

# **Friends of the James River Park Board Meeting**

**Tuesday, October 2, 2018 at 6:30 pm**

## **Meeting Minutes**

### **Board members in attendance:**

Katherine Mitchell, President  
Mary Kay Martin, Vice President  
Shawna Shade, Treasurer  
Justin Doyle, Secretary  
Byron Chafin  
Scott Silvester  
Kevin Tobin  
Greg Velzy  
Cary Wing  
Nathan Burrell (Ex Officio)  
Michael Burton (Interim Superintendent)

### **Guests in attendance:**

Chris Dewitt, VHB  
Laura Yox, Edward Jones

### **Meeting Minutes**

Justin Doyle circulated meeting minutes from the board retreat with board members in attendance. Katherine motioned to approve the minutes. Kevin seconded the motion and it passed unanimously.

### **James River Park System Master Plan Update**

Nathan Burrell reported the contract with VHB and Hargreaves Associates was executed. Technical and steering committees were created to help guide the the planning process. Both committees are scheduled to meet for the first time on October 15. Chris Dewitt with VHB introduced himself. Chris has been with VHB for 19 years. VHB will be leading the planning process with assistance from Hargreaves Associates. The technical committee will meet on a monthly basis, the steering committee will meet six times, and donors will be engaged three times during the planning process. Nine neighborhood meetings, one in each City Council district, and one public meeting are planned. VHB and Hargreaves Associates will also organize two pop-up meetings. Additional pop-up meetings will be organized by Friends of the James River Park. Greg Velzy raised a concern regarding the timing of public engagement, which will occur during winter months when the park typically sees fewer visitors. Chris shared the questionnaire, which will be used to gather input and will be available online beginning in December. Greg suggested translating the questionnaire in Spanish. Nathan suggested adding a question to gather information about where people use the park. Kevin Tobin suggested revising the first paragraph of the questionnaire. Board members were asked to review the questionnaire and provide feedback. Friends of the James River Park will spearhead promotion

of the planning process with assistance from supporting organizations. A press release should be issued in November.

### **Nathan Burrell's Report to the Board**

Nathan reported the Superintendent position will be advertised beginning Sunday, October 7. It will be open for two weeks and Friends of the James River Park can share it. An interview panel will recommend three candidates to the Department of Parks, Recreation and Community Facilities. Mary Kay agreed to look into other ways of advertising the position beyond what the City normally does to advertise for positions.

Nathan reported Michael Gee recently moved to Forest Hill Park.

Nathan reported a city-wide trails and greenways division is being created and will consist of a superintendent and other staff members.

### **Michael Burton's Report to the Board**

The Invasive Plant Task Force is advertising a position that will create and coordinate volunteer projects. The position will function as a seasonal position. A \$14,500 grant from the Department of Forestry is supporting the position.

Michael reported being awarded a \$100,000 Recreational Trails Program grant for the creation of a shared use path at Pump House Park. The city paid for construction documents. The grant will cover costs associated with permitting and construction.

Tour de Fall Line was rescheduled to Saturday, November 3. King of the James is scheduled for Sunday, November 11.

### **Treasurer's Report**

Shawna Shade reported a \$5,000 grant from Pacific Life was secured by Scott Silvester. The grant is for general operating support.

Friends of the James River Park received a \$25,000 stock donation for the Invasive Plant Task Force.

Laura Yox of Edward Jones is assisting Friends of the James River Park consolidate its investments.

## **Committee Reports**

### **Finance Committee**

Scott Silvester reported Katherine, Shawna, and Justin will work with Laura Yox to consolidate the organization's investments.

### **Communications Committee**

Trammell Beckmann is absent. Karen Thomas, a former board member, is digitizing brochures.

### **Events Committee**

Kevin Tobin did not give a report. He will work with committee members to organize materials for master plan meetings and other events and develop a schedule of what events we will participate in.

### **Membership Committee**

Katherine reported Cat Anthony would like to organize a mailing on Giving Tuesday or in December.

### **Board Development**

Greg Velzy reported the committee is working on streamlining the on-boarding process and would like to compile information to give to prospective board members. We have one Board member candidate who has expressed interest that Kevin Tobin put forth for consideration.

### **Advocacy Committee**

Mary Kay reported the committee will be involved in the planning process for the Master Plan.

## **New Business**

### **Coffee Table Book**

Bill Draper is publishing a coffee table book of photography from the James River Park System. It will be complete in six weeks and could be a fundraiser for Friends of the James River Park. After Katherine gave a presentation and showed everyone the book, the board decided it did not want to front the money to cover the \$12,000 to \$16,000 to publish the book in exchange for receiving all profits.

### **New Employee**

The new Friends of the James River Park employee will be supervised by Katherine, Mary Kay, Shawna, and Justin. The executive committee will be in charge of the interviewing process. Justin will advertise the position in hopes that someone can start in January.

### **RVA Osprey Cam & Eagle Cam**

The RVA Osprey Cam and new eagle cam will be considered by the board at the November meeting.

**Next Meeting: Tuesday, November 6, 2018 at 6:30 pm**