

Friends of James River Park Meeting minutes for the Oct. 6, 2020 Board Meeting

The Zoom meeting was called to order by in-coming President Mary K. Martin (“MKM”) at 6:30 PM.

The Board attendance was taken and recorded in the attendance google document.

No guests were in attendance.

The minutes for the Sept. Board meeting were approved with one correction, that there were “new hang out spots” in the park, not “no new hang out spots” in the park.

President’s Report

- 1) The Events Committee has started up again.
- 2) The new FOJRP Logo was reviewed and everyone seemed to like it. More related on this - see below under Branding Action Team Report.
- 3) E-News - the thought process is to have a more regular generation of the e-news series and in this regard MKM suggested the Board members come up with ideas. Two ideas were to interview out-going President Katherine Mitchell and in-coming President MKM as Park Stars.
- 4) New Grant writer - MKM suggested that we find a person familiar with grant writing and get them on the Board or on a committee. Any ideas appreciated.
- 5) Board Diversity - MKM suggested we think about this and in future meeting come up with ideas of how to diversify the Board membership.

Park/Volunteer Report - Bryce Wilk

- 1) CBS 6 bought coffee and breakfast sandwiches for park staff and did a news report on them, in order to say thank you for all the hard work maintaining and expanding services in the JRP.
- 2) Master Plan (“MP”) Conservation Easement Report - Bryce is in process of having a title search done to add approximately 180 acres to the park
- 3) A plant survey is being done on Williams Island (95 acres) and an insect survey is being done throughout the JRP. In a potential state first, a native praying mantis was found during the insect survey.
- 4) Universal Access Ramp at Huguenot Flatwater (“HFW”) update - an RFP is going out to bid soon for the work and Bryce hopes to break ground by Nov. 16, 2020.
- 5) Oxford Entrance - an Eagle Scout project built a new bridge and kiosk.
- 6) Volunteer Events - Beautifying Ancarrows Landing is on-going including adding picnic tables and benches for watching sturgeon jumping.
- 7) Buttermilk Trail - a split rail fence is being added near the Nickel Bridge to prevent erosion.
- 8) Northbank Trail - a water fountain is being repaired near the Pumphouse.
- 9) Pumphouse - a \$10,000 grant has been procured to fix the brick arches between the generator room and the furnace room.
- 10) Invasive Species Plants - a grant was applied for and has been received to treat Emerald Ash Bore. 39 trees have been treated so far.

11) In-Light display - Barry O'Keefe's art will be on the T-Pot bridge on the Southside.

Treasurer's Report - none

Finance Committee Report - Jake Savage

1) The new credit card was discussed. Shawna has hers and Bryce needs to go to the bank to get his. The Finance Committee will meet next month to recommend to the Board policies and procedures that the credit card holders must follow.

Membership Committee Report - Katherine Mitchell -

- 1) Bill Draper book (A Photographic Journey through the JRP) discussion - Bill and Katherine requested that the FoJRP invest \$3,000 along with their investment of \$9,000 (another partner is involved with them named Katherine Hammond) (total of \$12,000) to pay for offset printing of the book. Bill is willing to take delivery and help sell and fulfill the delivery to potential buyers of the book. FoJRP will receive the revenue from the book sales after Bill and Katherine are paid back. The FoJRP will also receive 100 books at cost that may be given to people who have given to the FoJRP at a certain level or greater (\$500? TBD).
- 2) A motion was made for the FoJRP to appropriate the requested \$3,000 for this endeavor. There will also be a MOU by and between the FoJRP and Bill Draper & Katherine Mitchell. Greg Velzy offered a first and Mike Doerr a second and the motion passed unanimously.
- 3) A discussion of what to do to develop deeper relationships with our bigger donors ensued. There are 7, \$1,000 donors, and 20, \$500 donors, to FoJRP. The thought of using our new logo, in bumper stickers and or tee shirts, or the Bill Draper book to give to these donors as a thank you was discussed.
- 4) License plate revenue for last year was \$40,000, \$800 less than in 2019. Shawna and MKM will reach out to DMV to find out why this decreased and to better understand the analytics of this important revenue stream.

Leadership Development Report - Greg Velzy

- 1) Greg discussed that certain people have shown interest in joining a Committee of FoJRP and not be on the Board. It was suggested that the process should be: a) the person will make application (Scott Dickens has developed a Committee and a Board e-form application to be on the web site); b) Chairman of the Committee approves, then; c) the President and /or Vice President approves.

Communications Committee Report - Scott Dickens

- 1) Drone footage was shot over the river last week.
- 2) Interview of Katherine Mitchell as a Park Star is underway.
- 3) Casual photos of the Board members will be taken over the next few months.

Advocacy Committee and MP Action Team Report - MKM

- 1) MPACT - a discussion ensued about holding mayorial candidates accountable for their positions, especially for MP implementation.

Branding Action Team Report - Shawna Shade

- 1) The new FoJRP Logo was unveiled with tee shirt and bumper sticker mock-ups.
- 2) Bryon Chafin, Events Committee Chair, suggested an event, work day/trash pick-up, for Board members with tee shirts sporting the new logo. This will be held the morning of Nov. 7th at Pony Pasture.
- 3) There will also be a reveal of the logo with local press in the next 90 days.

New Business:

- 1) Approval of Amendments to By-Laws - a proposed amendment was tabled that would have changed the effective date of officer installment. Accordingly, the By-Laws remain unchanged and officers will continue to be installed on September 15th.
- 2) Approval of Amendments to By-Laws - A new amendment will be added to allow for a Committee application only, ie, not a Board member, in the next meeting or two.
- 3) Approval of \$13,000 expenditure for a JRPS UTV (Utility Terrain Vehicle) - Bryce discussed the need for the vehicle to transport materials and pull boat trailers, among other things. He has checked with the city about accepting a gift from the FoJRP and that is acceptable. Bryce also communicated that the Park had enough money in its budget to pay for operating costs, insurance, etc. for the UTV. He has talked to the dealership and he thinks he can get a top of the line John Deere UTV for \$13,000. He may offer to put the dealership name on the UTV if that can result in a discount in price. Scott Dickens made a motion for the FoJRP to approve this expenditure of \$13,000, Byron Chafin seconded the motion and the Board approved the motion unanimously.
- 4) Discussion about Bill Draper book. - See Membership Committee Report items no. 1 & 2

Old Business -

- 1) Expanding membership and providing more opportunities for engagement with underserved communities. We will be forming an Action Team or Committee to address this issue. Anyone interested, please contact MKM.

The November meeting date has been changed to Tuesday, Nov. 10th, since the ordinary date is Election Day, Nov. 3rd.