



The meeting of the Board of Directors of the *Friends of Mildred Kanipe Memorial Park Association, Inc.* was called to order at 10:00 a.m. on Friday, February 7, 2014 in the Lane House Annex. Present were board members John Robertson, Midge McGinnis, Deb Gray, Karen Roberson, Celia Scott, Leslye Wing, Debbie Levings and Steve Kennerly. Mike Burke was also present.  
Guest: Ray Jensen

## AGENDA ITEMS

### CAMPGROUND

#### **Fund Raising Update – Celia**

First fundraiser will be the Dakota Pizza 50% day – Monday, February 10<sup>th</sup>. Emails went out to numerous groups and it is posted on our website and Facebook page.

Celia listed out events that are either already scheduled or in the works:

- Garage Sale – February 22<sup>nd</sup>. Need donations. Still working on location. (After Meeting Note: Successful in getting the Oakland Elementary All Purpose room)
- Umpqua Watershed Banquet – March 1<sup>st</sup>. We will have a table at the UCC (1-5 p.m. social hour/6:30 p.m. dinner and program. Campus (Campus Center Building), we can have brochure for donations and they will be selling books, etc.
- Umpqua Valley Arts Association – this is an ‘in the works’ event. Local authors/artists, etc. for a book signing and art sale.
- Concert/Silent Auction/Wine Tasting Open House – March 30<sup>th</sup> – at the Wine Vault in Oakland. Suggested that \$5.00 donation be requested (with one raffle ticket included). Slow Ponies will performing. Wine tasting with 50% of the sales going to Campground Fund. (Wine tasting \$2, by the glass \$5...food is free)
- Jenny’s Equestrian Rides – interested in doing trail rides at the park in April.
- Kathy Shayler (log donor from a few years ago) is a chef and would like to do a wine/food event. She will coordinate and take lead, just needs volunteers to assist.
- Ray Jensen suggested that we hold a garage sale closer to Roseburg for folks in that area. Great suggestion of a ‘blow out’ sale including camping equipment! Ray volunteered to help.
- Suggestion to use the Oakland Tennis Court for an event (garage sale) – Karen will discuss with Oakland Economic Development group.

- Suggestion that we might be able to use Dodge Creek Stables for a garage sale. Leslye will email Sherri Williams at Dodge Creek.
- Pros and Cons tossed around as to being part of one of the very large annual garage sales vs. going it alone. Both sides have merit.
- Still looking into a trail obstacle course event at Park. Insurance big issue and volunteers to man such an event.

*Media Communication* – Discussion regarding publicity of these events started during above recap of events. Ideas and volunteers were:

- Karen will contact Brooks Communications to find obtain list of papers, radio stations, tv stations etc and their deadlines and contacts for placing announcements regarding upcoming events.
- Leslye has volunteered to get event announcements to the Drain newspaper (someone needs to give her the details each time)
- Debbie Levings volunteered to do any ‘public’ radio speaking that might been required.
- Deb Gray will handle the local Oakland paper

### **On-Line Social Funding**

Group feels we should pursue this. Crowdrise seemed to be most likely one to go with. Midge will set it up. Discussion regarding pointing folks to Crowdrise or our own Web Site. Keep in mind, Crowdrise is going to take more of a cut compared to our PayPal site. Crowdrise does NOT do any advertising...we need to do it. Their ‘plus’ is that people look there for good tax deductible fund raising projects.

### **Call-In Pledges**

Wording is fine. Midge will send Deb Gray the list of people we need to contact (based on her original spreadsheet) and the Pledge Call In Letter Template on our letterhead. She will either personally call the pledgee and then follow up with the letter if necessary. Those folks she does not have a phone for she will send the letter.

### **Matching**

We have a \$2,500 match on an anonymous donor who had to back out for personal reasons...this means we have the \$2,500 back available to us. We still need to decide if we want to do a ‘match’ campaign or use this money for a video. Tabled for next meeting (see notes on Video).

Lois Eagleton has a relative who would like to do a match (1 month/max limit). We definitely will take her up on this, but will postpone for a couple of months so we are not doing everything at one time.

### **Rewards for Donors**

We can obtain some nice plaques from Valerie Stallings (about \$10 each)...discussion on who we would give these to. \$500, \$1,000, business only? Tabled for next meeting.

### **County Funds**

Midge brought up question regarding when the county would be setting up their 'donation account'. Also, she would like to know who the contact person would be at the county so that she can coordinate with that person where we stand on combined \$65,000 goal. Need visibility on both sides. Karen has volunteered to talk with Doug Robertson about this and also the promised publicity.

### **Campground Plan**

Any word on campground plans? Karen advised us that Clay will be meeting with Gary on Monday, February 10<sup>th</sup>. Hope to know more after that.

### **Video**

Most feel a video would be very nice to have. \$2,000 price tag (plus pilot and plane) is more than we can budget for (possibility of using that lost \$2,500 match for video). Some concern as to not having seen samples from other options. Ray Jensen suggested that Cow Creek might have their own group that does this (Leslye might have contact name). Deb has a relative who does some good videos. Steve has the pilot/plane on standby (Dave Birch). Another suggestion was to get students from UCC who might be interested in doing this as a project. Karen has volunteered to do some calling around and will report back at next meeting.

### **Campground Brochure**

Lois made some quick changes to our membership brochure, but we really need an easily copied 'campground brochure'. Lois could not get to it right away, Midge and Leslye volunteered to get one done. (After Meeting Note: it's in final cleanup stage...Leslye will get it out to board members with recommendation to only get minimal number copied for Dakota Pizza event...in case we want to make changes! KEEP your receipt for photocopying if you want Midge to reimburse you!...BLACK AND WHITE copies only, PLEASE!)

### **Grants for Campground**

Debbie Levings is 'leader' on this. She passed around tracking sheets at meeting for us all to list what we are doing/responsible for on this Campground Project. She is waiting to hear from Kathy Vejtasa/Joyce Akse regarding possible grant from Whipple Foundation. (After Meeting Note: They must have had ESP! Email in in box to Midge after meeting. She forwarded it to Debbie and copied Joyce and Kathy advising them of Debbie's lead in this.)

Obviously, any grants we apply for have to have funds available BEFORE July 31<sup>st</sup>. We need the 'check in the bank' by the 31<sup>st</sup>.

Debbie also gave us pointers on how to handle questions we receive about this project. Keep our cool, do not 'argue' any points with people. BE UPBEAT...we can do this...keep in mind all the things we have accomplished in the past, so we have an excellent track record for accomplishing things.

Also recommended that we let Clay work with Gary ... one point of contact.

Midge voiced a concern about how it will work with turning money over to county? Receipts, report outs to grant providers. This goes along with Midge's concern about County Fund plans/publicity. Also, matching grants...county would have to work closely with us so that we could submit requests for funds.

## **MISCELLANEOUS**

**School House Roof** - we have an issue with the contractor and insurance coverage! Karen will email Gary Groth regarding this. Not sure where the problem lies as we have not run into this issue before and the contractor does have insurance. We need to do a report out to Grantor by end of February and need to know if we run the risk of losing this grant money!

**Cemetery Grant** – Still work in progress. Need to be sure we do not have put money up front before grant...our budget is VERY tight at the moment with many requests coming thru. Will have to prioritize what we can and cannot do.

**Gun Show** - Had opportunity to have some items put up for sale at the Gun Show with proceeds going to Campground fund...however, no one has items to donate ☹. Thank you anyways to Callin for the offer.

**Bio Char** - Jim Long wanted our support for presenting a Bio Char proposal to Gary Groth. He also offered to turn some of the proceeds from 'student fees' over to the Campground fund. We are all in support of his idea and urged him to send thru his proposal. A couple of our board members also expressed interest in attending one of his sessions at the Park. (After Meeting Note: Midge emailed Jim and told him to submit proposal.)

## **ITEMS NOT ON AGENDA**

**Trail Dash** - Leslye was successful in obtaining a donation from Cabela's. We can pick up \$50 worth of items closer to the Trail Dash time.

Steve would like to approach all the wineries in area and urge them to each donate a bottle of wine that we would put in the silent auction. Ray Jensen mentioned that

wineries are being hit pretty heavily for donations so do not take it personally if they cannot donate.

**Orchard** – Nick Botner has volunteered to do grafting of apple trees for orchard. He has the right varieties available and after they were grafted and planted in 2 gallon pots they could be kept at the Discovery Garden until ready to be planted. Master Gardeners (Steve Renquist) is on board with this. Steve feels they have enough support to make sure trees are properly handled for a few years after the planting to be sure they survive. We need to purchase root stock. Steve thinks it would be about \$100. Board is OK with spending this and Leslye Wing volunteered to pay for it if necessary (assume \$100 limit). Need about 24 root stock plants.

**Lighthouse Bakery Donation** – Celia advised us that the Lighthouse Bakery is donating a basket of breads to us. Just need to let them know when we want it.

**Insurance** – Steve suggested that we look into obtaining our own insurance for events. He had talked to an agent who quoted us \$600 per year. First reaction was that we cannot afford a \$600 insurance policy on an annual basis. Ray Jensen then mentioned that as a 501(c)3 organization we really should have some type of policy to protect us in case of an accident, especially in light of the activity we are having over the next several months with fund raising events. Midge also remembered seeing something about this in a brochure that was attached to our 501(c)3 paperwork. Midge will contact the non-profit attorney we spoke to a couple of weeks ago for advice. (After Meeting Note: Ray Jensen sent link to a non-profit insurance firm and Midge filled out the free quote form. She also sent an email to the attorney and will do some research on the need and costs. We just may need to do this...another dip into our funds ☺).

Meeting adjourned at 12 noon.

### **EVENT DATES**

February 22, 2014 – Garage Sale – Location TBD

February 28, 2014 – Friends of Mildred Kanipe Board Meeting – Annex

March 1, 2014 – Umpqua Watershed Banquet – we will have table at event – UCC Campus

March 8, 2014 – Work Party – clear Hawthorne in Nature Trail area (OET also does trail clean up on that date)

March 30, 2014 – Concert/Silent Auction/Wine Tasting – Wine Vault in Oakland

May 4, 2014 – Adopt-A-Highway

July 12, 2014 – Mildred’s Trail Dash

### **NEXT MEETING**

Next meeting will be on Friday, February 28, 2014 at 10 a.m. at Lane House Annex