

Friends of Parks and Recreation
Minutes
March 16, 2021

Attending

Doug Severs	Ken Haines
Charley Fisher	Audrey Hatch
Olga Loza	Jenny Meisel
Roberta Sperling	Stephanie Long
Mary Buckman	
Meredith Pettit	

Minutes

The meeting was called to order at 5:02pm. Mary asked for a change to be made in the minutes in the discussion about the support of the MLK park project by the NAACP. With that change noted, a motion was made to accept the minutes by Mary and was seconded by Doug. Minutes were unanimously approved.

Treasurer's Report

Mary reported a few small donations, but nothing major has changed from February. Doug moved to approve the report, Ken seconded. The report was approved unanimously.

NAPF Membership

Olga suggested that NAPF membership may be useful for a year. It costs \$300 for a year. Mary moved to join for a year, and then re-evaluate future membership. Charley seconded. Vote was unanimous.

MLK /MOU Draft Review

Olga started the discussion with a concern that we are committing to things and are liable for these commitments without raising or spending the funds. Meredith responded that the purpose of the agreement does not obligate Friends. It is a tool to raise understanding and provide guidance between the City and Friends. Charley asked how the funding would change if the project has to be broken up. Meredith responded that the donors need to understand that we use the money we have, and that the project timeline might change and it may get done in phases. Decisions will be made based on the amount of money raised. Mary asked how this became a 6 million dollar project. Meredith responded that the architect had an opinion of the cost if everything in the plan is done. Mary pointed out that this is quite a bit more for us to raise than what we originally thought. Olga commented that the City will be using SDCs and writing grants, but what if the City doesn't get the money they expect? Meredith responded that there are no guarantees. Olga asked is there a time limit to raise the money? Meredith: there is no time limit. The MOU draft is for a year. Friends will transfer the money to the City as money is raised. Olga: No work will be done until full funding is in place? Meredith: this is the goal. In a perfect world, we would have all funding before construction begins. Ken added that getting all the money at once will be harder than doing the project in phases. Meredith: We will be prepared to do that if necessary. Charley pointed out that the total cost will be more if the project is done in phases. Olga asked if promising something to donors is in conflict with city policy. Meredith said the fundraising committee needs to know the process regarding naming rights, who we can take money from, and how it can be advertised. Mary: if Marlboro or the John Birch Society wanted to pay for the whole project, would the City take the money? Meredith: Not necessarily. Fundraisers will need to comply with city policies. My job is to make sure policies are in place. Mary and Ken pointed out that this needs to be more clear. Audrey pointed out that we will need to review our insurance and make

sure we have what we need.

MLK Fundraising Admin Fee

Olga said that at the last fundraising committee meeting, that committee thought that the 3% fee was for them and not for Friends. Friends has already agreed to pay for marketing. Should we take a lesser amount and share it with the fundraising committee?

Charley: The fundraising committee needs money to start and we are already giving that.

Olga: 3% is not a large amount to take, but we need an agreement as to how the money will be shared.

Olga pointed out that the City MOU draft says the percentage will not exceed 3%. Jenny: 3% is good.

Olga: Normally the 3% we receive is not expected to be spent on a specific project. Mary: Remember we have 5 to 6 thousand dollars in general expenses every year to fund. Olga: the MOU implies that the 3% goes to the fundraising committee. Ken: It is crucial that this is sorted out soon or we will have two committees butting heads. Meredith: the fundraising committee suggests that no matter what the admin fee is, that any fees incurred by this project will go back to Friends. Charley: If Friends needs to hire a lawyer, admin fees would pay for that person. We should first get our 30K back and then the project will pay for all incurred expenses. Audrey: MOU is between City and Friends. We need a separate agreement between the fundraising committee and Friends. Jenny: So we need to raise more than 3 million dollars? Olga: Neither Friends nor the City is bound to a specific amount. Ken: there is no reason for us not to take our 3%. If we have surplus funds, we can donate it to another project.

Audrey: This is a really good conversation. Olga: Do we need a legal expert? Do we need to look at our insurance? Ken: Maybe the new organization we are joining can help. Charley suggested talking with Ron Marek.

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CRM for Friends

Olga reported that we will be using Salesforce. Mary and Olga are working on it.

Meredith's Report

The Peace Pole is ready to be installed at the Arts Center Plaza. Olga: Will there be any special ceremony? Meredith: There has not been a lot of thought about it. Olga: It is a free publicity opportunity. Ken: We should be there if it is a media event. Meredith: Nothing is planned. There might be a ceremony for the planting of the Hiroshima tree at MLK park. Mary: Karen's tree will be planted at C3 this Spring. There will be a dedication event. Maybe we can have a meeting there.

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The meeting was adjourned at 6:40pm.

Respectfully submitted by Stephanie Long Mehlenbacher