

Friends of Corvallis Parks and Recreation

1310 SW Avery Park Dr.
Corvallis, OR 97333

Board Meeting Minutes February 18, 2020 5:00pm

Attendees

Audrey Hatch
Olga Loza
Ken Haines
Roberta Sperling

Charley Fisher
Karen Emery
Jenny Meisel

Absent

Stephanie Mehlenbacher
Mary Buckman

Guests

Meeting called to order: 5:03 pm

MLK Committee Update:

Olga reported that they have a member from the OSU Foundation to assist on the Committee: Anne Murphy, who is the Senior Director of Development for the OSU Foundation and is associated with the College of Engineering. Charley noted that John Nelson said he is interested in working on the MLK project as well. Olga stated this brings the MLK committee up to 9 members: Anne Murphy, John Nelson, Charley Fisher, Karen Emery, Olga Loza, Audrey Hatch, Bob and Sara Rothschild, and Mary Buckman. Charley also mentioned that Joanne Trow is interested in participating as well, but she's waiting for more information about the MLK project to make sure it's a good fit for her.

The committee is trying to meet every few weeks. Anne is working on a charter for the fundraising committee. They are also working on a Donor Recognition and Stewardship Plan. Karen will get this plan adopted by City Council before fundraising begins.

There are a few questions that Olga brought up:

1. For Large donors, do we still want to take the 3% administrative fee, or do we want to put a cap on the amount that we charge for the admin fee.
2. Do we want donations for the MLK project to be separated from our general fund, or keep everything together?

The group decided that it would be easier to keep all of the MLK funds going into our current general fund, as it would be easier. Roberta suggested asking Mary what she wanted to do since she is the treasurer.

There was quite a bit of discussion regarding the cap on the administrative fee. Karen mentioned that a 3% admin fee is quite low. Jenny asked why we need a cap. Is there incentive for the donor to not have the admin fee?

The group agreed to keep the 3% administrative fee, with cap at \$500,000.

Charley made a motion to cap the charge for the 3% administrative fee at \$500,000. Ken seconded. All were in favor.

Marketing Committee Update

Roberta, Audrey, Ken

They created an ad for the Parks and Rec Activity guide that will be printed in March.

They would like to create a business card for board members. It will be general and will not contain any personal information. They will send a draft to everyone for review.

Ken spoke about creating 2 banners with the same look as the front of our brochure: 2ftx5ft long. 2ftx4ft wide. They would like to get one of each made and take to different venues (Majestic, Osborn, etc) and ask if they would display one of them. The banners can be moved, and we can take one with us to events. The cost will be about \$100 for both, and we can get more printed if we need them and they are popular. Jenny will create the artwork and sent it to Ken.

Brochure Update suggestions: Update photos. Update project list. New name for senior Center---Corvallis Community Center. Karen will provide new pictures. Jenny told everyone to provide her with updates and she will make the changes.

Olga spoke with marketing people at work about Facebook, and decided that an Instagram account would be better for us because it is more visual and not political. Olga is happy to create one, but updating it is going to be difficult and will take time. We will all need to be involved and try to take pictures so we can update it regularly.

Karen asked if multiple people can have access to the account so more than one person can post. Olga will look into this.

Jenny asked if there are any restrictions for taking and posting photos of public members? Do we need to get a waiver from people in the photos, we are not a government organization, so may not have the same restrictions. Olga will look into it.

Majestic Theater Update:

Stephanie sent an email about her meeting with Jimbo. The Majestic is running our ads for free.

Darkside and Whiteside Budget

Darkside: They already have our artwork from before and the cost is \$80 per slide for 4 weeks. We have 4 slides. = \$320 per month. Last year we did the ads in winter because we thought people went to the movies in the winter more.

Whiteside=\$50/month or \$500/year.

Motion: Audrey made a motion to continue Darkside and Whiteside advertising with rates discussed for each venue. 1 year for Whiteside and 1 ad per month for 3 months for Darkside @ \$240. (March-May). Jenny seconded. All were in favor.

Event Committee Update

Jenny and Charley.

Jenny mentioned a few items that she and Charley discussed: Donor appreciation event (ice cream social, cookies, pie, etc-ask donors to bring a friend); BBQ at a local park—invite local residents; bike ride through parks (need to close streets—could be complicated and expensive); create a mascot; sponsor events such as Spring Roll, Movie in the Park; finish working on the power point presentation so board members can present to groups like Kiwanis, Lions, etc.; participate in Open Streets.

There was further discussion about providing food at an event. Karen stated that events can invite food vendors to participate, and they don't need a permit for selling at an event.

It was suggested that we look into sponsoring SAGE concerts and Davinci Days to help get our name out into the community.

Another suggestion was to set up a game/activity station at events like the SAGE Concerts and Spring Roll. We need to come up with an activity. There could be board members working the activity and others talking to people and handing out info.

The meeting was adjourned at 6:25.

Minutes submitted by Jenny Meisel