

Friends of Corvallis Parks and Recreation

1310 SW Avery Park Dr.

Corvallis, OR 97333

Board Meeting Minutes

March 25, 2014 5:30 pm

Attendees

Mary Buckman

Jenny Meisel

Roberta Sperling

Karen Emery

Charley Fisher

Betty Griffiths

Kent Daniels

Absent

Kenny Davidson

Guests

Kristin Shreeve

Meeting called to order: B. Griffiths called the meeting to order at 5:32 pm. Introductions of all present.

Approve minutes from previous meeting:

M. Buckman requested that the additional organizers for the Marys River Boardwalk event be added to the minutes.

M. Buckman made a motion to approve the February minutes as corrected. R. Sperling seconded. All were in favor. Motion passed with a unanimous vote.

New Board Members:

Kristin Shreeve was present at this meeting. She introduced herself to the current board members stating that she has been very involved with swim team since 2000. Her children both swam on the team. She has experience organizing events and with accounting. She was a general accountant and licensed tax consultant in the past.

K. Daniels made a motion to approve Kristin Shreeve as a new board member. M. Buckman seconded the motion. All were in favor. Motion passed with a unanimous vote.

B. Griffiths stated that Ron Thiessen has also submitted an application but recently got a new job working for Safehaven, so he doesn't have time right now.

Logo Presentation

Mattea Godsey is a recent OSU graduate in Graphic Design. She is starting her own business and is here to present her ideas for a Friends logo.

Mattea passed around examples of other logos and shared a draft of a preliminary contract/proposal.

She will design a couple logos for online and print in different colors/sizes and variations so the logo can fit in different spaces. She will also provide information on how to use the logo.

Mattea spoke about the survey that she asked board members to fill out. She got a sense that the style should be: Simple, clean organic, nature, cheery, bright, soft and friendly, and it should say something about parks and recreation. She proposes to be finished by mid-June. She will start by producing mood boards that will help choose styles, then work toward different iterations of a logo design. R. Sperling asked that Mattea provide us with a TIFF file and that any artwork is in both color formats: RGB and CMYK.

Mattea stated that she is willing to do some work pro-bono because she likes the idea of working with non-profits. B. Griffiths stated that we should agree on a price between \$100-\$1000.

R. Sperling noted that she likes her style. C. Fisher likes the idea of hiring a young person who is just starting out—most of the board agreed. M. Buckman stated that \$500 is a fair price. K. Emery suggested starting at \$500 and that we could give her a bonus if we liked her work.

M. Buckman made a motion to hire Mattea Godsey to create a logo for \$500 with the option to increase or provide a bonus as we finish the process. C. Fisher seconded. All were in favor. The motion passed with a unanimous vote.

Financial Report

C. Fisher complemented everyone on the Marys River Boardwalk event, as there were many donations received that he has been processing. He is working on a few discrepancies in the numbers.

So far he has recorded \$2085 for the event/admission and \$1374 from the auction.

General fund: \$2103

Osborn Aquatic Center: \$100

Marys River boardwalk \$9199

C. Fisher shared a card and a \$100 donation for the Marys River Boardwalk that was received from a woman who lives in California. She visits her sister in Corvallis and they like to walk out on the boardwalk.

Owens Barn: \$20,500

Sunnyside School: \$99.28—was \$117k last month. Funds were transferred to the City and spent.

K. Daniels asked what the money was spent on. K. Emery responded: much of it was spent on moving the structure (\$25,000), putting on a new roof, and a new foundation. It was cheaper to have the contractor take the old roof off and build a new roof. With the roof off, the structure was shorter and fit under the powerlines so the utilities didn't have to be moved. City staff is working on a preservation plan for the barn, school and farm house.

Arnold Park: \$25,000

Ron Naasko playground: \$50.

K. Shreeve asked for a quick description of our projects and goals. B. Griffiths briefly mentioned a few of the projects that we are working on, and will send her additional information. K. Emery will put together a notebook with past minutes and important info.

Grant Process

R. Sperling shared a draft document that she created for parks department staff to follow when writing a grant for the board to consider. C. Fisher recommended adding "facilities" to item 1.

K. Daniels suggested that we allow any city department to apply for grants through the Friends Board and not limit to only the Parks and Rec department. He suggested that the heading read: "grant application guidelines for City Staff". K. Daniels also suggested adding a statement about charging a 3% administrative fee to line 4. Other minor edits were discussed; B. Griffiths noted changes/suggestions and will amend the document.

M. Buckman made a motion to approve the Grant Process document with the edits discussed. R. Sperling seconded the motion. All were in favor. Motion passed with a unanimous vote.

Amazon Donations

K. Emery noted that Amazon.com will give a small percentage to a chosen charity when someone makes a purchase. This would require us to register with Amazon.

R. Sperling stated that she has had trouble transferring funds with Amazon when selling items and cautioned the board about working with Amazon. She also suggested that we should have a logo and a campaign to advertise this if we decide to move forward. M. Buckman will look into this and register us as a non-profit.

Marketing, Publicity, & Outreach

B. Griffiths asked what we should do regarding outreach to Rotary clubs since K. Davidson has resigned. K. Daniels volunteered to contact each of the 5 clubs to see if we can get on their speaker agenda.

B. Griffiths stated that she still hasn't contacted the neighborhood associations. K. Daniels suggested that she send info about the Friends group to Courtney Cloyd as he has contact info for many NA's.

C. Fisher spoke to Steve Younger at Toyota and Steve stated that Toyota does donate to community projects. If there is a particular project that we would like funding for, Steve suggested that we write up a donation request and he will give it to the right people. The Osborn climbing wall was suggested as a project that we could make a request for, and the Parks staff could put a thank you on the reader board. The cost of the climbing wall is \$25,000 and it requires a \$12,500 match. It was suggested that we put together a request to Toyota for \$10,000.

K. Emery stated that she will have staff draft a letter about how Toyota can be recognized for their donation at the aquatic center and get the donor list for the aquatic center from James.

Other

- B. Griffiths shared the Parks and Rec Activity Guide with the letter that K. Emery wrote and the ad that R. Sperling created. K. Emery stated that this guide went out to 29,000 households.
- K. Emery contacted the senior center about promoting the friends group in their monthly newsletter. She stated that the friends group can do a write up or an insert for the newsletter. If we choose to do an insert, we would need to provide 750 copies. R. Sperling suggested that an insert would be good and we could include a payment stub for donations that can be sent back in the mail; she thinks that we should wait until we have a logo to do a large outreach such as this. K. Shreeve was in agreement.
- M. Buckman suggested that we first put a note/article in the newsletter and then later put in an insert.
- R. Sperling suggested that we could solicit for board members, or a representative from the Senior Center to be on the board. R. Sperling will draft a letter that can be submitted in the Senior Center Newsletter and will send to board members for review.
- B. Griffiths asked R. Sperling to write up and submit a movers and shakers story for the Gazette Times about K. Shreeve joining the board.
- Board insurance: K. Daniels got information from Cascade Pacific RC&D: the yearly premium for \$1 million liability coverage is \$995. K. Daniels will get more information. K. Shreeve and R. Sperling asked what the liability is. K. Daniels stated that many boards get this insurance to protect board members. B. Griffiths added that it's a very small risk.
- R. Sperling submitted an article for The Advocate; hasn't heard back. She is waiting to contact the Thymes about submitting an article.
- C. Fisher sent the donor list to J. Meisel. He stated that this list doesn't include people who purchased items through the silent auction at the Boardwalk fund raiser. He is still working on the auction donations, and has some questions on how to handle the values and letters for the auction items.
- Financial advisor—don't have any money, so will keep that as a pending item on the agenda.

Potential board members:

- K. Daniels suggested Lee Eckroth—K. Emery knows him well and noted that he was instrumental in getting funding for the new Willamette Park picnic shelter; he is very service oriented. K. Daniels will ask him to be on the board.
- B. Griffiths would like to get the board up to 11 members.
- K. Daniels ran into Jim Schupp who used to be a financial advisor. K. Daniels will give him a call and see if he would like to be a board member. Charley knows him too.

Action Items

- K. Emery will send out the small items grant list
- K. Emery will get the aquatic center donor list from James
- B. Griffiths will send additional information about the Friends current projects to K. Shreeve.
- K. Emery will put together a notebook with past minutes and important info for K. Shreeve.
- C. Fisher will send thank you letters to donors who paid the \$20 fee for the Marys River Boardwalk fund raiser.
- B. Griffiths will amend the grant process documents to reflect changes discussed
- B. Griffiths will draft a financial policy document
- M. Buckman will look into the Amazon smile program for potential donations
- K. Daniels volunteered to contact each of the 5 Rotary clubs to see if we can get on their speaker agenda.
- R. Sperling will draft a letter that can be submitted in the Senior Center Newsletter and will send to board members for review.
- R. Sperling will write up and submit a Movers and Shakers story for the Gazette Times about K. Shreeve joining the board.
- K. Daniels will get more information on board insurance
- K. Daniels will ask Lee Eckroth to be on the Friends board
- K. Daniels will call Jim Schupp and see if he would like to be a board member.

Meeting was adjourned at 7:00

Next meeting April 22, 2014. Jenny will not be at the meeting; need to assign a minute taker.

Minutes by J. Meisel