

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

Wednesday, April 20, 2016

7:00 pm

Rush Center Training Room

1530 Dekalb Ave NE, 30307

Present: Corey Anderson, Ben Klehr, Ken Edelstein, Amy Erwin, Dan Hanlon, Scott Lenhart, Randy Pimsler, Amy Stout, Doug Wetzel, and Jack White; Lauren Welsh arrived ~7:20pm

Not Present: Stacy Funderburke\* and John Skach\* (with \* denoting advance notice of absence provided)

*Due to Stacy Funderburke's absence, Amy Erwin chaired the meeting. A motion to adopt the meeting agenda (drafted in advance by Stacy Funderburke and included below) was unanimously approved.*

1. Review/Approve Minutes from Last Meeting (5 minutes)
2. Overview of CPC Committees and Appointment of New Committee Members (10 minutes)
3. Recap of Park Walk-Through with Commissioner Phuong (10 minutes)
4. Committee Reports and Updates (10 minutes each)
  - Finance and Audit Committee
    - Budget Discussion
  - Board Development and Governance Committee
    - Park Pride Conference
  - Membership, Fundraising, and Communications Committee
    - Click & Pledge Update
  - Environment, Projects, and Programming Committee
    - Entrance Lights
    - CPC Volunteer Workdays
5. Update on Park Events/Festivals Review Process (10 minutes)

### *Review and Approval of Minutes from Previous Meeting:*

A motion to adopt the draft minutes from the March meeting with one correction from Ben Klehr was unanimously approved.

### *Overview of CPC Committees and Appointment of New Committee Members:*

A list of the four standing committees and the board members currently serving on each was reviewed.

- The Board Development and Governance Committee currently consists of only Amy E. and Stacy since Ken would like to serve on the Projects Committee going forward.
- The Environment, Projects, and Programming Committee currently consists of Amy E., Randy, John, Amy S., and Jack.
- The Finance and Audit Committee currently consists of Ben and Randy.
- The Membership, Fundraising, and Communications Committee currently consists of Amy E., Kelly Jackson, and Lauren.

The new board members indicated the committees they would like to join.

- Dan wants to join the Projects Committee.
- Corey wants to join the Membership Committee.
- Doug wants to join the Membership and Projects Committees.
- Scott wants to join the Governance and Membership Committees.

There was some discussion about committee appointments and the relevant bylaw requirements. The current bylaws only require board appointment of the Committee Chairs. A motion to refer Jack's proposal (to have the Board of Directors appoint all Committee members) to the Governance Committee for further consideration was unanimously approved.

*Recap of Park Walk-Through with Commissioner Phuong:*

Amy E. recalled that Commissioner Phuong had indicated at this meeting that we do not need to hire outside assistance and do a big expensive visioning process and that Doug Voss had welcomed quarterly meetings with board members. Ben noted that the Commissioner stated that she was committed to keeping the golf course the way it is.

*Updates from Standing Committees:*

*Finance and Audit:*

This committee did not have a meeting in the previous month. No written report was provided. Ben shared the following items:

- There has been no significant change in the group's finances since the last meeting.
- We have \$11,000+ in the operating account.
- He was not able to get the Directors and Officers coverage in place prior to the Mulch Madness event, nor since.
- He still does not know the cost of this coverage.
- He still wants to schedule a special meeting to discuss the budget and will contact other Committee Chairs to select a date.
- Our taxes are due next month, and the deadline is likely before the next Board meeting.
- He will attempt to complete the simplified tax return form and will ask Stacy and Amy E. for assistance as needed.
- It was suggested that the tax return be posted on our website after submission.
- Jack suggested the group reconsider the decision not to purchase liability insurance and noted that the liability coverage would be more likely to be needed.
- Randy also expressed concerns about not having insurance.
- Ben will follow up by (1) reaching out to the Georgia Center for Nonprofits again for a price quote on the D and O coverage, (2) asking the provider about the effectiveness of waivers in deflecting liability, and (3) approaching the provider that Jack knows for alternative price quotes.
- None of the board members present could confirm that waivers were used at the Mulch Madness event.

*Board Development and Governance:*

This committee did not have a meeting in the previous month. No written report was provided. Amy E. shared the following items:

- Ken, Stacy, and Amy E. attended the annual Parks and Greenspace Conference organized by Park Pride last month. This year's theme was the importance of play. Amy E. suggested that the City of Atlanta might be a source of significant funding for park improvements based on attending a presentation by Dan Calvert in which he described multi-million dollar projects in the Reverend James Orange Park, Ormond-Grant Park, and Lake Claire Park that were being funded at least in part by the City.
- Ken noted that his participation in a panel discussion entitled "Playful Spaces as Catalysts for Urban Transformation" served as a free consultation with three national experts.
- Lauren informed the group of an upcoming appearance by Councilmember Mary Norwood in Candler Park that is part of her "May with Mary: An Atlanta Park Tour."

*Membership, Fundraising, and Communications:*

This committee did not have a meeting in the previous month. No written report was provided. Lauren shared the following items:

- We now have the final logos, one in black and white and one with the blue-green color.

- Doug Wetzel has been extremely helpful in getting the Click & Pledge system up and running in conjunction with the Salesforce program.
- The [info@candlerpark.org](mailto:info@candlerpark.org) email address that was listed on both the CPC and CPNO websites was inactivated. She did not realize that it was only set up to function temporarily. She does not know when it stopped working or how many messages were missed, but it has now been reactivated.
- We should soon have a functional “Donate” button on our website, and people will be able to purchase memberships.
- She is still struggling with fundraising efforts, and no progress has been made in that area.
- She has not yet put a budget together, but the number of expenditures for the committee should be few.
- She has heard back from two of the three consultants that she contacted regarding strategic planning. Consultant #1 (Marissa Pemberton, referred by Randy) is eager to help and will be affordable (~\$750 for a plan that includes a pre-session, a workshop, and one or two follow-up meetings). Consultant #2 (Pam Sugarman, current consultant for Park Pride) could be very helpful but will be more expensive (~\$2,000). Consultant #3 (Tamara Jones, referred by Stacy) has not yet responded.
- Lauren will follow up by sending all three consultant’s proposals the board. She asked the board to make a decision at the May board meeting on contracting the services of one of these three so that we can plan the workshop for June. The objective of this activity is to answer the question, “How do we function as a conservancy?”

*Environment, Projects, and Programming:*

The committee met most recently on April 19. A written summary of that meeting was provided to all board members in advance of this board meeting. Randy also highlighted the following items:

- Representatives from Pond will visit Candler Park this Friday and provide a high-level set of observations regarding storm water handling for no charge.
- A park walk-through with Andrew White, the new Director of Park Visioning at Park Pride, has been scheduled for April 29.
- The group is struggling with budget development given the lack of prioritization for long-term projects. He thinks we should have a separate meeting to get consensus on big projects and open it up to the entire group if others are interested.
- Jack distributed a version of the committee’s draft budget that included his additional notes. He indicated that the long-term projects on this draft budget had not been agreed to and that dealing with storm water runoff had consistently been identified as a priority (but that a hydrology study was not needed.)
- There was discussion about whether accurate project costs were necessary for project prioritization and whether sound budgeting was possible without project prioritization. The idea of an aspirational budget was floated. It was suggested that we will best be able to fundraise by having a vision for the park that we can sell to potential investors.
- Randy will follow up by sending an invitation to all to meet to discuss project priorities.
- Randy suggested that concerns about a lack of completed projects was not substantiated and pointed to the entry light fixture installation, the tree mulching event, and the live stake planting.
- A motion to allocate an additional \$380 to cover the costs of the entry light project was unanimously approved.

*Update on Park Events/Festival Review Process:*

This was intended to be a discussion about what role the Conservancy can possibly play in the approval process for special events in Candler Park and how we can best protect the park from potential damage caused by these events. Due to the limited meeting time remaining and the fact that the CPNO Fall Fest was on the April NPU-N agenda, the conversation focused primarily on the site plan for that event. Ken, who serves as the Chair of the CPNO Fall Fest Committee, confirmed that the site plan submitted to the city for Fall Fest had twenty-one food trucks on the grass, but indicated this was allowable under City rules. Multiple board members expressed concerns about driving large vehicles on the field and the potential for damage to the greenspace. It was suggested that the group draft policies for special events that we can advocate for and that we bring this up with Doug Voss at any future quarterly meetings.

Final