

Friends of the James River Park Board Meeting

November 7, 2017 at 6:30 pm

Meeting Minutes

Board Members in Attendance: Cat Anthony, Nathan Burrell, Justin Doyle, P.J. Fanning, Mary Kay Martin, Katherine Mitchell, Shawna Shade, Scott Silvester, Larry Socha, Karen Thomas, Kevin Tobin, Greg Velzy

Guests: Chris Frelke, Director of Parks, Recreation and Community Facilities

Introductions

Katherine introduced the new Director of Parks, Recreation and Community Facilities, Chris Frelke. Board members in attendance introduced themselves to Mr. Frelke.

Meeting Minutes

Motion to approve meeting minutes passed.

Treasurer's Report

The Treasurer's Report was given by Shawna, who reported no major updates.

Park Superintendent Report

The Park Superintendent Report was given by Nathan, who reported the following:

- The James River Park System has seen more than 1.6 million visitors since the beginning of the year. The Potterfield Memorial Bridge is increasing visitation to the park system and is rivaling visitation numbers for Belle Isle, the most visited place in the park.
- Two seasonal James River Park System employees recently became permanent employees.
- New public spaces at East Riverfront (Intermediate Terminal and Lehigh) to be managed by James River Park System staff.
- New water fountain purchased and will be installed at the Belle Isle parking lot. Venture Richmond is paying for its installation.
- Universal Leaf awarded \$10,000 to the Invasive Plant Task Force. The grant will be used to identify seed-bearing plants.
- 30 or so goats are removing kudzu at the Manchester Climbing Wall as part of the ongoing work of the Invasive Plant Task Force.
- Bridge on the North Bank Trail to be temporarily closed for repairs.

Old Business

River Hero Review

The organization should better publicize the event to increase attendance and sponsorships. A suggestion was made to combine the event with the annual picnic.

Tyvek for James River Park System Maps

Larry is securing Tyvek for the maps.

Committee Reports

Fundraising Committee Report

The Fundraising Committee report was given by Katherine. Katherine and Cat researched deadlines of prospective foundations. The organization is seeking \$200,000 in gifts for the creation of a master plan for the park system. Donors will be recognized on a donor wall. Contract with consultants not finalized. Mr. Frelke will review the contract.

Advocacy Committee Report

The Advocacy Committee Report was given by Mary Kay. The committee is working on organizing a contest for the creation of an informative film that showcases the beauty and wonder of the park. The film will be used to help fundraise for the master plan.

Membership Committee Report

Scott and Greg will interview three applicants for the Board.

Events Committee Report

The James River Advisory Council's 25th Annual Parade of Lights is scheduled for Saturday, December 9th. The Annual Winter Solstice Celebration is scheduled for Thursday, December 21st.

Communications Committee Report

The organization's sponsorship of the RVA Osprey Cam resulted in new email addresses. A Bald eagle's nest is being evaluated for a camera. The website is nearing completion will be shared in December or January. Photographs are needed.

Finance Committee Report

No updates.

Next Meeting: Tuesday, December 5, 2017 at 6:30 pm