

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

Wednesday, October 18, 2017

7:00 pm

Rush Center Training Room

1530 Dekalb Ave NE, 30307

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

Not Present: Amy Erwin\*, 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. Discussion of Fall Fest Results for Membership Drive and Fundraising Goals
3. Committee Reports and Action Items
  - Finance and Audit Committee
  - Board Development and Governance Committee
  - Membership, Fundraising, and Communications Committee
    - Membership drive
    - Business sponsorships
    - Planning for the annual CPC fundraising event
  - Environment, Projects, and Programming Committee
    - Small projects update
    - Update on work for playground/stormwater management projects
    - CPNO update on support for playing field/amphitheater

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

A motion to adopt the draft minutes from the February 22 meeting, the March 15 meeting, and the August 23 meeting (with a modification to indicate that the Membership Committee had not met since the last board meeting) was approved.

### *Fall Fest Results*

The organization received approximately \$1,000 in donations and memberships from the booth at the Candler Park Fall Fest.

### *Committee Reports and Action Items:*

#### *Finance and Audit:*

- Ben provided a status update that included a written report and two spreadsheet reports to illustrate the group's financials in more detail.
- He noted that income has increased over the months of June, July, and August.
- We currently have ~\$18,000 in our operating account, but we also have some commitments that have not been billed yet (such as strategic planning and the golf course 7<sup>th</sup> tee redesign project).
- He requested that the committees should bring forward items for the 2018 budget when the board meets in December.
- There was discussion about the current membership numbers compared to the level in the 2017 budget. (Income from membership dues to date this year is about half of what was anticipated.)
- We need to do better tracking regarding the percentage of memberships that are new vs. renewals.

- The board approved a motion to authorize Ben sped up to \$700 to renew our Directors and Officers coverage for another year.

*Board Development and Governance:*

- The committee has not met since the last board meeting, and no written report was provided.
- However committee members have been working offline drafting a number of proposed bylaws amendments.
- Stacy indicated that he wants the board to vote on the bylaw amendments at the December board meeting.

*Membership, Fundraising, and Communications:*

- This committee met October 18, and a written report was provided.
- Stacy emphasized that we need to set a goal for memberships and that, at a minimum, we should be getting renewals from those who signed up for membership last year.
- Doug and Omar are investigating potential new software programs to manage membership lists, donations, mailings, and the website. A turnkey system would likely cost ~\$50-\$100 per month. Alternatively, we would have to pay large upfront costs to a developer.
- It was suggested that we need a one-page handout for membership/communication/fundraising purposes.
- Doug will provide a summary of the Fall Fest fundraising results later and noted that \$3,750 has been raised from business memberships so far this year.
- Stacy stated that we need to organize an annual fundraising event.
- The next committee meeting is scheduled for November 7; but it was suggested that Doug conduct a Doodle poll to determine if a different day/time is preferable, since attendance at recent committee meetings has been rather low.

*Environment, Projects, and Programming:*

- This committee met September 19, but no written report was provided.
- Stacy thanked Doug for his efforts on obtaining the bicycle fixit station.
- The fixit station cost \$1,600, and the City has approved the installation site. Sopo will install it, and the PATH Foundation will donate \$200 toward the cost.
- A motion to approve the installation of the fixit station alongside the PATH at the intersection of Terrace Avenue and Clifton Terrace and payment of the costs by CPC, contingent on independent fundraising to recoup the costs, was approved. (If we do not raise enough funds to cover the costs by the end of the year, then Doug will be responsible for the shortfall.)
- John Skach reported that we now have working groups or champions for the top four projects from the vision plan:
  - Playground – Elliott, Doug, Jack
  - Active Fields – Ken
  - Golf Course – Dan, Amy S.
  - Secondary Paths – Stephen, John
- Amy E. had reached out to Boutte Tree regarding a business membership. They indicated that they wanted to partner with the Conservancy. They proposed clearing out the triangular draw between the entry drive and the ravine and delivering mulch for this area. They wanted \$6,000 for this project. The committee voted not to approve going forward with work on this project. Jack noted that their invasive removal plan was to just spray and was therefore not specific to invasives. He also stated it was harmful to dump chips over a large area.
- Instead, the group may want to work with Boutte or another entity on similar work in the

hardwood cove as part of development of the secondary paths project.

- There is significant momentum behind the playground project. Jacob has prepared a concept diagram depicting an area of reclaimed green space, the stormwater flow / eroded areas, and the location of expanded play areas. The design for the new playground will have to take into account areas of concern such as the underground stream and the seep by the pavilion. Jacob has proposed a partial daylighting of the stream ending in the wetted area and relocating the pavillion. Members of the committee met with Micah and Lauren from Perkins + Will.
- There's consensus that a survey is needed (showing elevations, tree, drains). This will likely cost \$5,000-6,000. With a survey in hand, one could then validate assumptions and go to a cost estimator for an order of magnitude pricing. Elliott and Jacob have done a lot of work studying water flow, but we need more data in order to confirm that the water will behave in the way we think it will before the playground design can be finalized. An extensive survey could be of value for multiple projects, and we might be able to use the designated playground funds obtained from Park Pride for the survey.
- There is currently no designation on what the reclaimed green space will become in this draft design. With the current thinking in the Planning Department being not to design for maximum parking, it is not unreasonable to think a reduction in the paved parking area will be approved.
- An innovative playscape combined with stormwater management makes this a compelling project as well as one with high potential for fundraising.
- Stacy and Dan recently met with Zaid Duwayri (CPNO President) and Ken Edelstein. The CPNO board is enthusiastic about contributing funds toward the amphitheater and the active lawn projects. A resolution approved by the board and introduced to the membership proposes a \$60,000 donation to the Candler Park Conservancy to fund progress on the amphitheater and active lawn. The first allocation would be used to commission conceptual plans and cost estimates and should be commissioned by July 1, 2018. They would then release the remainder to be put toward capital / constructions costs. They want those dollars to be matched.
- Stacy noted that he doesn't think that means we leave the playground project behind.
- Jack raised the concern that we need a guarantee of protection of such an investment in the active field, specifically that we need a Parks Dept policy that the field is off-limits when wet (and enforcement of the policy).
- Going forward, the CPNO membership must vote to approve this resolution. This will most likely occur at their November meeting.
- Jack noted that Elise has been hard at work on the golf course management policy document that we commissioned her to prepare. A motion to provide payment of an additional \$250 for two more hours of work per his request was approved.

*It was decided that the next board meeting will be held December 6, 2017.*