Picnic**, June 12, 6pm

C. THE HOT LIST (or hot item)

1. **501c3 application:** At this meeting, there's been no word from the IRS. Charles looked up the application ID on line and was assured on the phone that the IRS would contact Charles with an ETA heads up. On a related note, an IRS tax change this year meant that all non-profits, regardless of budget size, would need to file 990 forms in 2010. Because the FOJRP is in limbo, the Enrichmond tax filing will cover the Friends until 2011. **Post meeting:** The IRS did contact Charles with pages of additional questions needed for clarification. Various Board members helped to answer those questions, which were submitted by the IRS' deadline.

D. DISCUSSIONS & FOLLOW-UPS

1. Treasurer's Report: Mary Helen

- **The Endowment:** As of 4/30, the Davenport account holds \$4,504.58, including \$481 from 4 donors and \$16 Betsy found in the Park. Mary-Helen purchased a 1-year CD at First Capital Bank for \$35K, earning 1.5% interest, dated 4/14/10 to 4/14/11.
- **Operating Account:** Currently holds \$28,019.25, an unaudited amount. \$5,000 in Passages money is included in this figure.
- **The Union First Market License Plate Account:** Presently has \$3,733.75, which includes 127 license plate applications. One person wishes a return of his/her fee, 3 new applications need to be added.

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

- **The summer fundraising goal** of \$40,000 is only \$500 shy.
- **RO Beer Social:** Matt Perry would like to start a series of summer beer socials. In exchange for board members serving beer on weekends, Riverside Outfitters would donate a percentage of profits to FOJRP. The Board had some concerns regarding liability, and decided to wait and see how this works out.
- **Restricted Donations to the FOJRP:** Mary-Helen reports that these donations are becoming more frequent and we need a way to handle them. This topic will be discussed in July.

3. Events Committee: Richard, Marguerite, Mary-Helen

- **RiverRock Festival:** The FOJRP booth did well. Several applications for memberships and license plates were given out; the candy sold well and the free tattoos were popular. Friday night crowds are younger and more social; Saturday crowds, daytime and evening, attract families; Sunday is for clean up. Friends get a percentage of the festival's profits. Last year the FOJRP received \$625.
- **Planning for Annual Pumphouse Picnic 6/12:** We're trying some new things this year, including a 50/50 raffle (winner gets 50% of gross ticket earnings), live acoustic bluegrass music from the Belle Isle Rounders (Chesden Family), Conor O'Keefe river paintings gallery. Early clean up begins at 4:30, including Clorox cleaning of tables, chairs, floor. Friends provide 100 pieces of chicken and non-alcoholic drinks. Guests to BYO chairs and a cover dish. Marguerite's invitation covered all the bases and looked great. They were mailed and emailed to all members, donors, and distributed on FaceBook page.

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, Phil, Winnie

See vote item #2, above.

7. Greenway Project, Phil

Phil has begun working with other area groups to create a greenway path between Nickel Bridge and Powhite Parkway across from the hospital, under the highway (across a creek) to help promote commuting by bike. Enrichmond will be the sponsoring 501c3 organization for this effort. This ties in with a larger regional initiative promoting a major plan for comprehensive greenways. Charles asked Phil to report back on any developments. .

8. Keith/Schaeffer Plaque

The replacement plaque is almost completed. The old plaque has been removed; **Bunky (?)** is producing the new one with corrected and proofed text and improved text/background color contrasts. Fees have been settled.

9. Boost JRPS Pubs Sales: Maureen, Mary-Helen, Elaine, Ralph

The goal is to place more James River Park publications in more tourist-heavy locations throughout Richmond. Current outlets include 3rd & Clay, State Tourist info booth at **Bell Tower(?)**, Riverside Outfitters, Gander Mountain (partial), and Blue Ridge Mountain Sports. Other

possibilities include The Jefferson Hotel, REI (?), Segway of Richmond (?). Maureen will take the lead in this effort.

9. Ralph Report Highlights

1. **Parking Issues: Pony Pasture, Belle Isle, Paying Parking Service:** Ralph's teams will be on duty to manage Pony Pasture Parking and do outreach during the months of May, June, and July. Ralph has been asking other groups for help but also appealed to the Friends. While Pony Pasture is very busy, Belle Island Parking is both busy and disorganized – no plan, no staff, no support. Charles would like to ask JR to consider hiring a Parking Service (users would pay parking fee) to provide some support, income and mitigate congestion. Ralph said that the Mayor is considering a parking service for public facilities, but doesn't appear to be interested in it for the park.
2. **Wildlife Update:** Fish migration is excellent. Nesting blue herons are doing well. The Audubon Society ran some tours that went very well.
3. **New Interpretive Signs:** Marking Davenport Trading which is the last place slaves were sold. Another was set up at the 14th St. Bridge at the Floodwall.
4. **ID Land Parcels in the Park not part of JRPS:** This was a side discussion between Ralph and Charles. Ralph said that Heron Island, thought to be part of JRP, is actually privately owned. Also the Pipeline, thought to be part of JRP, is in fact owned by a utility. Charles said he would be very interested in putting in place a long-range plan to purchase these and other parcels for the JRP.
5. **Clean Up on June 12:** The park has been pretty well attended to – there's not that much trash. But in addition to the full clean up, there will be three dive teams (State Police, Richmond Rescue, Amateur divers) cleaning the river below surface.

Respectfully submitted, Gay Leahy, Secretary, July 14, 2010