

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

Board Meeting Minutes
November 19, 2019

Attendees

Olga Loza
Ken Haines
Mary Buckman
Roberta Sperling
Jenny Meisel
Audrey Hatch
Charley Fisher
Stephanie Mehlenbacher
Karen Emery

Absent

none

Guests

Bob Rothschild

Meeting called to order: 5:02pm by Olga Loza.

Approval of minutes from last meeting

Charley moved to accept the minutes. Olga seconded. Minutes were unanimously approved. Olga asked that minutes be sent earlier to give everyone time to review them before the meeting.

Treasurer's Report

Mary reported very little change in dealing with the bookkeeper in the last month. It is still a work in progress. Mary will contact some other firms and report back. Charley mentioned that he has not received a thank you for a donation. Mary said she is writing the thank you notes. Taxes were finished on time without a problem. There was a discussion about changing our fiscal year to the calendar year. Karen mentioned that when the board was set up, Friends went along with the city's fiscal year. **A motion was made by Mary to change the fiscal year to the calendar year. It was seconded by Audrey. It was unanimously approved.**

Bob Rothschild asked if we get a monthly list of donors from the bookkeeper since it is important to have that. Mary suggested a quarterly list.

MLK Park Update

Bob Rothschild said he interviewed 10 people and they did not know who Friends of Parks and Rec is. He said we are not very recognizable, people don't know us, and we need to brainstorm ways to become more visible and knowable. The fundraising effort for MLK Park needs to be more organized. The good news is that the SDC has already brought in 1.5 million dollars for the effort.

Karen explained that the SDC is a way that new development helps pay for parks. The money raised must be used to expand services like new trails or playgrounds.

Bob explained that the board members need to use our expertise to raise our profile. We need to look at our strengths and weaknesses and find people to fill the gaps on the board. Olga said that we need to be better known because we are the face of the fundraising for this project. Bob said he is hoping to solicit donations from 25 to 100K. He said we need to think about what events we can do now and in the future to raise our profile. Also, everyone on the board needs to donate something to the project.

Mary pointed out that we are not terribly well-off people and we don't know people who have money.

Charley said we don't have subcommittees to involve more people. Ken suggested that we bring in non Friends members to work short term on projects.

Olga asked if we should send out invitations to people who stopped by the Farmer's Market booth to be on the board. Bob cautioned that this is risky. We need to interview potential board members.

Bob said we should have a five year plan. Mary offered that working on a big project like this will raise our profile.

Ken mentioned that there was an article in the paper about Owens Farm which talked about Friends. Audrey said it is important that we have a strategic plan to move forward. Bob said we need to have an event at MLK park to promote the plan and to let people know who we are.

Olga asked when the fundraising committee needs to be formed? Bob said after April.

Audrey pointed out that there are many potential advocates in town.

Bob asked the question: what would a strong board look like? Ken answered that we don't practice fundraising on an aggressive level. We need practice.

Mary said we need people who have been in Corvallis a long time who know how things work, and who have the time to work on this.

Bob suggested coming up with a list of ten companies to approach. He said we need assignments and timetable to complete the tasks. Ken said that we need to come up with a presentation so we can talk to people.

Karen said the city council has adopted a conceptual plan. In January, Jimbo Ivy will lead the community in developing a plan to celebrate the values and visions of MLK. Karen said construction will begin in 2021.

Charley said we need training on how to ask for money. Mary agreed that we need board training. Bob went around the room and asked board members about their educational backgrounds and strengths. He suggested adding this information to our website.

Karen suggested a retreat where we would spend some hours together. Audrey said everyone needs to think about how to make the board stronger. Bob mentioned that we need to reach out to minorities and suggested inviting Charlene from OSU to talk to us about this. Karen said this is very complex and we do not want to make anyone seem like we are fulfilling a quota.

Stephanie suggested Rocio Munoz as a potential board member. Karen said she knows her and will call her.

Roberta asked if we could have Charlene come to talk to us in January. It was agreed that we will meet January 7 from 5-8 pm. Karen offered to have a staff person as facilitator join us.

Fundraising Letter

We will complete this via email as it was getting late.

Meeting was adjourned at 6:40pm.

Respectfully submitted by Stephanie Mehlenbacher