

## **Candler Park Conservancy, Inc. Board of Directors Meeting**

Wednesday, June 21, 2017

7:00 pm

Rush Center Training Room

1530 Dekalb Ave NE, 30307

Present: Stephen Aultman, Amy Erwin, Ken Edelstein, Stacy Funderburke, Dan Hanlon, Elliott Jones, Ben Klehr, John Skach, Amy Stout, Doug Wetzal, Jack White, and Omar Zaki

Not Present: Scott Lenhart\* and Lauren Welsh\* (with \* denoting advance notice of absence provided)

*The agenda for the meeting (although not formally adopted) was as follows:*

1. Review and Approve Prior Board Meeting Minutes
2. Committee Reports and Action Items
  - Finance and Audit Committee
    - Chair election
    - Current financial snapshot
  - Board Development and Governance Committee
    - Chair election
    - At-large member Class A / Class B division
    - Bylaws modification regarding member voting
  - Environment, Projects, and Programming Committee
    - Matrix outcomes and next steps on vision projects
  - Membership, Fundraising, and Communications Committee
    - Membership drive
    - Vision plan communication (including upcoming neighborhood organization presentations)
    - Fundraising opportunities

### *Review/Approve Minutes from Last Meeting*

A motion to adopt the draft minutes (after modification to include the date of the May monthly membership committee meeting) was approved.

### *Committee Reports and Action Items:*

#### *Finance and Audit:*

- This committee did not meet this month, but Ben provided a written report.
- A motion to appoint Ben Klehr as Chair of the Finance Committee was approved.
- Ben reported that we currently have ~\$14,000 in our operating account and that we have received ~\$2,000 in online donations in response to recent email solicitations.
- ~\$4,600 of those funds is designated for the playground, and most of the rest of our funds have been committed to various projects.
- Only ~\$2,000 is available / uncommitted at this time.

#### *Board Development and Governance:*

- The committee met via teleconference on June 12, and a written report was provided.
- Stacy indicated that he hopes that Scott Lenhart will agree to serve as Chair for the Governance Committee for the upcoming year, but we are not ready to appoint anyone at this time.
- In order to maintain the staggered terms of the board members, we need to designate Class A and Class B status to the newly-elected at-large board members Elliott Jones and Omar Zaki (corresponding to one-year and two-year terms.) Elliott volunteered to serve as the Class A

representative. A motion to designate Elliott as the Class A rep with a one-year term and Omar as the Class B rep with a two-year term was approved.

- Our current bylaws allow members to nominate and vote on at-large board members, to vote on the slate of regular board members, and to vote for board officers. The Committee agreed to recommend that members only nominate and vote on the at-large board members. The Committee also feels that the board should elect its own officers and that having members ratify or approve the slate of other board members does not fulfill a need. We would need a bylaws modification to codify these changes.
- It was noted that bylaws changes need to be presented at least ten days prior to a board meeting for a vote.
- There was no opposition to these proposed changes expressed by the group.

#### *Membership, Fundraising, and Communications:*

- This committee met June 6, and a few copies of a written report were provided at the board meeting.
- Doug noted that there were currently twenty-one Conservancy members (with fourteen having joined since May 21) and that \$2,096 in new membership dues had been received.
- The website has been updated to allow sign up and renewal of memberships and to correct errors. More new content is needed though.
- They are searching for a social media point person to join the committee.
- We will not receive a Vision Plan Website from Perkins + Will but will have to build our own.
- A membership campaign was launched June 21 with a message sent to 173 email addresses.
- Board members were asked to please share this recruitment message with their networks.
- They are working on how to structure business memberships.
- Amy Erwin is participating in a workshop on the pros and cons of going after big donors this coming Friday.
- We need to publicize that there are materials related to the Vision Plan posted at the real estate office. We should have a link to the website with the new vision plan to include with any membership drive/ fundraising pleas.
- They just received a pdf file from Perkins + Will, and they are going to have an article in the next Messenger.

#### *Environment, Projects, and Programming:*

- This committee met May 30 and June 14, and the data from the matrix evaluation of potential projects from the Vision Plan were shared.
- The group met once to come up with the criteria that would be used to evaluate the fourteen projects proposed by Perkins + Will. Twelve evaluators then scored each project on the nine criteria, with higher scores indicating a more favorable rating.
- The group then had a second meeting where they discussed the first round of results. At this point, it was decided to remove some of the criteria from the evaluation matrix (such as urgency and revenue generation) and to eliminate some of the projects (such as golf course clubhouse, pool, and pool house). For increased clarity, the “beach” project and the “pond” project were combined to become simply the “playground” (with the daylighting of the stream portion separated out), and the “beaverwalk” project was renamed the “riparian corridor.”
- The committee members have since repeated the scoring exercise and will meet again to discuss this second round of results.
- The idea is to pick a list of the top three projects to focus on and to get cost estimates for.
- There was some discussion of what should be the overarching objective for narrowing the list

of projects. Should it be to choose projects that are the most impactful, or those that could be completed the quickest, or those that would be the most visible or what?

- The committee will come back to the board with their list.

Final