

Friends of the James River Park Board Meeting
Tuesday, December 4, 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 Dickens
Scott Silvester
Kevin Tobin
Greg Velzy

Michael Burton (Interim Superintendent)
Matt Mason (Volunteer Coordinator)

Guests in attendance:

Mary Wickham, James River Park Invasive Plant Task Force
Bryce Wilks, Assistant Park Manager of Pocahontas State Park

Introductions

Board members and guests introduced themselves after the meeting was called to order.

Meeting Minutes

Justin Doyle circulated meeting minutes from the November board meeting. Greg Velzy motioned to approve the minutes. Mary Kay Martin seconded the motion and it passed unanimously.

Michael Burton's Report to the Board

Michael Burton reported being in contact with the Maymont Civic Association regarding the North Bank Trail Connector project. A recent meeting of residents was positive.

Potholes at Pony Pasture are being repaired.

Interviews of Park Superintendent were held last week. Four candidates were interviewed. A new trails and greenways superintendent position is being created.

James River Park Invasive Plant Task Force

Mary Wickham of the James River Invasive Plant Task Force provided an update. Friends of the James River Park is the fiscal agent of the task force. A grant from the Department of Forestry allowed the task force to hire a part-time employee, Ryan

Ginsburg. Focus areas in the James River Park System are Chapel Island, Belle Isle, Texas Beach, Pony Pasture, Buttermilk Trail. Mary encouraged board members to be ambassadors of the task force.

James River Park System Master Plan

Katherine reported the next steering committee meeting is scheduled for December 11 at Reedy Creek/Park HQ. Neighborhood meetings will be scheduled by December 11. Nathan is working on scheduling the meetings. Friends of the James River Park and stakeholder organizations will help organize the meetings. An online questionnaire will launch in the near future.

Treasurer's Report

Shawna Shade reported a good month for income. Friends of the James River Park received a \$10,000 check from the Atwell Foundation. Giving Tuesday yielded 33 donations and four membership renewals.

Committee Reports

Communications Committee

Trammell Beckmann reported transitioning from Constant Contact to Mail Chimp with help from Scott Dickens. Mail Chimp is \$50 per month with Rocket Pop and \$75 per month with an independent account. Rocket Pop is making an in-kind donation to the Friends of the James River Park. This is not a conflict of interest.

A communications brainstorming meeting was held and a monthly newsletter template was created. Newsletters will include important news, master plan updates, Friends of the James River Park events, partners in the park, and events in the park.

Kevin Tobin will contact Penelope Davenport regarding the annual Winter Solstice event. Cat Anthony recommended sending the newsletter on December 27 or 28 to make an end of year solicitation.

Events Committee

Kevin reported an accordion-style Friends of the James River Park display was ordered. The display features a map of the park system. A master plan pop-up meeting at Shiver in the River, scheduled for February 3, 2019, is planned. The committee is working on events for 2019.

Membership Committee

Cat and Trammell intend to meet in the near future.

Board Development Committee

Greg Velzy reported the committee is working on streamlining the on-boarding process and will meet in the near future.

Advocacy Committee

Mary Kay circulated the Friends of the James River Park's conflict of interest policy and asked board members to review and sign it. A motion to adopt the amended conflict of interest policy and require board members to sign it was seconded and passed unanimously.

Mary Kay would like to convene a group of board members to review and consider amending the Preservation and Protection Fund policy.

Will Isenberg of the James River Outdoor Coalition is seeking letters of support for the World Rivers Center and Whitewater Hall of Fame. Greg motioned for Friends of the James River Park to provide a letter of support to the World Rivers Center steering committee and Mary Kay seconded the motion. It passed unanimously.

Finance Committee

No report.

Old Business

Part-time Employee

Justin reported receiving cover letters and resumes from candidates for the part-time Office Manager position.

RVA Osprey Cam

Andy Thompson is seeking sponsorship for the RVA Osprey Cam and new eagle camera on Cooper's Island. Greg motioned to appropriate \$2,500 in support of the RVA Osprey Cam and new Bald Eagle cam Kevin seconded the motion and it passed unanimously.

Next Meeting: Tuesday, January 8, 2018 at 6:30 pm