

Friends of the James River Park Board Meeting

December 5, 2017 at 6:30 pm

Meeting Minutes

Board Members in Attendance: Nathan Burrell, Larry, Kevin Tobin, Mary Kay Martin, Scott Silvester, Greg Velzy, Shawna Shade, Nancy Fowler, Katherine Mitchell

Meeting Minutes

Motion to approve November meeting minutes passed.

Treasurer's Report

- \$725 in donations in memory of Myrna with more coming in
- Shawna Shade (Treasurer) has written a letter to Myrna's husband regarding people who have donated; She proposes that we do something for Myrna as well
- \$2,000 in the budget this year for CVC charities, but we are not listed in the CVC this year (possibly because Myrna did not coordinate); thought it was automatic, but apparently not; this needs yearly attention

Superintendent Report

- Tyvek Maps: Roger Sattler is working on the design; Larry Socha is working with DuPont to get two rolls of Tyvek so we have new maps for spring: the maps are 17" x 22" now, but need to be larger: Mike Berg/Minute Man press will print the maps
- VCU Master of Urban and Regional Planning student Max Ewart is looking at park access for the underprivileged; Bellemeade/Blackwell will be the focal point; there are a lot of questionnaires and interviews scheduled to get ideas of the barriers to park use
- Conservation Easements: Enrichmond Foundation will add Vauxhall Island to the James River Park System conservation easement; the Ellett family wants to donate approximately two acres to the City to close out an estate, Bob Steidel (Director of DPU) is assisting and the time frame depends on the city attorney; it can go through the Greenbelt Agency while waiting for the city to take action; the Larus Park property is a separate easement
- Parade of Lights is coming up; FOJRB typically contributes \$300 (cider, hot chocolate, etc. for social)
- Discussion about Virginia Outdoors Plan – sets priorities for the Commonwealth planning regions
- Discussion of Larus Park – under the City's current plan, there will be a loss of 2 acres of scrub pine and an addition of 18 acres in the back of the property, parking spaces and a real trail head; this addition will not be part of the James River park system
- Discussion about leaving leaves on the trails

Constant Contact

- Discussion about an end of the year “blast” for donations
- Nancy passed out a draft of the donation request for consideration
- Discussion about who will write for Constant Contact once PJ is off the Board in January – considered hiring someone or putting a call out to membership for help

Finance

- Andy Thompson will not be involved with Vintage Outside anymore; he will send the Board \$1,200 for our share of the proceeds; he believes the artist will continue donating to the Park from the sales
- RVA Osprey Cam – nearly a quarter million viewers last year and bigger traffic predicted this year; discussed more prominent signage to increase viewership and attention
- Discussed contributing to an Eagle cam near Cooper’s Island
- Andy Thompson is asking for \$3,500 for eagles and \$5,000 for osprey; Board agreed to fund \$7,000 for both

Communications

- Out of 7000 new constant contacts only 30 removed in November
- Karen went to Myrna’s funeral
- Solstice Poster – invite people to the Solstice gathering
- Webbones site design will hopefully be done by January 1st, need photos of the park for the website

Events

- Winter Solstice is December 21st

Membership

- Nancy: 3 applicants and need to set up interviews
- Membership committee meeting after this Friends meeting

Advocacy

- Asked for \$5,875 for video production to fund the creation of a short video by Community Idea Stations to assist in fundraising for the Master Plan and any other purpose advocating for the Park; members of the Advocacy committee explained the projected cost is competitive; the Board approved the expenditure.

Master Plan

- Meetings are planned with James River Association, Community Foundation and The Beirne Carter Foundation to enlist their support

- Nathan met with RVA More, James River Outdoor Coalition and is working on scheduling a meeting with Jon Lugbill and Sports Backers
- Plan to reach out to Capital Region Collaborative, Falls of the James Scenic River Advisory Committee, James River Advisory Council