

Friends of Corvallis Parks and Recreation

1310 SW Avery Park Dr.

Corvallis, OR 97333

Board Meeting Minutes

July 22, 2014 5:30 pm

Attendees

Mary Buckman
Kristin Shreeve
Jenny Meisel
Karen Emery

Charley Fisher
Kent Daniels
Roberta Sperling
Betty Griffiths

Absent

Guests

Meeting called to order: Betty Griffiths called the meeting to order at 5:35 pm.

K. Emery asked to add a summary of the donor sub-committee meeting to the agenda.

Approve minutes from previous meeting:

K. Daniels made a motion to approve the June minutes. M. Buckman seconded. All were in favor. Motion passed with a unanimous vote.

Financial Report

C. Fisher handed out a final fiscal year report

He stated that we started with 2 accounts for projects and ended up with 9. The report shows the beginning balance, income, expenses and end balance. This was followed by a brief discussion about Marys River boardwalk funds.

M. Buckman asked if we wanted to put this report on our webpage. R. Sperling suggested adding it as a pdf. K. Shreeve was a little worried about showing large incomes with no expenses for some of the projects and suggested that it would be better in paragraph format with more detail about the project and less detail about the specific funding amount. K. Daniels suggested putting it in as a link and not posting it directly on the website. M. Buckman will summarize it in paragraph form and post on the website.

C. Fisher would like to resign as treasurer. He has handed over all of the banking info to K. Shreeve.

The board accepts C. Fisher's resignation from the Treasurer position.

M. Buckman nominated Kristin Shreeve to serve as the new treasurer. J. Meisel seconded. All were in favor. Motion passed with a unanimous vote. Kristin Shreeve accepted the position as Treasurer of Friends of Corvallis Parks and Recreation.

Budget

B. Griffiths re-worked the budget and maintained it as balanced based on discussions she had with others. B. Griffiths stated that the budget is not submitted to the IRS, but we do submit a 990 form which provides financial information about our organization and is available to the public. Numbers in the budget are arbitrary because we are not sure of the total amounts for each project and how much we will bring in for the projects. Next year the treasurer will do the budget and it may be more realistic after another year.

B. Griffiths also stated that we need to change our letterhead to reflect the change in the Treasurer position.

K. Shreeve noted that we received \$500.00 from Consumer's Power Inc for the Sunnyside School. Julie Hansen applied for the grant. She also mentioned that we received \$100 for the Tunison park bench.

There was also discussion about K. Shreeve attending training to learn about Quickbooks.

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

M. Buckman made a motion to approve K. Shreeve attending a QuickBooks training for up to \$300. R. Sperling seconded. All were in favor. Motion passed with a unanimous vote.

Spring Bulb Sale:

B. Griffiths inquired as to how much has been raised. There should have been an envelope in the mailbox with the funds raised so far. No one had checked the mailbox before the meeting. The deadline has been extended to July 31. M. Buckman suggested that we may want to discuss this before we agree to do this next year.

Logo

Second Draft: B. Griffiths sent board comments to Mattea Godsey. Comments were mostly about the tree in the first circle, the font looking cut off, and the trail/footprints. There was much discussion regarding the images of the circles—the consensus is that we would like to suggest a different image be used in the middle circle; perhaps a swing or footprints. Everyone liked the bolder font and agreed that it is getting very close. We like the 3 lines that connect all of the circles.

Coordination with PNARB fund raising goal

K. Emery provided a summary of the meeting that she, K. Daniels, C. Fisher, K. Shreeve, and Deb Rose (Corvallis Parks and Rec) had prior to the Friends meeting.

Deb Rose put together information from the OSU Foundation about annual campaigns and donor base. Based on this information, K. Emery suggested that the Friends need to put a few things in place before starting an annual campaign

1. Set up a donor data base: include; name, donation amount, project donated to, info about the donor, phone number, email address, how they heard about us. Start building history with people so we can directly solicit in future.
2. Friends needs to decide how to thank donors besides just sending a letter. If the donation is over a certain amount, she suggested that a board member call and offer thanks to the donor to make it more personal.
3. Have a thank you event for everyone that has supported us in the past year
4. Send out a letter when soliciting funding: choose 5 projects with a range of interest and scope of projects.
5. Create an annual campaign pilot in 2015. Conduct a cost benefit analysis of how much can we bring in and how much it will cost to do a large campaign?

C. Fisher has been keeping a list of donors in a spreadsheet and in quickbooks. K. Shreeve and C. Fisher will work on creating a donor list spreadsheet.

B. Griffiths will ask the Development Director from Greenbelt Landtrust to do a training for the Friends Board. K. Emery added that the OSU Foundation suggests that we have at least 25 individuals who can make large gifts.

M. Buckman will add language about estate planning and Amazon Smile to our website.

K. Emery will inquire about donor database software. The donor database may get turned over to a different board member so the treasurer isn't doing that as well.

R. Sperling suggested creating some thank you cards with our logo and use that for thank yous instead of a letter.

C. Fisher stated that Elizabeth Waldren is donating \$100 a month on pay pal. If we have her phone number, B. Griffiths stated that she will call and thank her for her donations.

Website:

B. Griffiths informed the board that Justin Rose, Deb Rose's son is helping her and M. Buckman with the website and will do a tutorial for us. He's a Whitman college student, and has helped us clean it up. He has experience with Wordpress.

Marketing, Publicity and Outreach—follow up

Rotary clubs: K. Daniels talked to the Friday Rotary.

M. Buckman will contact the 2 Wednesday groups.

Thursday at noon—B. Griffiths will contact Biff Traber who is a member of this group.

Other

--M. Buckman would like to know what information to put on the website about the Franklin Park project. B. Griffiths stated that we have not heard anything from them since the last meeting.

--R. Sperling wrote a nice article for the First Alternative August Thymes newsletter. She also had a good write up in the Senior Newsletter.

--No new potential board members. K. Emery suggested Mariana Mace who lives in the Washington Park neighborhood. K. Emery will send her contact info to B. Griffiths.

--C. Fisher will ask Jim Turpen who is a retired real estate agent.

--K. Emery stated that the City Parks Department, on behalf of the Friends Board, applied for a \$45,000 grant through Oregon Cultural Trust for Owens farm house restoration. K. Emery attend the review meeting—there were 17 proposals total and she thinks that we will get some money; probably not the full amount. She also stated that an administrative fee was not added into grant.

--J. Meisel will fill out and submit the Beans for Bags application again this year.

Action Items

--M. Buckman will summarize the Financial Report in paragraph form and post on the website.

--K. Shreeve and C. Fisher will work on creating a donor list spreadsheet.

--B. Griffiths will ask the Development Director from Greenbelt Landtrust to do a training for the Friends Board.

--M. Buckman will add language about estate planning and Amazon Smile to our website.

--K. Emery will inquire about donor database software

--M. Buckman will contact the 2 Wednesday Rotary groups

--B. Griffiths will contact Biff Traber who is a member of the Thursday Noon Rotary.

--K. Emery will send contact info for Mariana Mace to B. Griffiths

--C. Fisher will ask Jim Turpen to join our board.

--J. Meisel will fill out and submit the Beans for Bags application again this year.

--B. Griffiths will call Elizabeth Waldren and thank her for her donations.

Meeting was adjourned at 655

Next meeting August 26, 2014.

Minutes by J. Meisel