

Candler Park Conservancy, Inc. Board of Directors Meeting

Wednesday, August 17, 2016

7:00 pm

Rush Center Training Room

1530 Dekalb Ave NE, 30307

Present: Corey Anderson, Ken Edelstein, Amy Erwin, Stacy Funderburke, Dan Hanlon, Ben Klehr, Scott Lenhart, Randy Pimsler, John Skach, Amy Stout, and Doug Wetzel

Not Present: Barbara Harper, Lauren Welsh*, and Jack White* (with * denoting advance notice of absence provided)

The meeting agenda (drafted by the Chair and included below) was not formally adopted but was followed.

1. Review/Approve Minutes from Last Meeting (5 minutes)
2. Committee Reports/Updates/Action Items
 - Finance & Audit (Ben) (10 minutes)
 - Board Development & Governance (Stacy) (10 minutes)
 - Membership, Fundraising & Communications (Lauren) (20 minutes)
 - Environment, Projects & Programming (John/Randy) (30 minutes)
3. Strategic Planning Scheduling

Review and Approval of Minutes from Previous Meetings:

A motion to adopt the draft version of the minutes from the July meeting (with no changes) was unanimously approved. At this time, the group also discussed preferred policies regarding the scope of the board meeting minutes and the archiving of monthly committee reports.

Updates from Standing Committees:

Finance and Audit:

In addition to sending out a Treasurer's Report via email prior to the meeting, Ben noted:

- The Conservancy has ~\$17,500 in its operating account at BOND.
- The number of financial contributions received via the website has been increasing.
- He has the ability to generate reports about the donations and donors.
- He suggested we include a place to indicate "how did you hear about us?" on the site, and Doug said he would do that.
- Ben said he will request \$1,000,000 in Directors and Officers coverage for next year.
- Ben said he will meet with all the Committee representatives to draft a budget.
- He reviewed his policies for requesting checks. Unless something is extremely urgent, he will just provide them at the monthly board meetings.
- At this time, the board voted unanimously to authorize the expenditure of up to \$600 for the current fiscal year (April 1 to March 31) to cover the cost of renting the meeting space for our monthly board meetings.

Board Development and Governance:

This committee met via conference call on 8/15/16, and a written report was provided. (See committee reports posted online.) Stacy noted the following points:

- Their group plans to develop a document that summarizes all financial policies and procedures.
- This committee also feels it would be useful to draft a list of expectations and requirements for potential new board members and perhaps even develop written procedures for "onboarding."
- Stacy floated a proposal to change our regular board meetings from once a month to once

every other month and proposed that committees also meet every other month in the alternate months. There was much discussion about this proposal, but overall it was generally agreed that such a change would be premature at this time. It seems that monthly face-to-face gatherings of the entire group are beneficial.

Membership, Fundraising, and Communications:

This committee did not meet this month, but a written report was provided. (See committee reports posted online.) Corey noted the following items:

- The number of members continues to increase despite minimal recruitment efforts.
- She requested that all board members be sure to join if he or she had not already done so, and she asked all board members to email their friends and neighbors and ask them to join also.
- About half of new members sign up for either an Individual (\$35) or a Family (\$75) Membership, and about half sign up for either a Beaver Buddy (\$100) or a Park Patron (\$250) Membership, with the average donation being ~ \$100.
- She believes it is feasible to generate ~\$50,000 per year from memberships.
- Lauren would like to receive park-related content that she can post on our Facebook page.
- The CPC will have a table during both days of Fall Fest, and volunteers are needed to man the booth.
- It appears that Corey's postings on Nextdoor Candler Park have motivated people to become CPC members.
- The group agreed it would be helpful to have CPC T-shirts for board members to wear during Fall Fest and to offer as a membership perk. A motion to authorize the expenditure of up to \$500 to purchase T-shirts prior to Fall Fest weekend was unanimously approved.

Environment, Projects, and Programming:

This committee met 8/9/16, and a written report was provided. (See committee reports posted online.) Randy noted the following items:

- Going forward, the group will meet on the second Wednesday of the month at 6:30 pm in the pavilion in the park.
- John Skach provided a handout describing the schedule for the Visioning Plan Charrette to be held at Perkins + Will on an upcoming Saturday from 8:30 am to 12:30 pm. Currently we are planning for the last Saturday in September. His colleagues need to complete some background research prior to this session, so this impacts the scheduling. We won't have the final work products in time for Fall Fest, but the process will be documented via video and/or photography. There will be four Perkins + Will staff members there to lead the exercises. It is assumed that the entire board will attend, but the session will be limited to attendance by board members. Stacy will also invite Amy Phuong, Doug Voss, Alvin Dodson, Walt Ray, and Dan Calvert from the City of Atlanta's Department of Parks and Recreation. The materials generated from this exercise will then be shared with the public for community input.
- We recently learned that we have access to \$5,000 from Rival Entertainment that is being held by Park Pride. They City will match this amount if we come up with an appropriate project. It should be something highly visible. The Committee should meet with Andrew White and John Ahern to discuss further.
- Elise Cormier will have her completed landscape design plan for the entry gates ready to share next month, and Constellation Energy will donate the plants for this project.
- The new lights for the entry gates will be installed tomorrow.