

Friends of the James River Park Board Meeting
Tuesday, August 4, 2020 at 6:30 pm
Meeting Minutes

Board members in attendance:

Katherine Mitchell, President
Mary Kay Martin, Vice President
Dean Brunson, Treasurer
Justin Doyle, Secretary
Cat Anthony
Byron Chafin
Scott Dickens
Mike Doerr
Jake Savage
Scott Silvester
Kevin Tobin
Greg Velzy
Cary Wing
Brittany Zamborsky

Staff members in attendance:

Bryce Wilk, Park Superintendent
Shawna Shade, Friends of the James River Park

Guests in attendance:

Norwood Scott

Introductions

Katherine Mitchell called the meeting to order and welcomed Norwood Scott. Norwood grew up in Richmond and is connected to the James River Park System. Norwood is involved with the James River Outdoor Coalition. He is interested in serving on the Master Plan fundraising committee.

June Meeting Minutes

Katherine asked for a motion to approve the draft June meeting minutes. Mary Kay Martin motioned to approve the June meeting minutes and Jake Savage seconded the motion. The motion passed unanimously.

Superintendent's Report - Bryce Wilk

Bryce Wilk would like to hold the next board meeting at the Pump House on September 1. Bryce reported that some trees are down in the park system as a result of Isaias. The river didn't rise as high as initially anticipated. Volunteer popups are happening on Wednesday and Saturday mornings. Outdoor visitor centers have been happening at Belle Isle and Pony Pasture. "Camp-in-the-Box" is being offered by park system staff members. Bryce has been meeting with Richmond Public Schools to determine how park system staff members can supplement instruction this fall. Construction activities associated with the Universal Access at Huguenot Flatwater project scheduled to begin in November. An archaeological dig is proposed

somewhere between Pony Pasture and The Wetlands. Increases in visitation at Ancarrow's Landing and Pony Pasture. Full-time operations position is being advertised.

Greg Velzy asked Bryce if Nathan Burrell's position has been posted. Bryce informed Greg that it has not. Michael Burton is currently filling the position for the time being.

President's Report - Katherine Mitchell

Katherine reported the Executive Committee will meet to review the bylaws between now and September 1.

Treasurer's Report - Dean Brunson

Dean Brunson informed board members that Shawna shared draft financial documents. Dean reported Friends of the James River Park has \$105,000 in unrestricted funds. \$33,000 is set aside for deficit spending in the FY21 budget.

Committee Reports

Finance Committee - Jake Savage

Jake Savage reported the board is working on securing Bryce a credit or debit card. The Finance and Executive Committees considered the idea this week and support the idea. A debit or credit card with a \$1,000 limit is being considered. The Finance Committee is working on a credit card policy. The Finance Committee discussed approaching Atlantic Union Bank. Dean suggested the organization needs new signature cards. The Finance Committee will report back to the board at the September meeting.

Membership Committee - Katherine Mitchell

Katherine Mitchell intends to convene the committee in August. Mike Doerr and Scott Dickens are members. The committee will be working on a membership plan. Katherine requested the involvement of additional board members.

Board Leadership Development Report - Greg Velzy

Greg Velzy reported Jon Luginbill withdrew his application to become a board member. Two candidates who submitted applications were invited to tonight's meeting but are not present. Greg is working on scheduling meetings with prospective candidates. Bryce met with the Invasive Plant Task Force. Madge Bemiss and Anne Wright are interested in joining the board.

Communications Committee - Scott Dickens

Scott Dickens reported emphasis has been places on blog and social media. He would like to conduct a ParkStar interview. Interviews have been on hold. Scott has a new drone. Six or seven articles have been published in the past month. Website renovations are ongoing. Bryce pitched ideas for stories to Scott. Katherine encouraged board members to share ideas with her, Bryce, and Scott. Scott intends to schedule a committee meeting in the near future.

Branding Action Team - Shawna Shade

Shawna Shade facilitated the rebranding process and reported options d (Great blue heron) and e (Spotted salamander) were the most popular among board members. The Spotted salamander received five votes. The Great blue heron received two votes. Bryce is concerned about the color palette of the logo featuring the Great blue heron. Greg appreciates the purple color in the salamander logo as it stands out from other organizations. A discussion about the logos ensued. The Branding Action Team will make a recommendation at the September meeting and the board will vote on the recommendation. The logo should come with brand identity guidelines according to Scott Dickens. The Branding Action Team will meet after logo revisions are received.

Master Plan Action Team - Mary Kay Martin

Mary Kay Martin reported Katherine, Mary Kay, and Bryce are scheduled to meet with Chris Frelke and Deborah Morton on Friday to discuss fundraising for master plan implementation.

Old Business

Bill Draper's Photography Book

Bill Draper created a book of photography of the James River Park System. All proceeds from the book will come to Friends of the James River Park. The book is scheduled to be published by Brandylane Publishing this fall. Distribution could happen through Amazon and/or Barnes & Noble. Katherine intends to convene board members to discuss distribution.

New Business

Inlight Richmond (November 12-16, 2020)

Bryce reported he is working with an artist on a light projection installation for the annual Inlight Richmond event.

Potterfield Memorial Bridge Maintenance

Greg asked Bryce if Friends can hire a contractor to conduct maintenance on the Potterfield Memorial Bridge.

2020-21 Officers

Greg reported Mary Kay Martin is candidate for President, Justin is candidate for Vice President, Dean is candidate for Treasurer, and Jake Savage is candidate for Secretary. Greg motioned to approve the slate of officers. Scott Silvester motioned to approve the slate of officers as presented. The motion passed unanimously.

Falls of the James Scenic River Advisory Committee Update - Greg Velzy

Greg reported funding for Missing Link was not adopted in the FY21 budget. New trails are planned along the Manchester Canal. The Southern States silos are for sale and may be under contract. The silos will likely come down. Development in this area of Manchester has implications for the James River Park System. 2020 is the 50th Anniversary of the Virginia Scenic Rivers Program. Panels about the program will be on display at Main Street Station. The

Wastewater Treatment Plant recently upgraded its ability to treat wastewater from 75 million gallons per day to 140 million gallons per day.

James River Outdoor Coalition Update - Greg Velzy

Greg reported JROC's safety subcommittee has been considering actions that can be taken to promote river safety. A new map is being created. Mary Kay suggested creating a river safety webpage that lives on the Friends of the James River Park website.

Friends of Pump House Update - Bryce Wilk

Bryce reported improvements

James River Hikers Update - Bryce Wilk

James River Association Update - Justin Doyle

Justin shared information about James River Watch, the James River Association's water quality monitoring program.

Next Meeting: Tuesday, September 1, 2020 at 6:30 pm