

Minutes - Friends of James River Park Board Meeting Tuesday, January 5, 2020, 6:30- 8:00PM

Attendees: Brittany Zamborsky, Scott Dickens, Mike Doerr, Byron Chafin, Kevin Tobin, Scott Silvester, Dean Brunson, Greg Velzy, Jake Savage, Justin Doyle, Katherine Mitchell, Mary Kay Martin, David Broocke, Madge Bemiss

- 1) President Mary Kay Martin called the virtual meeting to order at 6:35PM.
- 2) Minutes from the December Board meeting were approved.
- 3) President's Report - Mary K. Martin
 - a) No report given for the holiday month of December
- 4) Park/Volunteer Report - Matt Mason for Bryce Wilk
 - a) Andi Clinton is spearheading removal of Invasive Species.
 - b) Full-time operations position at the staff level is being delayed
 - c) Gravel work at Pony Pasture, Pleasant's Creek, and Belle Isle being done to shore up areas against erosion from the recent flooding
 - d) Small group programs of owl prowls, night hikes and Pumphouse being conducted by Part staff
 - e) Volunteer events are being capped at 9 volunteers currently
 - f) 2021 JRP visitation was at 1,998,000 through November, so expect over 2,000,000 for the entire year
 - g) UTV - \$14,300 now or \$1,200 more than the Friends' Board authorized. Bryce will make up the difference out of his budget. Also, MKM will co-sign a letter to the dealer asking for a discount on the price.
- 5) Treasurer's Report - Dean Brunson
 - a) Invested \$100,000 in short term investments which will yield about \$275 in six months
 - b) Bill Draper book has generated about \$35,000 of revenue with the sale of about 890 books to date
- 6) Finance Committee - Jake Savage
 - a) See 5 a above about short term investments

7) Membership Development Committee - Katherine Mitchell

- a) Mailer sent to 300 lapsed membership people last month for end of year giving
- b) Advertising the book on the website has been removed since all the books have been sold
- c) Donors of greater than \$250 in a year will be recognized in a display at the end of the T. Pott Bridge - it will be printable so we can do this every year and update intra-year.
- d) "Text to donate" sign ready to go up in 9 areas around the park once the 6 digit code for Go Lively site is ready
- e) Membership event has been pushed from April to June or Sept given the Covid issues.
- f) Blanchards Coffee and Vail Brewery on Forest Hill Ave. have a FoJRP sign to encourage people to get outside

8) Leadership Development Committee - Greg Valzy

- a) Seeking new Board members with diverse backgrounds and the time, talent and treasure to make a difference
- b) He asked the JRP staff to think about and recommend qualified candidates
- c) Groups represented are: fisherman, kayakers, hikers, bikers, birders, naturalists, etc
- d) Talents needed: project management expertise, real estate attorney, corporate contacts, minority community contacts, grant writing, naturalists and conservationists
- e) Discussion of a single point of contact to assimilate new Board members with the goal of having 3+ by FYE
- f) By-law changes - Article VI - to allow for non-Board members to be committee members - First by Greg Valzy, second by Jake Savage then unanimously approved by the Board

9) Communications Committee - Scott Dickens

- a) Sale of the Bill Draper book was the primary focus for Dec.
- b) Book pick-up being performed at Forest Hill Park Pavilion on Saturday and Wednesday with Bill signing and personalizing the books
- c) Discussion about another printing concluded with the idea of doing it again around mid-year for the Holiday season

10) Advocacy Committee and Master Plan Action Team Report - Mary K. Martin

a) No report

11) New Business

a) Action Team on hiring an executive director - Jake Savage - the team will meet this week and get started on this process

b) Greg Velzy gave brief update on the JROC Tredegar Street clean-up event which was a great success

c) Madge Bemiss - Invasive Plant Task Force update - asking contractors to volunteer a day in the park on certain projects - discussion around saving the trees we have and partnering with contiguous neighbors and getting them to help

d) Dept. of Wildlife Resources (DWR) permit in process to collect fees for access at Ancarrow's Landing and Huguenot Flatwater. Discussion between DWR and JRPS, around trying to get Ancarrow's exempted for kayakers and to remove Huguenot Flatwater from the permit process all together. Bryce thinks this process will be ended with no action taken.

e) Conservation easement assessments are starting and will continue for the next 60 days - thanks to all who are working on this.

The next virtual meeting will be on Feb. 2, 2021 at 6:30PM.