

## **Friends of the Island Parks Board Meeting 18 January, 6.30 pm**

### **Board Members present:** Chairperson: Barry Metcalfe

Shane Bittaker, Wayne Case, Ray Dabkowski, Cindy Farris, Ron Geisheimer, Diane Hood, Jacques Marion, Bob Meadows, Melanie Metcalfe, Mike Moran, Gabriella Mullins, Sally Naylor, George Skalkeas, Pat Snair, Toni Wise

**In attendance:** Bill Gruber, Peter Krulder, Tim Marshall, Luana Moran.

Apologies: Sharon Meyer.

**Welcome:** Barry thanked Ron for being VP in 2010 and for organizing the election of Board and Officers for 2011. Pat was welcomed to the Board and Ray was welcomed as the new VP.

**Minutes** of last full meeting, 18 November 2010: accepted unanimously.

Minutes of brief meeting, 4 December 2010 (revised to include Gabriella as present): accepted unanimously.

### **President's Report:**

- 2010 finished on high note - Dunedin's Holiday Parade, 11 December – Park usually enters but this year the Friends entered in order to promote our fund-raising events. Our float was judged “Best in the Parade”. George and Ray went to City Hall to receive check of \$100. Thanks to Melanie, Nancy, Sharon, Gerry, Barry and Mary for putting the float together.
- Anonymous donation of \$10,000 received. Sincere thanks for this most generous gift.
- Friends' mission statement; also, goals for 2011 – Barry to circulate to Board for comment.

### **Treasurer's Report:**

- George guided us through the December 2010 report, which was accepted unanimously. Cash assets now at \$159K.
- **2010 Budget** : Excellent results! Income = \$131,000 (\$4,000 more than budgeted). Actual Expenditures = \$96,000. Net gain = \$35,000.
- Benches : Bob expressed concern that budgeted income from bench program in 2011 is too high because of lack of sites. Barry hopes we can continue to be creative and meet the budget.

### **Park Manager's Report:**

- APM not yet appointed due to hiring freeze.
- Adventure Run: great success – 374 runners, warm weather. Kiwanis gave generous donation of \$1,000 to Friends and expressed much appreciation for their help.
- Peter and Ray interviewed on Dunedin Radio. Hope to appear again in time for IED.
- Peter expressed great appreciation to the Friends for funds to purchase much-needed AV equipment. Quick response to request ensured advantage could be made of special price offer.
- Heating in RCNC inadequate during very cold weather. Peter to research alternatives.
- 2 eagle chicks hatched. Weekly update on Friends' website. Solar-powered “eagle-cam” to be considered.

### **Membership Report:**

- Ray reported \$275 of membership had been sold recently by volunteers at RCNC desk.
- 25 January members' meeting: speaker is Mr. Craig Pittman, columnist from SPT.
- 22 February: Chocolate buffet. Board members requested to donate choc treat.

- Ray to arrange for Minutes of Board meetings to be posted on Friends' website.
- Membership committee of Ray (chair), Ron, Diane and Toni wish to propose:  
Split current committee into 2: a) Membership, Ray and Diane : renewals, brochure, article for newsletter, orientation program for new members. b) Programs; Ray, Diane, Ron and Toni: speakers, set-up and clean-up, parking, new social events. *Board agreed.*
- Committee asked Board members to sign up to provide refreshments for members' meetings (cost to be reimbursed). *Board agreed.*

*For discussion at next Board meeting, the membership committee wish to propose:*

- AGM to be held on different date than Holiday Party.
- Resurrect the revised (but never discussed) membership form.
- Raise membership fee.
- "Perks" for membership levels. Gabriella to host meeting at Holiday Inn with Sally, Pat and Ray to collaborate on perks/sponsorship/donations.
- Orientation for members to include opportunities to volunteer for Friends' fund-raising role. Pat and Gabriella to draft job descriptions. See Karen's leaflet "what can I do".

***Barry encouraged all Board members to consider these proposals and send comments to Ray prior to discussion at February Board meeting.***

#### **Nature Centre Retail:**

Tim reported on Sharon's behalf. Net sales in December = \$5,539.

Total sales, January to December 2010 = \$37,415. Excellent profit of \$17,339.

Ray reported that calendar sales were down. Barry requested price be reduced to \$5.

Ernie's artwork will be on display for another 3 months.

#### **Nature Centre Operations:**

Tim reported that visitation was down (very cold weather) but website visits were well up. Button for weather station on 'www.islandparks.org' gives access to "what's blooming" and "common birds"; Tim to add buttons for "wildlife updates" and "Caladesi".

Button for donations is accessed directly from [www.islandparks.org](http://www.islandparks.org) home page; there was discussion on identifying specific projects or a different project each month for the donation button.

Tim confirmed he has arranged a training session about the Friends on Saturday 22 January 2011, 2.00-3.30 pm. for a select number of docents/volunteers in preparation for staffing booths at external events. Peter and Board officers to attend. Peter said if we promote the Friends, then we automatically promote the Park.

Barry thanked Tim for all his work and for presenting both the retail and operations' reports.

#### **Island EarthDays 2011, April 16 & 17:**

- George emphasized the need for all Board members to take a leadership role; not all Board members have one yet. He expressed concern that no-one from the Board had stepped up to lead on:
  1. Parking.
  2. Draw and prizes: Ed Heitov to find prizes but Board member needed for distribution and sale of ticket.
  3. Set-up and tear-down.

- Barry asked the Board if they could come up with ideas for new activities for IED; need to have something new and different to attract previous visitors and also to offer to the media who always ask "what's special this year?".

Karen to contact Fish & Wildlife for their active fishing exhibit.

At members' meeting on 25 January, announce IED and have sign-up sheets for volunteers.

**Playground:**

Diane is awaiting proposal and costing from representative. Heard about new playground in a park in Newport Richey – Diane to research name of park and advise Peter.

**Caladesi Exhibit:**

Peter met NPS staff; concluded that the interpretive exhibit with elevated observation deck, serviced by an ADA elevator (for which the maintenance contract would be supported by the Friends) is an acceptable design. Now waiting for Directors' approval. Barry to notify exhibit committee; Cindy to wait for final approval and formal project launch before releasing blog.

**Benches:**

Bob summarized success of program in 2010: 12 benches, 1 picnic table, 2 swings; income of \$17,000. Many thanks to Bob, Scott, George and George Fisher for a great fund-raiser. Barry is hoping that the program will continue for another year.

**Wildflower Garden:**

Funds available - already have donation of \$1,000 plus \$950 from a group who also purchased a bench. Nursery is ready. As soon as we have a design (Peter to contact his source), we can start.

**Other Fundraising:**

**- Grants:**

Harry continues to make applications. He has located a special opportunity with Visit Florida but their grants are only available to their members. Proposal to join (\$95) was unanimously approved.

**- Sponsorship:**

Pat has agreed to take this on, assisted by Sally. Their idea is to find lots of small sums and grow them. They will need support from the Board with contacts in the community.

**- Wills:**

Barry to contact Anna Stearns, CPA advisor.

**A.O.B.**

The meeting unanimously agreed to ratify the decision of December 2010 to pay for the purchase of essential AV equipment for the Park.

Meeting closed at 8.45 pm.