

Friends of the James River Park Board Meeting

Tuesday, April 2, 2019 at 6:30 pm

Meeting Minutes

Board members in attendance:

Katherine Mitchell, President

Byron Chafin, Treasurer

Justin Doyle, Secretary

Cat Anthony

Dean Brunson

Georgia Busch

Scott Dickens

Scott Silvester

Kevin Tobin

Greg Velzy

Cary Wing

Staff members in attendance:

Shawna Shade, Friends of the James River Park

Bryce Wilk, Park Superintendent

Meeting Minutes

Justin Doyle circulated minutes from the March board meeting. Katherine Mitchell motioned to approve the minutes. Greg Velzy seconded the motion and it passed unanimously.

Park Superintendent's Report

Bryce Wilk, Superintendent of the James River Park System, reported Matt Mason accepted an offer to become the Southern District Volunteer Coordinator. Matt will spend approximately 75% of his time supporting the James River Park System. Publix employees recently volunteered at Ancarrow's Landing, Area 10 Faith Community volunteered at Belle Isle, and the University of Richmond adopted Huguenot Flatwater.

The park system is launching a host program. He would like to have volunteers stationed at Reedy Creek on weekends. A meet and greet is scheduled in April and training will occur in May. Katherine Mitchell suggested including the program in the newsletter. Signage improvements are planned at Reedy Creek.

Seasonal operations, trail, and recreation positions are posted. The positions pay \$12.07/hour. The full-time Labor Crew Chief position will be posted Sunday.

The bridge adjacent to the Reedy Creek parking area is complete. Shawna Shade suggested including a story about the project in the newsletter. Greg Velzy suggested adding a plaque to the bridge recognizing the contributions of the Eagle Scout who worked on the project.

Bryce reported a busy weekend in the park system. He is working on a plan to open seasonal parking areas to accommodate higher visitation on weekends.

Dredging did not happen at Ancarrow's Landing and Shad are running.

Tyler is organizing public programs in the park system. Scott Dickens suggested creating Facebook events for programs to increase attendance.

April 6 is the Friends of the Pump House Spring Festival. 2019 is the second year of the event.

President's Report

Katherine Mitchell reported March was a productive month for Friends of the James River Park. Trammell Beckmann resigned from the board. Scott Dickens is stepping up to chair the Communications Committee and Cary Wing is the new chair of the Events Committee. Byron Chafin is the current Treasurer.

Scott Silvester motioned to appoint new board member Dean Brunson Treasurer. Scott Dickens seconded the motion and it passed unanimously.

The master plan questionnaire closed on March 31, 2019. Tricia Pearsall solicited input from park users at Ancarrow's Landing. A presentation of the draft master plan is scheduled in June and the final plan will be available in September.

The annual member event is on Katherine's mind. Upcoming events need to be staffed by board members. Katherine encouraged board members to volunteer.

Treasurer's Report

A Treasurer's Report was not given.

Committee Reports

Communications Committee: Scott Dickens will contact Webbones to inquire about the interactive map. Scott reported he is solidifying the organization's social media strategy. He would like to use photos taken by Bill Draper, Rich Young, and Dave Parrish. He would like to create a video profiling Bryce Wilk. Bryce suggested "Riverside Chats." Scott is working on newsletter content for spring and a social media content calendar. Kevin Tobin suggested educating park users about river hazards.

Finance Committee: Scott Silvester will email committee chairs regarding FY 2020 organizational budget. Katherine suggested scheduling the board retreat in January, a less busy time of year. Scott Silvester motioned to schedule a board retreat in January 2020. The motion was seconded by Kevin Tobin and it passed unanimously. Strategic planning will be informed by the master plan and will occur this summer.

Events Committee: The new committee chair is Cary Wing. Shawna created a Signup Genius for Part for the Planet, Riverrock, and Explore the Outdoors. Shawna has not committed to Party for the Planet yet. Greg and Cary are in favor of engaging members to help at events.

Membership Committee: Cat Anthony questioned the organization's capacity to organize an annual membership event this year. Greg suggested combining River

Heroes and the annual membership event. The committee will work on organizing a membership event in September. The master plan could be presented at the event.

Board Development Committee

Greg Velzy is working on fine tuning the matrix of skills needed on the board. The board needs people that understand science and fishing. The committee will meet soon.

Advocacy Committee

Justin Doyle provided an update on advocacy efforts related to the City of Richmond's FY 2020 budget. A letter from Friends of the James River Park supporting the proposed FY 2020 will be sent to each member of City Council.

Old Business

Capital Region Land Conservancy - Park System Conservation Easement

Jane Myers of the Capital Region Land Conservancy would like to train volunteers to monitor the James River Park System's conservation easement on an annual basis. Bryce recently met with Jane and Katherine will follow up with her. Friends of the James River Park has played a role in assisting Capital Region Land Conservancy with monitoring the conservation easement in the past. Additionally, The Capital Region Land Conservancy is requesting a liaison.

New Business

London Trip (June 10 - 16)

Greg mentioned the upcoming trip to Richmond Upon Thames. The delegation from Richmond includes Nathan Burrell and Michael Burton.

Clean the Bay Day (June 1)

Clean the Bay Day is Saturday, June 1. Cleanups are being organized in the James River Park System.

Next Meeting: May 7, 2019 at 6:30 pm