

Friends of Corvallis Parks and Recreation Board Meeting Minutes
March 15, 2022 at the Parks and Recreation office at Avery Park, Corvallis

Attending: Mary Buckman; Jenny Meisel; Olga Loza; Charley Fisher; Roberta Sperling; Ken Haines; Audrey Hatch; Meredith Petit. Regrets: Doug Severs.

The meeting was called to order at 5:07 pm.

Participation: Olga noted that Carolyn Mayers had previously reached out to express interest in attending the meeting, but could not make it this evening and will plan to attend the next meeting in April. Olga hopes to find time to meet with Carolyn ahead of time to provide background information about the group. Olga reported that Carolyn has some previous experience with fundraising and may have interest in land use planning issues within the City of Corvallis. Olga also reported that Doug Severs had a conflict and was unable to attend tonight's meeting, but provided his availability for representing the Friends at a Saturday Farmers Market event if needed.

Minutes: The group provided additional information on this sentence that Meredith "...reported that there is a new coordinator at C3, Rob Thomas." Mary moved to approve the minutes with this addition, Olga 2nd the motion, and everyone voted in favor.

C3 Funding Request previously Approved over email: the Friends voted over email to approve C3 Countertop replacement and Summer Concerts sponsorship. Jenny, Ken, Stephanie, Charley, Audrey, Olga and Ken voted "yes" to approve (emails from 2/17/22 through 2/20/22). Meredith expressed gratitude and noted that countertop replacement C3 and two community rooms was necessary to fund because it was not included as part of remodeling efforts. The Summer Concerts in the park will be at Chintimini, July 14 and August 11th. The City will forward invoices for costs to the Friends Treasurer when ready, and request checks to be paid directly to the sound engineer and entertainers for the Concert events.

Treasurers Report: Mary provided the report to Olga to summarize. The report does not reflect much activity. A few big expenses were approved at January meeting; \$18K for counters at C3, \$30K for MLK project. Mary is meeting with Vicki (A & S Accounting) sometime after April 15th to work through some disconnects in the tracking. There are two checking accounts so there will be two statements. It took some time for the funding transfer to show up (part of the \$30K to MLK project). Mary expects that by the May meeting the accounting will be squared with A & S Accounting. Audrey asked about the status of a budget for the Friends group, which would be forward-looking and could be a planning tool to chart out what types of expenses the group anticipates for various categories (marketing, advertising costs). The Friends generally has about \$5K in operating costs each year. Mary noted that the group changed to a calendar year system for financial tracking because October is our election month, so November would be a good time to sketch out a budget. Olga suggested that we put "Budget" on the next agenda since activities are picking up post-lockdown. Olga further noted that the group has automatically renewed membership in the National Association of Park Foundations (late 2021) and the Friends group should build in some time to consider whether this membership is worthwhile prior to November 2022. It was unclear whether anyone except Audrey had been viewing the webinars and other materials on the NAPF

site. A motion was made to approve the current Treasurers Report by Audrey, seconded by Jenny and approved unanimously.

Saturday market presence: The group plans to staff a both for several Saturdays. Roberta asked for a refresher on the goal of the event. The group agreed the goal is to raise awareness of the Friends group, because funds are not always available to accomplish all of the City’s Parks planning goals. Friends has accomplished a lot but is not very well known in the community. The group reviewed the materials available for the booth, including: Maps; activity guides; map banner; cords; table; facility map; clipboard about board membership; coupons; biking trail map. Olga and Roberta have stocks of the Friends business cards.

Action items:

- Mary will transfer point-of-contact for the Market coordinator (Ms. Peters) to Friends Events Committee Chairs Meisel and Fisher.
- This Events Committee will also request more Bicycle Guides from the City of Corvallis Public Works Transportation Division.
- The group would like to reprint a color version of the “Amenity” guide (double sided). Olga will look into this.
- The Marketing Committee will support the event: Roberta will put together a flyer/handout to showcase accomplishments including photos; Ken and Audrey will review. Audrey can add a photo/description of the MLK project to this flyer.
- Idea to carry over to next meeting: Do we want to provide a way for people to donate cash at the Market? Can we use a QR code so people can donate on-site, via Venmo?

Staffing:

The group would like to divide each date into 2 shifts, with 2 volunteers per shift:

	Kick-off 9-11	Close 11-1 pm
May 14 th	Olga, Ken	Charley,
July 9 th	Mary, Roberta	Charley,
September 10 th	Jenny, Ken	Charley, Audrey

Dr. Martin Luther King Jr. Park Enhancement Update: Audrey and Meredith reported that a successful donor meeting was held and the lead donation gift agreement is being finalized. The RFP for marketing/communications assistance has been circulated with a plan to have a successful contract in place by May. The Committee was invited and applied for a Benton County Community Foundation grant for an additional \$10K to support restoration and enhancing of the community gathering space. A strategic planning committee meeting was held and the group is aiming for a potential public launch event towards the end of June. They are also working to recruit additional committee members. Charley Fisher’s efforts to connect with Representative Dan Rayfield resulted in an additional \$4 million in state funding for project, pending governor’s signature of the budget. The Friends group expressed interest in how this additional funding would change the plan and potentially make fundraising unnecessary. \$4 million in City funds must be spent on capital expenses so there is no flexibility in that component of the budget. Meredith indicated that the potential new state funding is a bonus to the effort and will help provide flexibility as important design decisions are made in an uncertain construction environment

under inflation and supply chain issues. The funding will provide the capacity to “scale up or scale down” the implementation of design elements, and will add to visibility and impact of the project. The fundraising goal remains the same and the campaign will give the community an opportunity to support the project. Additional funding can be used towards an ongoing maintenance fund. Roberta asked if we are close to the required \$6 million can we ensure a maintenance plan is in place, and suggested that when a gift or pledge can a small percent (5%) be set aside for maintenance. The fundraising committee will consider this.

Audrey had two requests:

- (1) For someone from the Friends board to help review the Marketing/Communications RFP applications; Jenny Meisel kindly agreed, and Audrey noted that clear review materials would be needed to help facilitate the process.
- (2) Permission to send a postcard to all on the Friends donor list to get email addresses to keep supporters better informed about the Friends activities including MLK Park developments. The group agreed this would be helpful to the Friends, as well. A motion was made by Olga to provide the Friends donor list to the MLK committee in a format that would be useful to them; **seconded by ()** and approved unanimously.

Action items:

- **Olga and Jenny (?)** will add a button to the Friends website to allow people to provide their contact information to sign up “For more information about the Friends and ongoing activities”
- Olga will work with City staff to provide a information about all Friends of Corvallis Parks contacts in whatever format is most helpful to the MLK planning committee (likely, this will be a printout of all contacts using information from the Salesforce “lead form”; information that is publicly viewable)
- Audrey will draft a message for the postcard, requesting the recipient to (a) make sure your contact information is up to date; (b) provide your email address so that we can keep you aware of developments that are happening quickly; (c) note that all information provided will be kept private and used for the purpose of supporting enhancements in Corvallis parks, including the MLK Park; C3 and Majestic Theatre activities; (d) you can request to be removed from the list if needed
- The cost for sending the postcard will be split in half, with 50% covered by the MLK Fundraising account and 50% covered by the Friends. The total cost is anticipated to be at least \$320 (postcard stamp fee for n=800 mailings; additional costs for the postcard will need to be included). Audrey will reach out to Eagle and to OSU Printing to get estimates.

Remaining need (potential future topic): There was uncertainty about the process for opening and tracking letters received at the Avery Park office. Mary thought some of the uncertainty was because it was not possible to tell if the letter had a check in it until it was opened. Mary and City staff will discuss the process details.

Next Meeting: Olga will be out; Roberta will manage the meeting April 19th

Parks and Rec Update: Meredith will provide over email given time constraints.

Meeting adjourned, 6:32 PM