

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

Board Meeting Minutes April 17, 2018

Attendees:

Mary Buckman
Charley Fisher
Olga Loza
Karen Emery
Roberta Sperling
Audrey Hatch
Ken Haines

Absent:

Stephanie Mehlenbacher
Jenny Meisel
Kristin Shreeve

(Note items in **bold** indicate an action to be taken by a Board member.)

Meeting called to order at 5:03 p.m

Charley moved we approve the March minutes with corrections. Olga seconded. Approved.

No Treasurer's report this time.

Members present signed the Conflict of Interest Policy. There was a discussion of who is keeping files for Friends. Karen said she is doing this and her assistant knows where these are kept.

Website:

Mary right now is the only one with access to the website. **She will share password and any other pertinent information with Olga.** Ken recommended that two people know this information and a printout of passwords, etc. is given to Karen to keep on file.

It was suggested that we "liven it up" the website. We're asked to send photos of projects Friends have worked on to Olga to place on the website. This can provide more up-to-date content. **Roberta will send photos of the Mary's Boardwalk project, the photo showing the kitchen equipment purchased for the Senior Center and the Musical Instrument Playground to Olga.**

Increasing Public Awareness for Friends:

As we spoke, Audrey opened a Twitter account for Friends. **She will also set up a Friends Instagram account.** Karen reported that Parks & Rec has an Instagram account. It was mentioned Instagram works better for "peaceful people," compared to Twitter.

Darkside ads: Discussion focused on additions to proposed ads circulated to Board members. **Roberta will add website address and logo to the ads and send revised ads to Olga and Audrey for proofing and suggestions.** Roberta moved that we send two ads to the Darkside for a cost of \$160 over an 8-week period. Charley seconded the motion, which was approved.

Whiteside sponsorships: Audrey reported that sponsoring an event at the

Whiteside would work better if we schedule this at the start of the school year. There are several sponsorship options. **Audrey will get information together on this for our July meeting.**

Majestic ads: Karen reported Friends can have free ads at the Majestic. **She will get information on this to Roberta.** Perhaps a Darkside ad will work there.

Mural Sponsorship Option:

Ken reported on a proposed mural for the large wall on the Yoga Center building at 2nd and Monroe (wall faces Monroe). An artist, (ripcronk.com) will paint the mural. At this time there are sponsorships from the Yoga Center, Ken's firm Colorwheel and Squirrel's Tavern. He showed a drawing of the first mural panel (of four) and suggested this would be a good way for the Friends to get recognized. Our logo and logos from other sponsors would be within an additional panel, placed alongside the artwork. This is a busy area downtown, especially when the Farmers' Market is open. Ken didn't suggest a set amount for the sponsorship. His firm and Squirrel's are each chipping in \$500, but he commented that the artist isn't doing this to make money. Roberta commented on the wording for the mural, which is from a Grateful Dead song. No decision was made at this time. **Ken said he would get the complete wording to Board members to look over. He may have a timeline for this project, too.** It's possible board members will be asked to vote via email on sponsorship for the mural.

Audrey asked about a line item in the Friends budget for advertising. At this time, the budget doesn't earmark funds for advertising. Mary mentioned we have a General Fund. Money for advertising would come from there.

Report by Karen:

There's a "Dine-Out" project set up with local restaurants. Money taken in by the restaurant on a set day (generally a specific percentage) is donated to the Senior Center. Some restaurants require a flyer to earmark the money taken in, while others include all revenue for that day. The money is funneled through Friends.

The person in charge of this project asked if we could expand Dine-Out to allow for more corporate-based restaurants to take part. These restaurants would join if funds were also earmarked for the "Family Assistant Program" administered by Parks & Rec. This fund provides fees for low-income residents to take part in Parks & Rec programs and facilities (like Osborn Aquatic Center). Currently about \$125,000 a year is used this way, with funds coming from events like Turkey Trot and program fees (7%). Olga moved that we expand Dine-Out to include the Family Assistance Program. Charley seconded the motion, which was approved.

The meeting adjourned at 6:30 p.m.

The next meeting will be **Tuesday, May 15 at 5 p.m. at the Parks & Rec building.**