

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

Wednesday, June 15, 2016

7:00 pm

Rush Center Training Room

1530 Dekalb Ave NE, 30307

Present: Stacy Funderburke, Ben Klehr, Dan Hanlon, Barbara Harper, Scott Lenhart, Randy Pimsler, John Skach, Amy Stout, Lauren Welsh, Doug Wetzell, and Jack White

Not Present: Corey Anderson\*, Ken Edelstein, and Amy Erwin\* (with \* denoting advance notice of absence provided)

*A motion to adopt the meeting agenda (included below) with three additions from that drafted by the Chair was unanimously approved.*

1. Adopt Agenda and Ask for Timekeeper (1 minute)
2. Review/Approve Minutes from Last Meeting and Review Action Items from Last Meeting (5 minutes)
3. Review of Proposals for Strategic Planning Sessions (10 minutes)
4. Committee Reports/Updates/Action Items
  - Finance and Audit Committee (Ben) (10 minutes)
  - Board Development and Governance Committee (Stacy) (10 minutes)
  - Membership, Fundraising, and Communications Committee (Lauren) (20 minutes)
  - Environment, Projects, and Programming Committee (John) (30 minutes)
5. Mulberry Fields/Wylde Center Partnership (5 minutes)

### *Review of Minutes and Action Items from Previous Meeting:*

A motion to defer the adoption of the meeting minutes from the May meeting until next month was approved. The list of action items from the May meeting was reviewed. The Treasurer has not yet uploaded a copy of the organization's tax return into Dropbox, and the Chair has not yet sent a follow-up letter to Doug Voss to summarize the outcome of the onsite meeting with him concerning the riparian corridor.

### *Review of Proposals for Strategic Planning Sessions:*

Lauren previously solicited proposals from three potential consultants that would help the board draft a list of goals for the organization. She shared the two written proposals that she received from Pam Sugarman and Tamara Jones. (See Appendices.) Pam Sugarman lives in Inman Park and helped create Park Pride's Strategic Plan. Stacy has worked with Tamara Jones previously, and she has worked with many Atlanta nonprofits. Both would cost ~\$2,500 to engage. Marissa Pendermon did not provide a formal written proposal, would only charge ~\$750, and recently drafted a plan for the Little Five Points Center for Arts and Community. An *ad hoc* CPC committee would need to assist with a certain amount of background work regardless of whom we hire. Barb suggested that we get referrals from neighborhood organizations that have worked with these consultants. Scott said that Pam Sugarman has worked with his employer and that he can ask coworkers for an evaluation. The group agreed that the subset of board members that had previously gotten together to discuss strategic planning should work together to make a recommendation to the larger group on which consultant to engage for CPC.

### *Updates from Standing Committees:*

#### *Finance and Audit:*

This committee did not have a meeting in the previous month, and no written report was provided. Ben noted the following items:

- The current balance in our BOND account is \$16,221.81.
- This includes \$4,607.89 earmarked as "playground funds" that were recently transferred from Park Pride.
- Amy Erwin and Randy Pimsler will need to be reimbursed for expenses related to the entry

lights.

- CPNO will transfer \$477 to CPC that was previously collected and specifically designated for the entry lights.
- Ben received a proposal for Directors and Officers coverage from Jay Spearman. The rates are very reasonable and range from \$460 to \$1,256, depending on the amount of coverage.
- Mr. Spearman has offered to participate in a conference call in order to answer any questions or concerns, and Jack and Doug both indicated that they would like to join.
- Ben noted that he will need to fill out another 40-page application form to move forward.
- Ben will set up a meeting in July with one representative from each standing committee to draft a budget. Lauren, Stacy, and Dan will work with him on this.
- Jack requested a written summary of this report.

*Board Development and Governance:*

This committee did not have a meeting in the previous month, and no written report was provided.

*Membership, Fundraising, and Communications:*

This committee met 6/6/16, and a written report was provided. (See Appendices.) Lauren noted the following items:

- She feels that the group is struggling to tell people what we are doing.
- Lauren proposed visiting various neighborhood organizations and Neighborhood Planning Units to show them the diagram that John Skach prepared.
- Randy indicated that he would prefer we share the document that will be prepared by Perkins + Will for such presentations. Also, a consensus list of projects is being prepared, although it will not indicate prioritization of projects.
- It was noted that as much as possible we do not want donations to be given as specific to a given project.
- The Committee's current plan for fundraising consists solely of selling memberships, and they seek input on a reasonable number to target.
- The Committee wants to split out Membership and Volunteer Engagement as a separate committee.
- Scott will draft an email for board members to send to friends in order to recruit members.
- Barb plans to work with businesses to sign up memberships in that class.
- In regards to recent communication efforts, Lauren noted that she had posted on Facebook about the recent plantings at the pool and that she will write an article for the Messenger about these plantings and about Mary Norwood's visit to the park. She will strive to have an article submitted each quarter, and she has been posting frequently on NextDoor.

*Environment, Projects, and Programming:*

This committee met 6/14/16, and a written report was provided. (See Appendices.) John noted the following items:

- Jack has obtained bids for the purchase and installation of plants and materials needed to counteract erosion at multiple sites in the park, including the area above the tennis courts where water flows off of Callan Circle. Since the cost of tennis court resurfacing exceeds the amount offered by the grant program and since planting cannot take place until the fall, the group proposes to combine these two projects into one grant application to pitch to Coke. Doug is to follow up with Shannon Hennessey/Coke.
- A project to install plantings at the park entrance is moving forward. Dan will work with Elise Cormier to get her proposal/plan for that area.
- Committee members met with Doug Voss at the golf course in late May. At this walk-through, we asked for demarcation of the no-mow zone along the riparian corridor. Doug Voss agreed,

but the location has not yet been determined. We asked to have the cut-through across the stream at the sixth tee blocked. Jack noted that American Golf personnel will address this. Doug Voss invited the CPC to develop a proposal to deal with water issues around the low-lying seventh tee. We have since consulted with golf course designer David Johnson. He had previously considered this issue, and he has now prepared for us a design proposal to move the tee to reduce the conflict and improve the course. He will shepherd this proposal through all stages of the approval process with City departments, evaluate bids from contractors, and supervise the construction for \$1,300. (See Appendices.) Since we anticipate Park Pride transferring funds from the old Friends of Candler Park Golf Course account that contains a similar amount, the Committee asked the board the vote to approve moving forward with this action. Stacy noted that while we do not technically have the funds in hand yet, he is confident they will be transferred. Doug Voss did not necessarily promise that American Golf personnel would not break the beaver dams, but it was noted that no recent tampering had been seen. Amy S. reiterated her desire for the Chair to follow up with Mr. Voss to summarize the pertinent riparian corridor issues and the agreed to outcomes via a letter. A motion to authorize David Johnson to pursue this plan and to allow the expenditure of \$1,300 was unanimously approved. Stacy stated that he will request that Park Pride also transfer these funds to CPC and agreed to write a letter to Doug Voss to thank him for meeting with us, tell him about our vote to hire David Johnson, emphasize to him the value the community places on the riparian corridor natural areas, etc.

- John noted that two landscape architects at Perkins + Will have been approved to perform *pro bono* work for our organization valued at almost \$15,000 as part of the company's Social Responsibility Initiative. (See Appendices.) The two will develop a high-level landscape plan for the entire park after hosting a charrette. A motion to enter into the attached agreement with Perkins + Will was unanimously approved.
- Lauren noted that there are funds in the Renew Atlanta bond program designated for "ADA upgrades and improvements to clubhouse at golf course" within Candler Park.

*Discussion of Sponsorship of Mulberry Fields/Wylde Center Partnership Event:*

The privately-owned Mulberry Fields gardens in the Candler Park neighborhood (off Iverson St) will become managed by the Wylde Center nonprofit organization starting later this summer. They are hosting an event on Saturday, July 16<sup>th</sup> to celebrate. Lauren has proposed that the CPC buy a \$500 sponsorship in order to have a booth at the event for the purposes of promoting our organization and signing up new members. This was deemed a valuable marketing opportunity, since an e-newsletter to 2,500 contacts was touted as a benefit of sponsorship. (See Appendices.) A motion to use \$250 of CPC Inc. funds toward the purchase on this sponsorship, contingent on the donation of an additional \$250 from board members personally, was approved (10-1).

## Appendices.

# Sugarman Consulting

**Proposal to:** Candler Park Conservancy  
c/o Lauren Welsh, board member  
via email: lnwelsh@gmail.com

**From:** Pam Sugarman, president  
Sugarman Consulting  
pam@sugarmanconsult.com  
404.822.8123

**RE:** Half-Day Workshop

**Date:** March 30, 2016

### Background

In 2013, the Candler Park Neighborhood Organization created and approved a master plan for the community that included a key goal of establishing a conservancy to work in partnership with the City of Atlanta to guide Candler Park's growth and improve park amenities. The Candler Park Conservancy was established in 2015, and during the past year a committed group of board members and volunteers have made significant progress on the elements needed to start a conservancy or any nonprofit organization, for example:

- Incorporated, established by-laws
- Applied for and received 501(c)3 designation from the IRS
- Created a founding board of directors and plans for a permanent board
- Established banking relationship and deposited initial funds
- Developed membership structure
- Developed logo, temporary website
- Developed Eco-Design concepts and recommendations
- Designed, invited community members and officials, and held a successful community input session regarding priorities in the park
- Held a Board of Directors Visioning Session regarding priorities in the park
- Developed and began implementing a list of action items

With these fundamentals in place, the next question is how to focus the group's limited time and resources to grow the organization to achieve its mission. Some organizational issues to address include: building relationships with City, with residents, with other conservancies, benefits to members, role of volunteers, staffing structure, fundraising.

## **Desired Outcome**

Agree on an Organizational Plan for how, over the next 3-5 years, the Candler Park Conservancy will enhance, maintain, and serve as an accountable organization responsible for engaging stakeholders and for formulating, prioritizing, and implementing a collective vision for Candler Park in partnership with the City of Atlanta.

## **Deliverables**

Board agreement on:

- Approximately four organizational goals the Candler Park Conservancy will pursue over the next 3-5 years (Note: organizational goals are not programmatic ones, although the organizational goals will address how to grow the program which is to engage stakeholders to formulate, prioritize and implement a collective vision for Candler Park in partnership with the City of Atlanta.)
- Between two and six objectives to achieve each goal
- One-year and some three-year measures of success that answer the question “How will we know we have achieved the goals and objectives?”

## **Activities and Consultant Role**

1. Prepare for Half-Day Workshop
  - Meet once or twice with Lauren and a few other representatives of the board to hear expectations for the workshop, propose an agenda for the workshop, finalize materials and agenda for the workshop
2. Facilitate Half-Day Workshop
  - Set up and clean up the room, facilitate the workshop, and capture discussion and decisions well enough for Lauren or another board member to type goals, objectives, ideas about measures of success, and next steps after the workshop
3. Support Board Members to Document Decisions and Next Steps from Half-Day Workshop
  - Coach Lauren or another board member to draft an organizational plan and next steps from workshop materials
4. Support Board Members to Finalize Organizational Plan
  - Offer advice via email and telephone for how the Board will finalize the Organizational Plan; if needed, attend one or two meetings



## About the Consultant

Pam Sugarman is president of Sugarman Consulting, a firm that delivers strategy and governance consulting to nonprofits and foundations.

Successful organizations are those that are able to focus on what's core, shed what's not and reach for what's next. As an independent consultant since 2000, Pam has partnered with board members and staff to do that. Through assessments, strategy development, strategic planning, operating planning, board development and other services, Pam helps people build more impactful organizations.

Pam's consulting is outcome-oriented, strength-based, participatory and data-driven. Her work benefits mature, growing and early-stage organizations. She works with mature organizations to clarify their strategy or reinvent themselves, with growing organizations to focus when they have many choices and with early-stage organizations to agree on a direction. Pam excels at helping board and staff members collect and use information to decide where an organization or board should be and how to get there. She also works with teams to design and build the board and organization needed to achieve the vision, mission and goals.

A sample client list includes: Arthur M. Blank Family Foundation; CARE USA; Clean Air Campaign; Council on Aging of Buncombe County; Georgia Early Education for Ready Students (GEEARS); Inner Harbour (now Youth Villages); Marcus Jewish Community Center of Atlanta; Pfizer Southeastern HIV/AIDS Prevention Initiative; Park Pride; Public Broadcasting Atlanta; Southface Energy Institute; United Way of Asheville and Buncombe County; Weinstein Hospice; Western North Carolina Alliance (now MountainTrue).

Pam is a frequent lecturer on nonprofit management topics, and her workshops are very well received. For example, she has taught courses for the Foundation Center, including Building a Sustainable Nonprofit Organization, Developing a Fundraising Plan, and Building a Fundraising Board, and for WNC Pathways, including Board Basics.

Pam developed a deep understanding of the nonprofit sector by serving from 1994-2000 as the director of management and governance services at the Georgia Center for Nonprofits. There she developed and delivered information, training and consulting programs that helped thousands of nonprofits in Georgia fulfill their missions. This experience informs all her consulting.

Pam is an active community volunteer and brings this experience to her engagements. She has learned from and made a difference by serving on boards of organizations as varied as Hands On Atlanta; Nonprofit Management Association; Research Atlanta; WNC Nonprofit Pathways Advisory Board; WNC Jewish Federation. She also was an American Marshall Memorial fellow, a member of the Leadership Atlanta class of 2001 and was recognized by Outstanding Atlanta.

Earlier in her career, Pam served in Washington as legislative aide to three U.S. Representatives. This fueled both her love of politics and interest in group-decision-making.

Pam holds a master's degree in Public and Private Management from Yale University and a bachelor's degree in American Studies from Wellesley College. She lives in Atlanta, is married to Tom Rosenberg, and they have a son, Daniel.

References are available upon request.

#### **Investment Required**

- The discounted project rate for Steps #1 and #2 above is \$1750.
- Steps #3 and #4 would be billed by the hour at \$175/hour, and I assume it would require between 1 and 5 hours or \$175 to \$875 to complete this work.

#### **Conclusion**

Thank you for the opportunity to submit this proposal. I would love the opportunity to work with you as you plan for the next steps for the Candler Park Conservancy. I love and use the park and am excited about the direction you are heading.

Please let me know if you have any questions. I look forward to hearing from you.

Warmly, Pam



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May 22, 2016

Lauren Welsh  
Member, Board of Directors  
Candler Park Conservancy

Dear Lauren,

Thank you for allowing us the opportunity to submit a proposal for facilitation services to help the Board create a strategic priorities and action plan for the Conservancy.

**BACKGROUND AND NEED**

The Candler Park Conservancy was formed in 2015 to preserve and support the natural habitat of Candler Park, one of Atlanta's largest natural greenspaces. The organization is made up entirely of volunteers and is responsible for engaging stakeholders and for formulating, prioritizing and implementing a collective vision for Candler Park in partnership with the City of Atlanta. The organization seeks consulting services to assist with the development of an overall vision, strategic goals and objectives that will result in some short term wins that will build support and momentum among CPC stakeholders and the surrounding community.

**PROPOSED METHODOLOGY**

At CPC's request, we have designed the following approach based on two meetings with a planning team and a half-day work session with the full Board.

● **GOAL SETTING**

- This first meeting with the CPC planning team will seek to create and describe what long-term success looks like for the Conservancy as well as identify and categorize critical needs to be addressed including finance, park amenities, green space, and infrastructure.
- Consultant will lead the team in an exercise to identify the collective vision of the park's long term success. It will be important to ensure that there is alignment among Board members on this issue in order to avoid conflict in later decisions about actions and resource allocation.



- Consultant would then guide the planning team to identify 2-year Objectives (desired CPC results and impacts) which will form the basis of the strategic and action plans. The four most common areas for consideration are organizational finance, mission work (service delivery, programs, parks improvements, etc.), operations (staffing, communications, facility, equipment, technology systems, etc.), and leadership (Board governance and structure). We will emphasize creating S.M.A.R.T. Objective statements, i.e. Specific, Measurable, Achievable (given current and anticipated resources), Relevant to the Vision, and Time-bound.

Meeting time: 2 hours

Prep time: 1.5 hour (incl agenda design and typing up notes for draft workshop doc)

Deliverables: Draft CPC Vision Statement  
Draft 2-year S.M.A.R.T. Objectives

#### ● BOARD WORKSHOP

- Consultant will facilitate a 4-hour work session with the full Board to review, collectively edit, and approve the Vision and 12-month Objectives. Consultant will design exercises and a document template to allow Board Members to work in groups to create 12-month Action Plans to drive implementation of the Objectives.

Meeting time: 4 hours

Prep time: 2 hours (incl room set up, agenda design, document template design, typing up meeting notes and creating working document)

Deliverables: Board-approved Vision Statement  
Board-approved 2-year Objectives  
Draft 12-month Action Plans

#### ● IMPLEMENTATION PLANNING

- Consultant will create a formal document based on the Board workshop outcomes.
- Consultant will meet again with the planning team to identify a framework for completing (as needed) and enacting the Action Plans drafted at the workshop. The specific agenda for this planning meeting will be determined by the specifics of the Board workshop. However, the expectation is that the conversation will likely focus on how to create an effective process to ensure that the Board can attract the resources needed for implementation, and can provide the necessary monitoring and oversight to ensure Objectives are achieved.

Meeting time: 2 hours

Prep time: 2 hours (incl typing up meeting notes and creating working document)

Deliverables: TBD

#### **BUDGET AND PAYMENT**

Goal Setting with planning team (3.5 hours)  
Board Workshop facilitation (6 hours)  
Implementation Planning with planning team (4 hours)

Total Budget : \$2,000

Note: It is Consultant's opinion that the Board workshop will require twice as much time as requested. Should CPC choose to have an 8-hour workshop, the total budget would be \$2,500.

This fee is a fixed price related to Consultant's time. Client is solely responsible for costs associated with meeting venues, presentation materials, (flip charts, post its, markers, etc.). Budget also assumes that all meetings will take place in Metro Atlanta, requiring local travel time.

First payment due upon signing of the agreement	\$1,000
Second payment due upon submission of final strategic document	\$1,000

Please do let us know if you have any questions and welcome your feedback.

Sincerely,

A handwritten signature in black ink, appearing to read "Tamara Jones", with a stylized flourish at the end.

Tamara Jones  
President

**Candler Park Conservancy  
Fundraising, Membership, Communications Committee  
June 6, 2016**

*In attendance:* Corey Anderson, Scott Lenhart, Doug Wetzel, Barbara Keeney

**Fundraising:**

- Coca-Cola opportunity – Doug to reach out to John Skach about the potential clubhouse project and setting up a meeting with Shannon Hennessey, as recommended by Kelly Jackson. Barbara to also be involved in fundraising communications.
- Tennis Courts – Doug to call Doug Voss about USTA grant

**Membership:**

- We're continuing to focus on the campaign approach of signing up 200 members by FallFest as "Founding Members"
  - Phase 1 – board members to email friends to recruit them – Scott to draft email copy
  - Phase 2 – reach out to current park users – Corey to contact city about user info
  - Phase 3 – add business membership level – Barbara to work on business pitch (bring more users to the park and more business to you)
  - Phase 4 – attend neighborhood and NPU meetings
- Promotional membership items – Corey to review pricing on stickers, tote bags, and t-shirts
- First Membership event – first weekend of November – s'mores in the park, hot chocolate, etc. – get CP Market to sponsor
- Membership pitch – Lauren to draft elevator speech/membership rationale

**Communications:**

- Lauren to draft articles for Messenger and push Facebook
- Lauren to look at creating a promotional postcard to hand out about what we're doing – needs to include John's map visual

**Park Project idea** – create "the preserve" where the old Sweetwater walkway started. Put a door/arbor that's attached to no fence. Label trees – partner with Georgia Native Plant Society? Create wooden platforms. Bird houses from Atlanta Audubon Society.

**Long-term** – Membership should be split out as a separate committee to focus on both recruitment and engagement.

"Membership, Fundraising, and Communications Committee shall focus on building and renewing individual and corporate memberships and sponsorships to CPC with the goal of meeting budgeted revenue targets established by the Board. Committee members will recruit and retain dues-paying members and will identify the best ways to serve them, which may include various giving levels and associated member "benefits." The committee will also seek opportunities to secure financial support from other sources, such as corporations and foundations. They will encourage all board members to be involved in these efforts. In addition, this committee shall organize and oversee the execution of the fundraising efforts and events undertaken by CPC, including recommending the fundraising opportunities, projects, and events and facilitating those activities. Finally, this group shall oversee CPC's communications to the Candler Park Neighborhood Organization, neighborhood residents, and the broader community. The Communications Committee's purview shall include written communications, promotions of CPC events, the maintenance of any website operated by or on behalf of CPC, and other such public-facing communications."





## CANDLER PARK CONSERVANCY

### Environment, Projects and Programming Committee - Meeting Minutes

06.14.2016

Attending this meeting were Dan Hanlon, Randy Pimsler, John Skach, Amy Stout, Jack White, Doug Wetzel (Amy Erwin submitted a written report in advance of the committee meeting).

#### Pricing Updates / Review

Jack White prepared and presented updated detailed information on the proposed planting(s) at Callan Circle and the tennis courts. The committee also reviewed the pricing provided previously by Rock Spring Restorations for three areas of work currently under consideration: Area A – Slope at Parking Area and Field (\$ 1,485); Area B – Slope Between Callan Circle and Tennis Courts (\$ 4,850); Area C – Slope Between Tennis Courts and Playground (\$ 1,220). *These projects could be undertaken as the weather cools, with appropriate funding.*

#### Visioning (Master) Plan Development

John Skach presented the proposal for pro bono services to be provided by Perkins and Will via the company's Social Responsibility Initiative Project for the CPC. This project has now been approved and is funded by P and W. The hope is that the project would be completed prior to the end of this year. *The committee would like to recommend that the board accept this proposal, sign and return the document and begin the work on this project.*

#### Park Design

Amy Erwin was able to obtain infrastructure maps from the City of Atlanta, Department of Watershed Management which provides some additional information on the underground piping in the park.

Jack White and Amy Stout noted that there are likely additional materials available in the record documents from the riparian corridor project. Randy and Amy shall review these documents and publish as might be appropriate.

#### Project Priorities

Ken Edelstein and Amy Stout continue to work on the review of the proposed resolution for board consensus on CPC project priorities. It is anticipated that the updated resolution will be distributed to the committee in one week and that the resolution may be presented to the board in July for review and adoption.

A conversation took place with regards to the park entry planting. Dan Hanlon had made contact with Elise Cormier, a landscape architect who is interested in supporting the CPC efforts. Jack White had followed up with Ms. Cormier as well. The group discussed the benefits of pro bono work for various phases of work that might be provided and has asked that Dan follow up with Ms. Cormier to obtain a proposal for pro bono services related to the park entry plant landscape design. The hope is that Ms. Cormier will become an ongoing contributor in both paid and non paid work for the conservancy in the future. It is hoped that the board will vote on the proposal in the July meeting.

Amy Erwin reported that the pool plantings have been completed. Credit is due to **those volunteers** who installed the plant materials along with Ace Hardware for their contribution of plant material. **The committee** hopes that this endeavor is advertised to the public.

Amy Erwin provided an update on the Pool House bathroom lock modifications, noting that long term solutions will be discussed in the upcoming quarterly meeting with Park Design / Doug Voss.

Amy Erwin also noted that the Entry Light Project funding has been approved by Park Pride. A deposit has been provided to Cash Barnes to initiate the fabrication of the fixtures. It is anticipated that the fixtures will be ready for installation in the middle of July. Doug Wetzel inquired as to the type of solar panel and led fixture, asking if both were of commercial grade, as the lighting appears to be quite dim / low.

Jack White has signed the group up for two fall projects. The Drains to Stream Project will be coordinated with local boy scout troops and the Rivers Alive Clean Up, focused on the riparian corridor will take place on Saturday, November 12, 2016.

continued



Doug Wetzel provided an update on tennis court resurfacing initiative. The pricing for the resurfacing appears to be nearly twenty thousand dollars for the second court and the practice court. This sum is greater than the funding available by ATFA. The group discussed the possibility of contacting Coca Cola with regards to their grant availability with the notion that the resurfacing project could include the planting at Callan Circle, planting between the courts and the playground, design services for these two items, the resurfacing, perhaps lighting controls and a path from Callan Circle to the courts. By expanding the scope of the project the hope was that this might become an attractive investment for the funder. Doug was to follow up and report to the group on this endeavor.

The group also discussed two golf course related items – the degradation of the seventh hole tee as well as a no mow zone in the riparian corridor. Board members and committee members followed up on these important concerns and American Golf noted that they have instructed their staff to stay out of the riparian corridor areas. In the meeting to review the existing conditions a challenge was provided by Doug Voss – he has asked that the board provide solutions for the modifications at the seventh tee that would allow the design to work through Park Design review process. *The group would like to ask that the CPC board allocate the one thousand five hundred dollars from the Friends of Candler Park Golf Course to fund the design work for the tee rework.*

A very brief discussion was held concerning the in kind contribution offer by Kelly Jordan. The committee will continue to work on suggested projects related to this offer in the hope of securing funding in the near future. The committee noted that it might be helpful if the group understood the nature / amount of Kelly's likely contribution to further clarify potential projects for funding.

### **2016 Budget**

Dan Hanlon presented an updated budget format. The group reviewed the budget and provided comment – the dialogue seemed positive with regards to the format and information in the spread sheet. Dan was to update the budget and present this to the board for further review and comment. The committee does believe that at this time, a budget review could take place with Ben Klehr and the finance committee.

There is a six thousand five hundred dollar Park Pride grant related to the playground, which was mentioned in the meeting. No formal projects have been identified at this time related to this funding. Perhaps a sub committee of interested playground constituents could review options for projects and related funding.

### **Business Items**

The group confirmed that the next committee meeting will take place on July 12, 2016 at six thirty pm at the picnic pavilion in the park, weather permitting.

Submitted by Randy E. Pimsler, AIA, LEED AP



May 26, 2016

Mr. Jack White  
Candler Park Conservancy

Dear Jack,

It was nice seeing you yesterday and having the opportunity to take a look at the challenges of the #7 tee area on Candler Park Golf Course. I know this area has been problematic for a while, with the tug of war between golf course maintenance and nature. I would enjoy helping the Candler Park Conservancy find a solution for the area that improves both the golf course and natural habitat. The following is a proposal for my involvement in the design and construction of the #7 tee area at Candler Park Golf Course.

Services Provided by David Johnson Golf Design - AMENDED

-Visit Golf Course with representatives to look at existing conditions of #7 tee and discuss concepts for improvement: \$ 0

-Survey existing conditions and create base map of #7 tee and surrounds: \$ 200

-Meetings, as needed, with Park Design, Candler Park Conservancy, Candler Park Neighborhood Organization: \$ 0

-Topographic drawing (design) of proposed tee area and surrounds: \$ 400

-Bid Document for potential contractors with line items for all project requirements \$ 150

-Contact potential Contractors, analyze bids, select Contractor and prepare Agreement Form between Owner and Contractor (AIA Form or equivalent): \$ 250

-Visits to site during construction to monitor progress and make sure the project is being done properly, on schedule and on budget: \$ 300

Total Fee = \$ 1,300

Please call me if you have any questions about this proposal. Thank you and I look forward to hearing from you.

Sincerely,

David L. Johnson



## PERKINS + WILL

June 14, 2016

Amy Erwin, Vice Chair  
Candler Park Conservancy  
1428 Iverson Street  
Atlanta, GA 30307

### **Re: Proposal for Pro-Bono Services for Candler Park**

Dear Amy,

On the behalf of all of Perkins+Will, it is with great pleasure that we are able to offer our design services on a pro-bono basis for the development of a collective vision for Candler Park. As firm believers in the mission of the Candler Park Conservancy, our design team has great interest in making this improvement project a success for the community and the City of Atlanta. Our proposal of services and the time allocations for the Candler Park Vision Plan are outlined in detail below. The ultimate goal is to use the pro-bono time that we have been approved as efficiently as possible to walk through every step of the process and provide you with an exemplary design which will further be used for community awareness and fundraising purposes.

#### **A. PROJECT UNDERSTANDING**

Candler Park, part of an intown Atlanta neighborhood, is a rich canvas for design and innovation. This natural greenspace is unique in that it combines active recreation (including a historic nine-hole golf course) with a naturalized riparian corridor (Peavine Creek) catalyzed by the removal of a concrete channel structure several years ago. Since then, a growing number of native animal and plant populations, including a beaver family, have colonized the corridor adding to the landscape diversity of the park. The design challenge is to redesign portions of the park to enhance either the community function or the native ecosystems, all while raising the level of design quality and sustainability, and preserving historic landscapes and significant natural features.

The project is a combination of a high-level vision plan for the park and fundraising collateral for associated improvement projects. It will build on early visioning and project identification by the Candler Park community and the board of the Conservancy. The Candler Park Conservancy is a new nonprofit that grew out of a 2013 master planning process for the entire Candler Park neighborhood. The formation of the Conservancy has been a grassroots effort undertaken by several volunteers involved in the CPNO board. Even though the organization has made significant progress in the two years of its existence, it still needs a compelling physical vision to organize its operations and budget, communicate its mission and objectives, and reach out to potential donors.

Our proposal would include revitalizing the vision for Candler Park, developing a schematic master plan, and completing a comprehensive fundraising package for presentation to potential donors as well as the entire community. Through a combination of a preliminary landscape plan and digital illustrations, our design team will work to create a harmony between the natural habitat and the variety of users who frequent Candler Park.

June 14, 2016

Re: Proposal for Pro-Bono Services for Candler Park

**B. PROPOSED SCOPE OF SERVICES**

In order to clearly identify the extent of our design services, we have outlined below the process for which we will build consensus in creating a successful vision plan and fundraising package for Candler Park. For the proposed scope of services, travel expenses and time are not included. All exercises and charrettes will be held at the Perkins+Will office in Atlanta.

1. **INTRODUCTION CORRESPONDENCE:** Phone conference with the Candler Park Conservancy vice chair to understand our design philosophy, consult with our design team, review our proposal for services, and see if our goals are aligned for a good working relationship.
  
2. **VISIONING EXERCISE:** Obtain input from the vice chair and/or project committee about the vision for the community park. We estimate the following time allocations for this service:
 

a. Preparation time	2 hours
b. Meeting time for 2-3 employees from P+W (budgeted)	2 hours
<b>Total</b>	<b>4 hours</b>
  
3. **INTERNAL PLANNING/ DESIGN SEQUENCE:** This will involve follow-up correspondence with the vice chair to define in more detail specific needs and review design concepts and site programming.
 

a. Design Charrette with Landscape Architecture team	3 hours
b. Refinement of adjacencies site planning diagrams	2 hours
c. Program development and review	3 hours
<b>Total</b>	<b>8 hours</b>
  
4. **VISION PLAN AND FUNDRAISING PACKAGE**

a. Concept development, contextual imagery and/or diagrams	20 hours
b. Site program, illustrative master plan	20 hours
c. Project rendering(s)/perspective(s) and site section(s)	20 hours
d. Design of final presentation materials to be used for fundraising	28 hours
<b>Total</b>	<b>88 hours</b>

P+W will provide a total of **100 hours** to The Candler Park Conservancy on a pro-bono basis as represented in the above task list. Should our hours fall below our proposal amount, P+W will gladly provide additional time as needed.

This proposal does not include any consultants or services that The Candler Park Conservancy may want to explore. This proposal is solely for the design services shown above.

The following Services may be required for the execution of the Project and are normally retained directly by the Owner. These are not services included in this proposal.

- Site Survey (This is critical for P+W to move beyond the schematic design level)
- Geotechnical Engineering (soils testing)
- Environmental Impact Assessment (required for DOE)
- Construction Management and Cost Estimating
- Civil Engineering Study which would include, but is not limited to; utility review, fire / site access, parking requirements, hydrology, zoning.
- Hydrology Study



June 14, 2016

Re: Proposal for Pro-Bono Services for Candler Park

### C. DURATION OF PROFESSIONAL SERVICES

The scope of professional services contained herein is anticipated to be completed within the estimated schedule durations identified above and prior to the end of the year on December 31, 2016. For approved professional services required beyond this scope, the Landscape Architect shall be compensated in accordance with section F below.

### D. COMMITMENT

For the Scope of Services described in Section B and within the scheduled durations described in Section C, Perkins+Will can commit to provide Professional Design services as indicated below, exclusive of all reimbursable expenses, Owner's consultants' fees and costs, site related costs and Owner testing agencies.

### E. PROFESSIONAL DESIGN SERVICES

Perkins+Will proposes to provide pro-bono architectural design services up to a maximum commitment of **100 hours**, representing a contributed value of approximately **\$14,500** in design services.

### F. ADDITIONAL SERVICES, INVOICING AND PAYMENT

Should the project scope expand beyond that described in Section B or the duration schedule beyond that described in Section C, we would suggest one of three options:

1. Engage a qualified associate landscape architect to continue the work on a pro-bono basis.
2. Engage P+W to continue the work on a fee basis.
3. Defer work until January 2017 when Perkins+Will has approved committing additional time.

Should The Candler Park Conservancy request service beyond what is listed in this proposal, Perkins+Will will invoice on a monthly basis based on a percentage completion of work by phase. Payment of invoices is due thirty (30) days after the receipt, and unpaid sums accrue 2% interest per month thereafter until paid.

### G. REIMBURSABLE EXPENSE ALLOWANCE

In addition to the professional services contribution above, Perkins+Will can provide a maximum allowance of \$1,000.00 for reimbursable expenses. These expenses typically include messenger service, printing, plotting, telecommunications, local transportation, preparation of marketing materials, US mail, overnight courier services and other similar expenses. Perkins+Will will make every effort to be green and minimize costs associated with printing and to provide a majority of the visual communication through paperless means. Invoices for any reimbursable expenses incurred above this amount will be issued monthly based on 1.00 times the cost (no mark up shall be included) or out-of-pocket expenses directly related to the project.

### H. TERMS OF AGREEMENT

In recognition of the relative risks and benefits of the Project to both the Owner and Perkins+Will, the risks have been allocated such that the Owner agrees, to the fullest extent permitted by law, to limit the liability of Perkins+Will for any and all claims, losses, costs, damages of any nature whatsoever or claims expenses from any cause or causes,

June 14, 2016

Re: Proposal for Pro-Bono Services for Candler Park

including attorneys' fees and costs and expert-witness fees and costs arising out of or relating to the Project and the services performed by Perkins+Will, so that the total aggregate liability of Perkins+Will (from whatsoever source and to whatsoever person or entity) shall not exceed the total fee for services rendered on this Project, whichever is lesser. It is intended that this limitation apply to any and all liability or cause of action however alleged or arising, unless otherwise prohibited by law.

It is intended by the parties to this Agreement that Perkins+Will's services in connection with the Project shall not subject Perkins+Will's individual employees, officers or directors to any personal legal exposure for the risks associated with this Project. Therefore, and notwithstanding anything to the contrary contained herein, the Owner agrees that as the Owner's sole and exclusive remedy, any claim, demand or suit shall be directed and/or asserted only against Perkins+Will, a Delaware corporation, and not against any of Perkins+Will's individual employees, officers or directors.

In conclusion, we trust you are in agreement with the terms stated herein. Please execute both original copies of this proposal and return one to our offices, keeping the other for your records. Once the signed proposal is received, Perkins+Will will prepare an AIA Document B106-2010, "Standard Form of Agreement Between Owner and Architect for Pro Bono Services", based on these terms and will send to you for your approval prior to the commencement of work.

Thank you for the opportunity to join your vision team for Candler Park. We look forward to working with you on this exciting project!

Sincerely,

Chelsi Liane Rome, ASLA  
Landscape Architect II  
Perkins+Will

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PRINT NAME and TITLE

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SIGNATURE

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DATE

**Wylde Center - Mulberry Fields**  
**Mulberry Fields Gone Wylde! Sponsorship Package**

**What is Wylde Center - Mulberry Fields?**

*Wylde Center was founded in 1997 out of a need to provide opportunities to experience nature in an urban environment. As a result of the community's involvement and commitment, the organization has evolved into a large and active nonprofit organization seeking to expand the community's understanding of the environment, natural habitats, gardening, sustainability, and environmental stewardship.*

*Mulberry Fields was established In 1992, when Jesse Harris and Richard Bathrick created a small intown farm with goats and chickens and began creating an organic garden with the intention to open access to the neighborhood. Children and their families soon flocked to the animal pens to visit the goats, discover the wonder of fresh eggs, and play in the meadow. For the past two decades, Mulberry Fields has been an integral and treasured part of the Candler Park neighborhood.*

*This summer, Mulberry Fields Gone Wylde! is a party to celebrate Mulberry Fields joining the Wylde Center as its 5th garden so that it can continue to thrive as a urban greenspace and community resource. The entire neighborhood is invited to this free event, and over 250 attendees are expected.*

**What Does Wylde Center Do?**

- Operates five greenspaces, spanning nearly six acres in three different Decatur and Atlanta neighborhoods, featuring on-site educational and after-school programs, community garden plots, a working herb farm, a wooded lot with native plant restoration, chicken coops and beehives, with all four sites open to the public year-round.
- Hosts 15+ annual Wylde Center events and serves as a sites for private event rentals.
- Provides one of the largest youth environmental and science education programs in metro-Atlanta, serving public school students in Decatur and Atlanta, residents of the Decatur Housing Authority and non-traditional schools with curriculum linked to the Common Core Standards.
- Offers garden coaching for schools, churches and other non-profits throughout metro-Atlanta on garden installation, urban greenspace management and community gardening.
- Engages with the community through over 300 volunteer opportunities by speaking at local organic agriculture and environmental education conferences and by partnering with other local organizations.
- Assists with community gardens; leads conservation efforts and demonstrations; serves thousands of stakeholders; and provides education about nutrition and healthy cooking.



## Sponsorship Opportunities

Sponsoring Mulberry Fields Gone Wylde! Is a great way to support a treasured resource in Candler Park, while gaining exposure for your business in the community.

### Gold Level Sponsor - \$1,000

- Company may use 'Official WC Event Sponsor' in their media
- **Business logo** included on:
  - Event website (with link)
  - Event banner hung during event;
  - 3 e-newsletters sent to 2,500 contacts;
  - Event press releases
  - Event poster distributed in/around surrounding communities
  - Social media marketing
- Sponsor recognized by emcee during event
- 2 invitations to Growing Circle donor events
- May set up and staff display during the event
- Dedicated Facebook post and tweet about sponsorship, with link
- Company banner (provided by sponsor) hung at event

### Silver Level Sponsor - \$500

- Company may use 'Official WC Event Sponsor' in their media
- **Business name** included on:
  - Event website (with link)
  - Event banner hung during event;
  - 3 e-newsletters sent to 2,500 contacts;
  - Event press releases
  - Event poster distributed in/around surrounding communities
  - Social media marketing
- Sponsor recognition by emcee during event
- 2 invitations to Growing Circle donor events
- May set up sponsor display during event

### Bronze Level Sponsor - \$250

- Company may use 'Official WC Event Sponsor' in their media
- **Business name** included on:
  - Event website (with link)
  - Event banner hung during event
  - Social media marketing