



Sonoma County Regional Parks Foundation
La Plaza Building A – Conference Room (Rm. 212)
July 17, 2009 - Minutes

1. Call to Order

Melissa Kelley called the meeting to order at 8:07 am.

Present: Ramona Turner, Jim Angelo (by phone), Andy Rodgers, Al Gilmour, Peter Kassebaum Robert Harder, Melissa Kelley, Ginger Kelly, and Mary Jo Delos (Executive Director)

Absent: Linda Frank, Jim Gilliam, Jim Carruthers, Bill Trowbridge (ex-officio), and Les Crawford

Others present: Mary Burns, Jim McCray, Bert Whitaker and Laura Cordes (recorder)

2. Approval of Minutes

VOTED to approve the minutes of March 20, 2009, as follows:

MOTION: Bob Harder YES: 8 NOES:
SECOND: Andy Rodgers ABSENT: 4 ABSTAIN:

3. Announcements/Public Comment

Jim Carruthers has resigned from the Board due to business commitments.

Les Crawford is on his final term with the Board.

The Board would like to give Certificates of Appreciation to the members that are leaving.

4. Director's Reports

Mary Jo Delos, Executive Director:

Ms. Delos and Mary Clemens applied for and were awarded a \$5,000 grant from the Fish & Wildlife Commission to build and install a reptile/amphibian exhibit at the EDC and a Nighttime Creatures Barn for Tolay Fall Festival.

Mary Burns, Director of Regional Parks:

The County adopted a 5% reduction from each department across the board. The second round of cuts will be the deepest and most difficult to make. Regional Parks' total reduction was 15%. Thanks to the work of Ray Basch and Jim McCray the cuts were not as drastic as they could have been. The Department got Transit Occupancy (TOT) funds and received the entire Extra-Help budget back. Two more years of a difficult budget has been predicted for the County. The state has at least 3-5 years of difficult budgets ahead.

Mary received over 250 employee cost-savings and revenue enhancement suggestions. Several have already been included in the budget.

Bob Deis resigned as the County Administrator.

Last night the department held the Sunset Beach Dedication. State Parks and the Dept. of Boating & Waterways attended the ceremony along with Supervisor Efren Carrillo.

Mary also attended the Farm Bureau fundraiser at MacMurray Ranch along with 600-700 guests in attendance.

The closure of state parks is still on the table.

Year-end budget numbers look good, especially for camping revenue.

Bert Whitaker is now the Park Ops Manager. He formerly worked for Parks as the Aquatics Specialist.

5. Old Business

a. Park Pass Promotion Donation Results

This year, many donations were received from campers as well as park pass holders. The Front Office staff did such a great job again that Mary Jo treated them a special lunch from High Tech Burrito.

b. Children's Memorial Grove Completion

Completion of the Grove will happen this year. Construction will take place in late August. A public dedication will be planned after completion. Trees at the Grove have really taken root and will provide shade. Ms. Delos met with Supervisor Shirlee Zane and her assistant, Jessica Diaz, to tour the Grove. Ms. Zane really supports having a place to honor children. She will be assisting with raising the funds to finish the project. In September, volunteers will be working on the Grove as part of the Day of Caring.

6. New Business

a. Volunteer Project Funding Request – Action Item/John Ryan

This item will be moved to the September agenda.

b. Board of Director Vacancies

There are currently five vacancies on the Board. Ms. Delos met with Supervisors' Efren Carrillo and Shirlee Zane and asked for their help in recruiting new members.

Ms. Delos will send former Commissioner, Yancey Forest-Knowles, information regarding the Foundation so he may assist in recruiting.

Ms. Burns has a possible applicant from the Cloverdale area.

Andy Rodgers would like to send a request for assistance to a group of State Park supporters that communicate online. He would like to send them a message appealing for help by donating locally to the Foundation. They are a large group and could be very helpful.

Ms. Burns said that the Public Information Officer has been working on developing County policy regarding social sites such as Twitter, Facebook, etc.

Melissa Kelley thinks that harnessing the energy of these groups is a good idea, but care should be taken to not send a political message.

c. Executive Director's Contract

Ms. Delos' contract is up for renewal. A new contract will be emailed to Board members by this weekend.

d. Meeting Quorum Procedure

The Board would like to develop a written process for the cancellation and rescheduling of meetings. Board meetings are on the calendar every other month. When a meeting is canceled, the duration between meetings is too long and members feel out of touch. This topic will be placed on the September agenda. New policy can be placed into the by-laws.

e. Donor Recognition – Action Item/Mary Jo Delos

The members contemplated ideas to thank and recognize Foundation donors in place of hosting a donor recognition party.

Suggestions from the group:

- Sending thank you letters and raffling gifts;
- Sending donors VIP passes during the Fall Festival;
- Hosting a BBQ at the Children's Memorial Grove;
- Displaying signage at the Tolay Fall Festival honoring donors.

Jim McCray attended the United Way Champions Event at Ledson Winery and they gave awards in different categories, i.e. to businesses and individuals for fund-raising.

Further comments and ideas will be solicited and summarized.

VOTED to not host a donor party this year due to the budget crisis, as follows:

MOTION:	Ginger Kelly	YES: 8	NOES:
SECOND:	Bob Harder	ABSENT: 4	ABSTAIN:

f. Challenge Grant – Holiday Campaign – Action Item/Melissa Kelley

The Board would like to participate in another challenge grant for the upcoming holiday campaign. Last year's challenge was very successful and raised \$27,000+. The Board members would like to at least match last year's goal and have the option to set the match higher.

Andy Rodgers asked if the grant challenge could be placed into the solicitation paragraph that is going to be drafted.

VOTED to participate in the 2nd Holiday Campaign Challenge Grant for a dollar amount of no less than \$5,000, (with the option to set a higher goal/dollar amount) and placed on the September agenda, as follows:

MOTION: Bob Harder YES: 8 NOES:
 SECOND: Ginger Kelly ABSENT: 4 ABSTAIN:

g. 2008-2009 Budget Results

Last year's budget results yielded \$166,000+ and included in-kind donations of labor, goods and services.

h. 2009-2010 Budget – Action Item/Mary Jo Delos

The Foundation is at 76% of the budget. That includes in-kind labor, goods and services. It is roughly the same as last year and everyone is happy that it is not worse. This year a few more dollars and a few more donors were received. Business donations are flat. The Park Furniture Program did well. ADA requirements called for the addition of an armrest on the benches. This added \$100 to the cost.

This year's budget will be "bare bones" and just enough to cover basic commitments and costs. The Foundation will be conservative with projects during the next year.

Bob Harder would like to see last year's actual budget to compare with this year's preliminary budget.

Ms. Delos would like to solicit donations for new picnic tables at Doran and Westside Park. A direct mail piece will be mailed to campers

Jim McCray asked whether the Foundation was going to support the Ragle Ranch Project.

The Board members agreed to add the project to the budget under "Program Expense".

VOTED to accept the 2008/2009 budget results and draft 2009/2010 budget as presented:

MOTION: Bob Harder YES: 8 NOES:
 SECOND: Andy Rodgers ABSENT: 4 ABSTAIN:

6. Adjournment

The regular Board meeting adjourned at 9:35 am.