

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

**Tuesday, November 6, 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  
Cat Anthony  
Trammell Beckmann  
Byron Chafin  
Scott Silvester  
Kevin Tobin  
Greg Velzy  
Cary Wing  
Nathan Burrell (Ex Officio)  
Michael Burton (Interim Superintendent)

### **Guests in attendance:**

Scott Dickens, board candidate  
Laura Yox, Edward Jones

### **Introductions**

Kevin Tobin introduced Scott Dickens, a candidate for the Friends of the James River Park board. Scott owns Rocket Pop Media and his son is involved in Passages Adventure Camp. All board members in attendance introduced themselves to Scott.

### **Meeting Minutes**

Justin Doyle circulated meeting minutes from the October board meeting. Kevin Tobin motioned to approve the minutes. Mary Kay Martin seconded the motion and it passed unanimously.

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

Nathan Burrell reported the Spanish version of the master plan questionnaire is being finalized. The next steering committee meeting is scheduled for Tuesday, December 4, at 5:00 pm. The meeting will be held at Reedy Creek/Park HQ before the monthly meeting of Friends of the James River Park. Nine neighborhood meetings, one in each City Council district, and one public meeting are planned and Nathan is working on confirming the dates and times of the meetings by the end of this month. The meetings will begin in January. The questionnaire will be available online in December. The questionnaire and information about the planning process will need to be shared with webbones to be posted on the Friends of the James River Park website. Greg

Velzy informed the board that questionnaires will be distributed by the James River Outdoor Coalition at King of the James on Sunday, November 11.

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

Michael Burton reported Bill Draper, a local photographer, is seeking funding for a coffee table book he is publishing. The board decided not to support the project at the October meeting. Friends of the James River Park will promote the book.

Michael reported the Invasive Plant Task Force will hire a person to coordinate volunteer projects in the near future. A \$14,500 grant from the Department of Forestry is supporting the position. Michael will need to talk to Shawna about making payments to the person once they start.

Michael reported the Tour de Fall Line was a successful event.

Michael recently met with Virginia Department of Conservation and Recreation staff members regarding the \$100,000 Recreational Trails Program grant for the creation of a shared use path near Pump House Park. The city paid for construction documents. The grant will cover costs associated with permitting and construction.

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

Nathan reported the City of Richmond reposted the Superintendent position. Kevin Tobin and Katherine Mitchell will participate in interviewing candidates for the position.

### **Treasurer's Report**

Shawna Shade reported the organization received numerous memorial donations and its first invoice from VHB for the master plan.

## **Committee Reports**

### **Events & Advocacy Committee**

Kevin reported the events and advocacy committees are working together and would like to create kits for pop-up meetings associated with the master plan. Kevin moved to require all board members to commit to organizing one pop-up meeting and attending one neighborhood meeting. The motion was seconded by Katherine and it passed unanimously. The committee is working on a display that includes a park map along with information about Friends and the master plan to be distributed with the surveys at events.

### **Communications Committee**

Trammell Beckmann is looking into alternatives to Constant Contact. Constant Contact is less user-friendly than Emma and Mailchimp, which are alternative services. Greg Velzy motioned to give Trammell the authority to make the change before the next board meeting. Cary Wing seconded the motion and it passed unanimously.

Trammell is seeking newsletter content from board members and will get the newsletter out mid-month going forward.

Trammell intends to convene board members to develop a communications plan.

### **Membership Committee**

Cat Anthony will work with Trammell on a Giving Tuesday and December email solicitation to the database and potentially promote the gift membership option.

### **Board Development**

Greg Velzy reported the committee is working on streamlining the on-boarding process. Byron Chafin and Mike Doerr will attend an orientation lunch with Katherine this month.

### **Finance Report**

Scott Silvester reported members of the committee are working with Laura Yox of Edward Jones to consolidate the organization's investment accounts. Members of the committee need to make a few more visits to banks.

## **New Business**

### **Capital Region Land Conservancy**

Katherine received a letter from Parker Agelasto, Executive Director of the Capital Region Land Conservancy, requesting money for the recently completed current conditions report of the James River Park System, insurance and maintenance, and due diligence costs associated with additional conservation easement acreage. Friends of the James River Park does not own land and is not one of the three easement holders. The board does not feel obligated to cover expenses associated with the easement, specifically the current conditions report, the staff expenses associated with putting additional land under easement, and annual due diligence expenses. Kevin suggested writing a letter to the Capital Region Land Conservancy explaining the organization's position. Katherine motioned to pay Capital Region Land Conservancy \$650 for a portion of the insurance and maintenance expenses in 2017 and 2018, a total of \$1,300.00, which is around what we paid in 2015 and 2016. Greg seconded the motion and it passed unanimously.

### **Part-Time Employee**

Justin circulated the office manager job description and asked for final input from board members. The position will be advertised in the near future. Shawna is interested in the position and will have an opportunity learn skills required for the position in November and December. After learning necessary skills, she will be given the opportunity to assume the position in January. A new Treasurer will need to be identified as Shawna will need to resign from the Board if she takes the position. Trammell will advertise board members skill needs (identified at the retreat) in the newsletter.

**RVA Osprey Cam & Eagle Cam**

Andy Thompson is seeking sponsorship for the RVA Osprey Cam and new eagle camera on Cooper's Island. \$5,000 for the RVA Osprey Cam is in the budget. After discussion on the topic, Katherine suggested sponsoring the cameras with \$2,500. Greg suggested requesting details about a \$2500 sponsorship. Shawna will follow up with Andy.

**Next Meeting: Tuesday, December 4, 2018 at 6:30 pm**