

Friends of Corvallis Parks and Recreation
1310 SW Avery Park Dr.
Corvallis, OR 97333

Board Meeting Minutes
May 25, 2014 5:30 pm

Attendees

Mary Buckman
Kristin Shreeve
Roberta Sperling
Jackie Rochefort

Charley Fisher
Betty Griffiths
Kent Daniels

Absent

Jenny Meisel
Karen Emery

Guests

Ruby Moon

A quorum was established and the meeting was called to order at 5:30. The agenda was accepted.

Minutes: Minutes of the April 22 meeting were approved with several corrections.

Spring Bulb Sales: Ruby Moon, representing Community Beautification and Urban Forestry Advisory Board (CBUF), presented information about the Spring Bulb Sale, formerly conducted at the Fall Festival by the Madison Avenue Task Force (MATF). CBUF is seeking to take on this project but do not have a good way to handle the money and is proposing that the Friends be involved. Staff suggested this option. She plans to pre-order most of the bulbs, although still sell some at the Fall Festival, and has made a brochure to that effect. It includes groupings of bulbs, some orange and black and some deer-proof. She passed out brochures at Spring Garden Festival.

The steps are (1) Ruby and CBUF will take orders for the bulbs, (2) she will collect money as cash or checks made out to the Friends of Corvallis Parks and Recreation, (3) money and a list of purchasers will be given to FCPR, (4) Ruby will order bulbs from Van Engelen and perhaps Green Gable Farms, (5) FCPR will pay the invoices, and (6) bulbs will arrive and be distributed by Ruby/CBUF. Ruby and CBUF will coordinate the sales. We agreed on a June 30 deadline for orders.

In the past, about \$3000 worth of bulbs have been purchased, netting about \$1200 profit. Ruby proposed the profits go toward beautification grants. Kent does not see any reason it could not go into neighborhood empowerment grants that might come through the new Board.

Some bulbs would also be sold at the Fall Festival. Board members asked how much money would be advanced for bulb purchases and the cost of a booth at the Fall Festival. It was suggested that profits from the presales would be used. The MATF was grandfathered into an inner booth for bulb sales because now these community booths are in a different area. Ruby will check with the Fall Festival.

We had a discussion on the administrative fee such as 1-7%. It costs money to manage the money and it was suggested we charge a fee.

It was moved, seconded and approved that we accept the CBUF/MATF spring bulb project as a flow-through project with profits identified for civic beautification and managed by the Friends. It was moved, seconded and approved to charge a 1% administrative fee of the gross income. Ruby will put the Friends on the brochure. Mary will add this as a project to the web site. The new deadline will be June 30 and they will also sell bulbs at the Fall Festival.

Buyers also have an option to donate bulbs to the community for planting in parks. These sales will have to be identified and purchasers given a donation receipt. The Master Gardeners plant the donated bulbs at the Library, Central Park and the Art Center Plaza.

Betty suggested talking to Jim Day at the GT for an article. Neighborhood associations might be interested in purchases.

Fundraising Committee: Charlie and Kent met with fundraising people. Kristen noted she had also volunteered. Charlie questioned how we would shift gears from a project-specific mode to an annual fundraising cycle. He suggested we should have greater name recognition before a major campaign. Kent suggested we start small and try to grow the list over the years. Kent questioned the accessibility of the current lists of donors and interested people. Deb Rose talked to Aaron Escobar of the OSU Foundation and was told that it takes years to develop an effective annual campaign. The campaigns are expensive and one should expect a 2-3% response. Right now our mailing list is about 85 people.

Betty will forward the email from Aaron. We might focus on the small project list so people could see results, like the climbing wall at the pool or something at the Senior Center. It was proposed we do a targeted mailing in the fall. There is concern that we spread ourselves too thin. Charlie suggested we raise money within the existing projects and also raise our visibility

Charlie, Kristen and Kent will meet again with Deb to define the steps and how much time it will take.

Treasurer's Report: We got a couple deposits from PayPal and \$10 from Amazon so something is working. We got a check for the Tunison Park bench. We have only spent money on Marys River and Sunnyside School.

FY 2014-2015 Budget: Our FY starts July 2014. Betty made a balanced budget without a lot of detail. Kent stated that D & O insurance will cost \$500-700 per year and it should go in the budget. Kristen suggested that rather than all income and outgo being equal that we should have a reserve fund for carryover, similar to a family budget where money is transferred to savings. We discussed the meaning of the line item 'Project Expenditures' as the stuff we need to by to carry out a project. Betty asked for feedback on the draft budget by June 14.

Updates:

Projects

- The Marys River Boardwalk is completely funded now. The Budget Commission moved \$35,000 from the city General Fund with the caveat that if the donation comes in from a developer that this money would go back to the General Fund. Marys River just hired an engineer to make sure the footings are more solid. A helical pier is more expensive, but we do not need DSL and Corp permits.
- The Franklin Park play equipment was removed recently and there is a neighborhood committee working to raise \$125,000. Jackie encouraged them to contact the Gates Foundation. This is the project that was considering crowd funding.
- Shawala Point is being considered as a Council goal for the next council, making it a big, high-priority project likely with money attached.
- The Senior Center bus grant from Spirit Mountain was denied.
- The Cultural Trust grant is submitted, but the person who encouraged the City to apply is no longer in that position.
- Arnold Park got a \$25,000 donation and has had a neighborhood event.
- Jackie has been researching different surface products available for Pickleball courts.

Other updates

- We had a discussion of potential board members. Jackie suggested Becky Levine, a graphic artist. She might take care of graphic needs as a donation.
- Betty noted we had someone working on the logo and will check on the status.
- Charlie talked to folks at Toyota and they generally donate in the range of \$500 as opposed to the \$10,000 we were thinking of asking for.
- We were awarded a Historic Preservation Certificate of Merit for the work on Sunnyside School by the Historic Resource Commission.

Marketing and Outreach: Kent has a call to get onto the Rotary programs. Betty made a presentation at one neighborhood association meeting and they were interested in the small projects list. Betty asked for neighborhood associations that might want a presentation.

Board Member Elections and Terms: It was moved and seconded to elect Kristen to the Board for a 2-year term. We failed to designate a term last month. This helps keep terms staggered. It was moved, seconded and approved to re-elected Roberta for three years. We made Board terms end and begin at the October meeting. Years for new board members terms will be counted from the October nearest their joining date. It was moved, seconded and approved to accept Kenny Davidson's resignation from the Board.

The next meeting is June 24. Kent will be gone.

The meeting was adjourned at 7:40.

Submitted by Mary Buckman