

Sonoma County Regional Parks Foundation
La Plaza Building A – Conference Room (Rm. 212)
November 21, 2008 - Minutes

1. Call to Order

Jim Angelo called the meeting to order at 8:00am.

Present: Ramona Turner, Jim Angelo, Peter Kassebaum, Al Gilmour, Robert Harder, Les Crawford, Andy Rodgers, Bill Trowbridge (ex-officio), Melissa Kelley, and Mary Jo Delos

Absent: Linda Frank, Jim Carruthers, Ginger Kelly and Jim Gilliam

Others present: Mary Burns, Todd Holmes and Laura Cordes (recorder)

2. Approval of Minutes

VOTED to approve the minutes of September 19, 2008, as follows:

MOTION:	Melissa Kelley	AYES: 8	NOES:
SECOND:	Robert Harder	ABSENT: 4	ABSTAIN:

3. Announcements/Public Comment

None

4. Executive Director's Report – Mary Jo Delos

Ms. Delos discussed the results of the Tolay Fall Festival. She also discussed the upcoming annual Holiday direct mail fundraising campaign. Melissa Kelley helped with this year's appeal letter and the mail package is being printed. Mailing will begin during Thanksgiving week. This year, we have 13,508 names on our holiday mailing list. Thanks to all who participated in the Board of Director's Challenge and made contributions. We have exceeded our \$5,000 challenge goal.

5. Regional Parks Director's Report – Mary Burns

Ms. Burns announced that Jim McCray has been selected as the Regional Park's Deputy Director. Mr. McCray, formerly Park Operations Manager, was selected over 60 applicants.

Ms. Burns informed the Foundation board, as she has in past meetings, that the upcoming Regional Parks budget will be dire, with 2 – 3 bad years ahead.

6. Board of Directors Election and Reappointment - Action

VOTED to reappointment Andy Rodgers as follows:

MOTION: Robert Harder AYES: 8 NOES:
 SECOND: Al Gilmour ABSENT: 4 ABSTAIN:

7. Old Business

a. Foundation/Regional Parks Dept. Roles & Relationship Meeting – Recap

The meeting with Diane Brown was very productive. Today’s meeting packet includes the minutes/notes. Everyone agreed Ms. Brown was a great facilitator.

b. 2008 Tolay Fall Festival Event Summary – Jim A.

Mr. Angelo reported that everyone did an incredible job at the fall festival. \$1,297 worth of tickets were sold for the bike raffle.

Ms. Delos said that survey results show that next year people would love to have a “pick your own” pumpkin patch, and also that attendees would like more activities for young boys.

There will not be a bike raffle next year. It was too much work for the amount of money raised. Ms. Delos suggested that next year there be a donation box instead of a raffle. Bob Harder asked if volunteers could help the Foundation next year. Jim Angelo said that volunteers are already very busy working in all venues at the festival

Jim Angelo thanked everyone who worked at the Foundation information booth.

c. 2008 Donor Recognition Event Summary – Mary Jo

The Foundation’s 2nd Donor Recognition event was a great success. All attendees had a great time; the barbeque, prizes and entertainment were very well received.

Mary Jo Delos said that next year’s event will be moved to the first Sunday of the festival instead of the last in order to lessen impact on the Fall Festival’s busiest day.

8. New Business

a. 2008 Small Grant Recommendations – Melissa

Melissa Kelley thanked Mary Burns for her work prioritizing the grants. The small grant subcommittee met and selected grants to be recommended for board approval. Ms. Kelley handed out a grant recommendation summary including:

2008-2009 Grants	Park/Site	Amount	Notes
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Spud Point Weather Cam	Spud Point Marina	1,350	
Vehicle Safety Bandanas	Department - wide	400	
Compressor	Sonoma Valley Division	1,771	
Utility Trailer	Sonoma Valley Division	1,102	
Access improvements; QuickBooks ed.	Accounting Dept.	1,833	
Directional Signs	Riverfront Regional Park	1,742	
Petaluma Vets. Bldg. Audio improvements	Petaluma Veterans Memorial Building	1,250	Will seek outside funding
Chipper/ Shredder	West County Trail	701	
“Creepy Crawly Barn” improvements	Tolay Lake Fall Festival	1,500	Funding from Tolay account
Animal/Ranger Cutouts	Tolay Lake Fall Festival	1,500	Funding from Tolay account
Total		8,899	Foundation Funds

VOTED to approve the small grant applications as listed above:

MOTION: Robert Harder AYES: 8 NOES:
 SECOND: Al Gilmour ABSENT: 4 ABSTAIN:

Andy Rodgers will work on getting in-kind donations for the Petaluma audio system grant. He will contact BestBuy. If in-kind funding cannot be found then the Foundation and Department fund.

VOTED to use funding from the Tolay account for the Creepy Crawly Room improvements and Animal/Ranger cutouts for the Fall Festival.

MOTION: Ramona Turner AYES: 8 NOES:
 SECOND: Andy Rodgers ABSENT: 4 ABSTAIN:

VOTED to approve Tolay grant funding as follows:

MOTION: Melissa Kelley AYES: 8 NOES:

SECOND: Ramona Turner ABSENT: 4 ABSTAIN:

Winners of the small grant applications will be announced at the End-of-Year Luncheon on December 4, from 11:30am – 2:30pm at the Santa Rosa Vets Hall.

b. Regional Parks Dept. Matrix

A matrix will be developed by Regional Parks, prioritizing funding requests, with simple costs and a timeline. The matrix will be emailed to the Foundation and reviewed at the end of the December 3rd Foundation Children's Memorial Grove committee meeting regarding the Children's Memorial Grove. The CMG committee meeting will be expanded to include all interested Foundation board members. Jim McCray and Todd Holmes will attend the meeting.

c. Regional Parks Dept. Matrix

Bill Trowbridge, ex-officio member, gave a briefing on the latest Parks & Recreation Advisory Commission meetings:

- Camp reservation revenues are up from \$73,000 to \$97,000.
- The California Environmental Quality Act (CEQA) document for Tolay goes to the Board of Supervisors for approval on December 9 and the Cannon Lane access issue goes before the Board on December 16.

9. Financial Reports – Handout

2008-2009 YTD Budget Results

Ms. Delos and Mary Clemens have been working on applying for grants for the Environmental Discovery Center.

Ms. Delos reviewed the financial report with the group.

10. Adjournment

The regular Board meeting adjourned at 9:00am.