

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

Board Meeting Minutes
January 15, 2019

Attendees

Audrey Hatch
Mary Buckman
Olga Loza
Roberta Sperling
Charley Fisher
Karen Emery
Stephanie Mehlenbacher

Absent

Jenny Meisel
Ken Haines

Guests

None

Meeting called to order: 5:03pm

Approval of minutes from last meeting:

Mary moved to approve the December meeting minutes. Roberta seconded. All were in favor. Minutes were approved by unanimous vote.

Treasurer's Report:

Mary sent a copy of the financial report to all board members. She also prepared a one page spreadsheet showing financial information from the end of August to the end of December which has information more like what we were used to when Kristin did the reports. With the new bookkeeper, there are still some things to work out: it appears that the 3% admin fee is not taken consistently. Also, the 2 1/2% PayPal fee is not being accounted for. Some accounts are listed in two different places. Mary attributes problems to growing pains and will continue to do a one page summary.

Mary stated that it was unclear how much in donations the fundraising letter produced.

Charley stated that there were a couple of big donations.

Mary said the goal for the next meeting is to work with the bookkeeper and keep fine tuning the reports. So far, we have paid Ilene (bookkeeper) about \$1200 which includes the tax return.

Roberta suggested going a couple meetings with no report to allow time to see if things get straightened out.

Mary responded that there are some things that are important to know monthly.

Roberta suggested asking for reports every other month.

Stephanie mentioned that generating reports in QuickBooks is not a big deal.

Mary suggested that Charley should receive the whole monthly report and then she will make a summary from that. Some money appeared in report and we don't know what it was for. Mary will check with Ilene and will specifically ask for a list of Majestic donors.

MLK Park, Phase 2:

Bob Rothschild, along with Karen, Mary, and Charley had a brainstorming session and identified a group of thirty affluent people who may want to donate large amounts of money to the project. The fundraising flyer is ready. Don from Sparrowhawk will meet with these people.

Olga explained that the consultant will interview these people, introduce the project, and see if they would be willing to donate to it. The interview results will produce information that will help the project be successful. She also mentioned that OSU raises money throughout the world.

Karen stated that the emphasis is on Corvallis, but doesn't rule out a wider reach. She said that the latest design for the park is on the website, but it is not yet final. At a meeting of community members, folks suggested getting rid of the logo for this project because MLK's face is obscured. Karen offered that some community members didn't understand that the master plan is about the general flow of the park, not about a lot of details. There will be more bullet points about the intent of the project and there will be quotes from MLK. Karen said the feedback from the meeting was excellent. Quotes will be chosen with help from Legacy groups and the NAACP. Karen said there will be a plaza where most of the interpretation will be. The design of this area will be Africa-based. Imagery will be brought together throughout park.

Charley asked if members of the advisory board were present at the meeting.

Karen said they were.

Raising Profile Update

Olga asked the group if we should renew advertising at the Darkside.

Roberta said it is hard to tell if it makes a difference. We spent \$80 a week for 4 weeks. The Whiteside has 1700 admissions per month.

Charley offered that if people see the information in a variety of places, it increases our exposure and our name will get better known.

Roberta asked where is the best place to put our money? We should have a budget for advertising and when it is used up, we are done.

Audrey stated that we talked about our olivos at the Whiteside. They had a similar price offer.

Mary wondered if we are just hitting the same segment of the population that way.

Charley offered that perhaps people who pay for entertainment are more likely to donate.

Olga offered that the winter is a good time to go to the movies, so this is a good time to advertise.

Charley moved that we renew the ads the same as before. Olga seconded.

Roberta said she would send out ads we used before.

Olga suggested running the ads for 16 weeks during bad weather.

Roberta noted that we spent \$320 on advertising.

There was a discussion of flyers. Karen said she would check on the status of our brochure.

Mary advised that our brochure has been updated to include the Majestic Theatre, but it has not been reprinted.

Olga pointed out that different populations react differently to ads. Not many people are aware of all the things Friends supports.

Karen said she like the idea of separate ads for the Senior Center, Osborn, the Majestic, and parks.

Related Board Members, Bylaws Amendment

Olga explained that we have to change the bylaws to allow related persons to be board members.

Charley suggested we just delete the word "unrelated." We must notify everyone before the next meeting and then we have to record the changes with the Secretary of State. We also have to send minutes of the meeting where the change is made.

Roberta asked if we should start the process by letting all board members know we are going to make the change?

Charley stated that by having the discussion now, we can vote at the next meeting. Voting by email is permitted.

Olga said we will vote at the next meeting.

Mary made a motion to amend the bylaws Article 4, Section 1 by deleting the word "unrelated."

Charley seconded the motion.

Karen mentioned that Jimbo would like to come to a future meeting and talk about the STARS program at the Majestic.

Olga suggested inviting him to the March meeting.

Action items:

Renew ads at movie theaters.

Mary will continue to work with Ilene about fine tuning reports.

Agenda item for next meeting:

Amend the bylaws.

The meeting was adjourned at 6:10. The next meeting will be February 19.

Minutes submitted by Stephanie Mehlenbacher.