

# Friends of Corvallis Parks and Recreation

1310 SW Avery Park Dr.

Corvallis, OR 97333

---

## Board Meeting Minutes

July 26, 2016 5:00 pm

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

**Meeting called to order:** Mary Buckman called the meeting to order at 5:03

Addition to agenda—Mary had a message from a woman who is creating a xylophone for MLK park. Will talk about this at the end of the meeting. Karen has also been in contact with her.

**Approval of Minutes from last meeting:**

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

**Treasurer's Report:**

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

Mary had a question regarding the Owen's farm funds that were spent this month. Karen explained that the City spent the last of the Oregon Cultural Trust Grant and put gutters on the farmhouse.

Mary also asked if we approved the Scholarships for the Senior Center. Mary was confused and didn't remember approval of this. Jenny didn't remember approval of this either. Karen stated that we should approve all funds dispersed to the senior center.

Roberta would like information from Kristin about how successful we were with our fundraising campaign last year.

Kent asked about the status of the Washington Park Bench. Karen will look into this.

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

**Friends of Majestic Draft Letter/MOA:**

Roberta passed along the edited letter to Charley thinking that he would pass it along to the Friends of the Majestic. She hasn't heard back from him. Mary would like to approve the letter for the minutes. Roberta will follow up with Charley to check on the status of the letter. After letter is signed, members of each organization will meet to discuss the details of the merger. Who wants to be on the committee: Charley and Kristin have been working on this and it was suggested to add Kent since he has history with the organization.

**Roberta moved to approve the Friends of Majestic Letter of Understanding about the merger as sent to Charley. Kent seconded. All were in favor. Motion was passed by unanimous vote.**

**Annual Appeal Campaign:**

Roberta and Kent met to discuss ideas and decided that we should write one letter that would go to everybody—we can send additional letters for specific projects if we need to. The letter should include a personal story. Examples could be the senior center kitchen equipment, Franklin Park, Arnold Park, Pickleball

court users, etc. We will include an envelope with check boxes so donors can indicate what they want the funding to go towards. Roberta will write the letter. Kent suggested that we send the letter in mid November. Kent handed out a draft schedule for the letter planning that included a work party before Thanksgiving to assemble mailing.

Mailing lists that we can use: aquatic center, majestic, senior center, plus our donation list. Mary asked if she could get a copy of the mailing lists from Karen so she can merge all of the lists together.

Roberta mentioned that the Majestic does their own mailing campaign. Karen will check with Jimbo on how to handle this. Do they want to do their own, or should we include them in our letter?

Ken suggested moving the mailing timeline up so that we send out the mailing before the holiday season. October 1 is the new deadline for having the letter ready, and it should be sent to the printers right after the election in November with a mailing date of November 15. Ken recommended Costco or online websites to print and mail letter.

Ken suggested putting an ad in the paper to correspond with our mailing. Mary suggested the Thursday paper because it has the Arts section.

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

Mary created a design for the guide. It includes our logo and a statement that explains who we are and how to contact us. Karen suggested adding a line about making a donation.

Mary also contacted the chamber and Our Town Guide to ask about placing ads: Our town—Contact them in October; Chamber: waiting to hear back from them.

### **MLK fundraising and fundraising guidance**

Karen hasn't been able to get in contact with Bob Rothschild, who wants to do the MLK project. Move this item to next meeting.

### **Slide Show**

Update on slideshow presentation: Mary thought there was a committee to work on this and was wondering if any progress had been made. No one present had been working on this. Karen recalled that someone was going to work on the language and City staff will then add pictures. Jenny recalled that we may have assigned this task to Olga when she wasn't at a meeting. There was further discussion about taking photos of projects to include in the presentation.

### **Outreach Plan**

Yuliya passed around a handout with some outreach items. She mentioned that the Facebook picture contest could be moved to fall and be tied in with other social media outreach.

Ken likes the idea of using Facebook and having a specific topic for pictures.

Roberta likes the idea of putting together a display for mailing list sign up that can be at a City booth that is already staffed. Karen stated that there's a health fair at the aquatic center on August 14. She created a calendar of other events that City Staff will be at.

It was agreed that we should share a booth with City Staff at Fall Festival and bring the sign up display.

Jenny suggested having a printed form/sheets of paper available for people to fill out and put in a fish bowl/box to have at these events. Ken suggested adding info about who we are and what we do to the sheet. We can also hand them a brochure.

It was also suggested to offer a prize as incentive for signing up for our mailing list.

We should make a larger sign that explains that folks can win something if they sign up. Karen handed out an example of a business card with a QR code campaign for folks to take a survey.

Mary asked what dollar value the prize should have--\$20-\$30. This was followed by discussion of ideas for gift cards: Block 15, Squirrels, Cirellos, Gelatto, Sky High brewery, American Dream, Interzone. Ken suggested looking at lists for the Local 6 businesses and for the CIBA group—Corvallis Independent Business Association. Karen can get aquatic center admission tickets. A few board members agreed to ask for donated items and board members could also contribute by purchasing items. We should have prizes by the August meeting. Yuliya will try to have materials ready by the August 14 Aquatic Center event. If anyone has gift cards to contribute send info to Yuliya so she can create a sign with the prizes.

### **Fall festival plans/CBUF**

Karen thinks we should roll out the mailing list sign up concept at Fall Festival. All Parks department staff will be there, and she thinks Friends members should be there to help staff the booth. We could bring our brochure, table cloth, and mailing list sign up and wear our new T-shirts. September 24 and 25 are the dates for fall festival.

Mary asked how many brochures we have left—Karen thinks we are getting low ~100-150 left. Henderson's is no longer in business we will have to find a new printer.

### **Project Updates:**

Karen addressed several projects:

Bald Hill/Duanawi Creek-Still in planning stages

Owens Farm—finished all projects and closed out project funding

Ron Naasko—starting with design work this fall; new location is by the fountain in Riverfront Park

Younger playground (across from Parks office)—Karen is working with Mrs. Younger to put in a new piece—possibly a second musical instrument around the boat structure. There is the possibility to add to it as we get more donations. Bruce Marvin xylophone will be placed at Avery Park.

Franklin Park—the contractor has broken ground and the excavation is complete. The playground equipment was delivered this morning.

### **Additional item for the agenda:**

Xylophone donation: Woman wants to come and talk to our group about this. Mary and Karen will coordinate.

### **Action Items**

--Karen will look into the status of the Washington Park Bench and report to Kent.

--Roberta will follow up with Charley regarding the status of the letter to the Friends of Majestic.

--Karen will send Mary the mailing lists for: aquatic center, majestic, senior center, and Mary will merge them together.

--Karen will check with Jimbo to see how to handle a donation letter to Majestic supporters. Is Jimbo going to do it, or are we going to include them in our mailing?

--Board members will look into getting items donated to give away as incentive for signing up for our mailing list.

--Roberta will write a draft donation letter.

### **Agenda items for next meeting:**

MLK Park project and fundraising assistance

Sign up for working at Fall festival

Print more brochures—find a new printer in town.

The meeting was adjourned at 6:28. Next meeting: August 23