

# Friends of Corvallis Parks and Recreation

1310 SW Avery Park Dr.

Corvallis, OR 97333

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## Board Meeting Minutes

June 28, 2016 5:00 pm

Attendees		Absent	Guests
Olga Loza	Roberta Sperling		
Mary Buckman		Kristin Shreeve	
Karen Emery		Charley Fisher	
Yuliya Dennis		Ken Haines	
Jenny Meisel			

**Meeting called to order:** Mary Buckman called the meeting to order at 5:05pm.

This is Jess's last meeting. She is moving.

Agenda needs to be changed to approve May minutes, instead of April minutes.

**Approval of Minutes from last meeting:**

**Roberta moved to approve the May meeting minutes. Jenny seconded. All were in favor. Minutes were approved by unanimous vote.**

Yuliya introduced herself to the group again, and handed out her application to be on the board.

**Treasurer's Report:**

Kristin was not at the meeting, but sent the treasurer's report ahead of time.

Kent asked what the status is with the Owens family. Karen stated that they have a cordial relationship with the family and have shared the plans with the family.

Mary asked why the benches vary so much in cost. Karen replied that some require a concrete pad which costs more, there are different materials: metal, recycled plastic, and wood which all have varying costs.

Pickleball money is from a fundraiser that the club has every year. Money goes to Parks and is used for improvements at the courts.

**Kent made a motion to approve the treasurer's report. Roberta seconded. All were in favor. Motion was passed by unanimous vote.**

**Vote on new member Yuliya:**

Yuliya explained that she is looking for long term involvement in the Friends group and wants to be more involved in the community.

**Roberta made a motion to accept Yuliya's application to be on the board. Kent Seconded. All in favor. Motion was passed by unanimous vote.**

**Annual Appeal Campaign:**

Roberta will work on a letter and the mailing portion of the campaign. We have envelopes leftover from last year's mailing. Kent will help with the letter as well and thinks that a letter is necessary. Roberta suggested including pictures of our projects in the letter.

There was a discussion about including check boxes to specify where the funding is directed: parks and rec, majestic theatre, senior center.

It was also suggested that we include a personal story in the newsletter. What would be our story? Nigel Weber? Ron Naasko? Karen recommended not focusing on a memorial.

It was suggested that we add a quote from Yuliya about one of her reasons for wanting to join the Friends: she was seeing folks doing things in the community and wanted to be more involved.

Discussion followed about how to build the mailing list. Yuliya stated that we need a specific reason for people to want to join our mailing list.

Olga suggested putting up flyers at community places to advertise the group.

Karen will bring some funding recommendations to the next meeting that we can use to advertise.

Roberta would like to do a separate mailing for the senior center.

### **Fall/Winter Recreation Guide**

Need a statement by July. Mary will work on creating a statement.

Karen stated that we could have up to a half page to highlight a project or accomplishments.

### **Project Updates:**

-MLK Park-Karen has received a proposal from citizen about MLK park. They would like to see something happen around the creek between the off leash area and the former youth baseball fields. The Fields are now being used as part of the off leash area, even though it's not designated as an off leash area. (The larger portion of MLK improvements are funded and beginning in fall.)

Staff would like to have a fenced off leash area that protects the creek, remove invasive plants and create a picnic area.

Karen stated that there is an opportunity for friends: The citizen has experience running large fundraising campaigns and he is willing to be our mentor and teach us how to do fundraising for future projects. He would also donate 50% of the project cost for the additional improvements to the park.

Everyone agreed that it would be great to invite him to a meeting to learn more about fundraising.

Karen said that timing is perfect because they already have a landscape architect on contract for the rest of the park. If the citizen is willing to front the money and put it toward the cost of the plan, that would be very helpful and it could all be done at once.

Karen will contact the citizen and invite him to attend one of our meetings.

-Mary's River Boardwalk—they have finally received the last permit from county. FEMA has approved the budget and getting concurrence from the tribes and finalizing SHPO (archaeological) survey. Karen thinks that the boardwalk could be built by the end of summer.

-Franklin Park—all of the equipment is ordered. Excavation starts July 11 or 12. Karen will try to coordinate a photo op with Jess before she leaves.

### **Friends of the Majestic:**

Charley sent a draft letter with the agenda. Mary would like to change the word "exclusive" in the first paragraph. She asked if using the word exclusive would exclude using any of the funding as an administrative fee or to pay for general costs of the non-profit. Roberta suggested adding language about charging a 3% administrative fee that will go into the Friends general fund, as per our bylaws. This also needs to be added at the end regarding future funds.

Additional minor edits were discussed. Roberta will make the edits and send the document back to the group.

### **Social media advisory group**

Roberta didn't have time to initiate contact with the LBCC instructor because it was the end of the school year. She will contact the advisor in fall to see if we can get a student to help us grow our social media presence.

**Additional item for the agenda:**

People for Parks—Kent is working with some people to get a request on the ballot so that a citizen vote is needed to approve the sale or permanently change the use of any park property.

Karen added that there have been ideas to sell park property for various reasons. Kent will bring this back to the next meeting and discuss after the meeting.

**Other:**

Outreach ideas:

Olga suggested having a raffle for folks who sign up for the newsletter. Could we give away a donated item such as membership to a park related facility/activity? We could collect business cards from people who want to join the mailing list.

Mary suggested that fall festival as a good place to advertise the Friends. Karen added that City parks staff attends a few community outreach festivals. Friends info can be included at these events.

There were suggestions to see if Friends can be included in the “Our town” publication, in the Chamber of Commerce Publication and the City monthly newsletter. Mary will call the Chamber and the GT, and Karen will see if we can be included in the City newsletter. It was decided that all advertisements should have a call to action-such as joining our mailing list, facebook,etc.

Our outreach focus should be on: 1. growing the mailing list, 2. Increasing our presence in the community and 3.sending a donation letter

Jenny suggested forming a separate outreach committee to put together all of these ideas. We talk about it at every meeting and there are new ideas each time, but no action taken. Jenny, Olga and Yuliya will form an outreach committee and put together all ideas that have been discussed.

It was suggested that we start with projects/stories for the newsletter/rec guide. Those stories can then be used for social media and additional outreach.

Karen suggested creating a calendar of promotional events. She will send a list of events that parks and rec employees already attend.

By next meeting—create a general plan for outreach. Focus on having something ready for Fall Festival in September.

**Action Items**

- The June Agenda needs to be changed to approve May minutes, instead of April minutes
- Roberta and Kent will work on an annual appeal letter
- Karen will bring some funding recommendations to the next meeting that we can use to advertise.
- Karen will contact Bob Rothschild (sp?) and invite him to a future meeting to discuss fundraising
- Work on recreation guide statement: Mary can take the lead on this and send to the group. Karen will send her what we submitted in the past.
- Mary will call the Chamber and the GT to see if we can be included in their publications—Chamber newsletter and Our Town.
- Karen will see if we can get a story in the City monthly electronic newsletter
- Jenny, Olga and Yuliya will form an outreach committee and put together all ideas that have been discussed.
- By next meeting—create a general plan for outreach. Focus on having something ready for Fall Festival in September.
- Roberta will make the suggested minor edits to the Friends of the Majestic Letter and send back to the group.

**Agenda items for next meeting:**

Discuss outreach plan/ideas/ Plan for Fall Festival outreach

The meeting was adjourned at 6:40. Next meeting: July 26