



## Cromwell Valley Park Council Minutes – November 14, 2018

### CVPC Executive Board Meeting

In Attendance: John Canoles, Rick Childs, Bill Curtis, Kirk Dreier, Ken Keady, Sya Kedzior, Kristin McFaul, Pat Novak, Kim Shapiro, Mia Walsh, Abe Yoffe.

Absent: Jenny Trust, TALMAR rep

#### 1. PRESIDENT'S OPENING REMARKS

- a. The President, Mia Walsh, called the meeting to order at 7:00 p.m. The meeting was held at Willow Grove NEC due to major maintenance work in progress at Sherwood. A quorum was established. Mia introduced the agenda. The bulk of this meeting is a budget review in preparation for budget approval at the December meeting.
- b. Volunteer Recognition and Donations (Mia)
  - (1) Shining Star – Bill Curtis was named as Shining Star by Pat Novak for his service on the Board, his contribution of Café Press setup and maintenance, and his ongoing help with events and projects at the Park.
  - (2) Mia recognized past Treasurer Mike Weber for his help with Income Tax filings on behalf of CVPC. He submitted these on time. Mia purchased a Woodberry Kitchen GC to thank him for his help.
  - (3) Ken Keady, Programs Committee Chair, through his assignment as contact with Sprouts Farmers Market in Towson, helped obtain a donation of \$2500 from this new retailer in our area. The commitment to CVPC was through a Facebook sharing campaign at \$1 per social media share; however, the company's generosity far exceeded their commitment. We are grateful to Ken and Sprouts for helping our organization.
  - (4) Through Pat Novak, thanks go to Wayne Skinner, Rick Childs, Michelle Monaghan, and Sandy Macon for help with Night Out with Nature programs.
  - (5) Kim recognized Mia for her very generous work on the website, Carole Ziegler, Sharon Childs, and Carol Parker for volunteering to work on the Calendar mailing, Bill Curtis and Pat Novak for maintenance of postings of programs on FB, and Mike Pierce for ongoing website maintenance.
  - (6) Fall Harvest Festival – Mia thanked the board for participation in this year's festival. The event was well-attended and the board was well-represented in this fun one-day event. Suggestions were discussed and a plan is in place to review what needs improvement and what went well in preparation for next year.
  - (7) Thanks to volunteers Bill Curtis, Mia herself and members of Buildings and Grounds for a new logo for promotional products now available through Café Press. Don Sloat created the first design which Rick and committee presented in T-shirt form to Mia. The text is: CROMWELL VALLEY PARK – **nature.** – CHEAPER THAN THERAPY. Mia posted it on FB and the interest was great. Mia translated the design in Photoshop for application to Café Press products and Bill set it up in the Café Press online market. Mia also designed a graphic to support sales of Café Press items for use on FB and sharing as a flyer. Mia said that she would be happy to take other ideas and develop those in Photoshop for promotional items. Mia asked if we could offer a 10% discount on Café Press items through online sales on Black Friday. Bill Curtis will look into that possibility.
  - (8) Ken Keady announced that Blue Steel Stampede donated \$500. Also, Baltimore Roadrunners donated over \$1000. Thank you to both of those organizations for their continuing support of our park.

c. Website review – Mia

- (1) Mia presented the new website design that she has been working on using the WordPress website creation tool. The website work is nearly complete and reviews of the content and utility are needed. The Communications Committee has already been looking it over. A link to the draft website has been included in the agenda.
- (2) The structure of the site is based on a proposal worked out through the Communications Committee.
- (3) Mia talked through the main structure of the site, showing views of various pages. Though most of the work is finished, some cleanup work remains, as well as tying into separate websites like PayPal and creation of forms needed for membership functions. Mia's expectation is that 12/1 is a good target date for official launch.

d. Social Media review (Mia)

Our social media presence has grown. Mia will share more of this at the December meeting. Mia has invited others to share photos via Instagram. Pat mentioned that Randall Peck has produced some great photos from around the Park.

## 2. GOVERNANCE

- a. September, 2018 CVPC Meeting Minutes – Kim Shapiro asked if all had received the minutes and if there were any issues. No changes were requested, and the minutes were accepted.
- b. Treasurer and Finance – Prior to the meeting Mia provided financial documents generated by Kristin: Budget vs. Actuals for 2018 to 11/12, and P&L numbers for 2018 and 2018 compared to 2017. Mia also provided copies of the 2018 budget for use during the budget line item discussion for 2019.
  - (1) Kristin reviewed income and expenses for 2018 through 11/12:
    - (a) Results show a positive net income of about \$9,000 anticipated for the end of the year.
    - (b) Two items have not yet been added to the Quickbooks: the entrance signage project and the Accessible Trail project. There have been no monies spent yet for either project.
    - (c) There is a need to change how Lime Kiln revenue versus expenses are expressed to make this more understandable.
    - (d) Rick inquired about the Sherwood historic film digitization. Kristin and Mia said that this work has been completed and the funds covered the cost.
    - (e) Kristin said that she thoroughly reviewed all of the accounting numbers and there were profits on the main programs this year, including summer camp, Night Out with Nature, and weekend public programs.
  - (2) Budget Review – The review was a line-by-line consideration of actual expenses and income to date for 2018 versus the numbers projected for the 2018 budget. Kristin will be issuing a budget document with numbers for 2019. Some discussion points are:
    - (a) Donations (120) were above budget this year. We had some particularly strong donors this year, especially donations from events organized by outside organizations that hold events at the Park.
    - (b) Easter Egg Hunt (503) income was above budget so agreed to raise budget for 2019. This event is strongly effected by weather, so income is difficult to project.
    - (c) Buildings and Grounds (260) expenses were well under budget for 2018, but may have more expenses in 2019 due to upcoming loss of long-standing maintenance help.
    - (d) NOWN (407) expenses may change slightly, but not likely to affect budget numbers. Pat Novak suggested that speakers' compensation fees be raised from \$75 to \$100. This was agreed upon by the Council.

- (e) The Communications Committee (250) was suggested to own the expense of banners for entrance signs, so the budget number was increased to cover those estimated costs.
- (f) Program Committee (270) expenses were discussed, though these are minimal, however there was confusion over what the committee is responsible for. As these expenses relate only to use of the site by outside groups, it was decided to label this line as Program Committee/External to avoid confusion with programs belonging to Park staff.
- (g) Park staff Equipment expenses (304 & 305) – It was decided that having these items existing separately is not helpful to the budgeting process as there are reasonable choices that need to be made during the year whether to repair or replace, and one line item should cover either choice.
- (h) Although Displays/Exhibits (309) was below budget for 2018, it was agreed to increase the budget to \$5000, to allow for more educational signage to be developed for the Park. John Canoles is currently engaged in an overarching educational signage project for the Park and helped steer the discussion towards including extra funds in the budget.
- (i) Our captive animal exhibits (351) have expanded at the Park, increasing cost of care. We agreed to raise the budget number and discussed some options for encouraging contributions from animal fans, ideas include “adopt a critter” or suggested donations of how much it costs to feed a particular animal for a specified period. Mia offered to photograph animals for promo photos to be posted during the holiday season.
- (j) Summer Camp (403) budget was raised to reflect the cost observed this year and considering the raise in pay for summer hires.
- (k) Fall Harvest Festival (501) was increased to cover the potential of providing signage to guide volunteers and visitors and also to consider T-shirt sales by the Council, particularly now that we have several very wearable logo options.
- (l) Rick asked about \$88,000 in funding that were discussed last year in coordination with a proposed construction of a pavilion on the Willow Grove property. Mia said that it has been difficult to get information of this recently as the County was waiting for the election cycle to occur. Mia will bring this up again with Chris McCollum, Wade Koch and David Marks.

### 3. MANAGEMENT

- a. Talmar was not represented at this meeting.
- b. Communications – See attached report.
- c. Membership – Current membership numbers are presented in the Membership report. There is a need to centralize records on donations, as these come in from various sources and are difficult to collect for reports.
- d. Staff Report – See attached report from Kirk Dreier.
- e. Buildings and Grounds – Rick Childs – no additional discussion besides that already addressed.
- f. Programs – Ken Keady – no additional discussion besides that already addressed.
- g. Volunteers – Sya Kedzior spoke about some learnings from Fall Harvest Festival wrap-up and her own experience at the FHF. There are some needs for better communication in signage or otherwise to help both volunteers and visitors. A more thorough discussion is needed and this will be put on the agenda for December’s meeting.

### 4. OLD BUSINESS

Smithsonian Waterways – Sya is our contact to work with the organizations that will be supporting the touring Smithsonian Waterways exhibit in 2019. The event is planned to be in residence at the Historic Society from May into July in 2019. There is an opportunity to provide items for sale, as vending will be an part of the event. There is also a \$500 “pot” that may be available for us to use to produce a water-related exhibit.

Fall Harvest Festival – Pat said that parking help is an issue during this event. She recommends that we consider asking for help from scout troops. This will be added to the list of items for FHF.

5. NEW BUSINESS

Abe asked if it would be possible to organize a photo-with-Santa event at the Park considering that we will not be holding the annual Holiday Open House this year. There was a suggestion that this could happen concurrently with holiday craft programs. Considerations are how this might be “manned” since booking something with our usual Mr. & Mrs. Santa may be difficult this late in the game. Mia said that she has a Santa suit, and who might wear this? Pat and Mia will work on this possibility.

The meeting was adjourned at 9:32 p.m.

Respectfully submitted by Kim Shapiro, Secretary, 11/18/18.

*Next Meeting: Sherwood House @ 7 pm, December 10, 2018, Board Meeting*

**Executive Board Listing**

<b>OFFICERS</b>	<b>Name</b>	<b>Email Address</b>	<b>Term</b>
President	Mia Walsh	<a href="mailto:President@cromwellvalleypark.org">President@cromwellvalleypark.org</a>	April 2017 – March 2019
Vice President	Pat Novak	<a href="mailto:Pnovak8525@aol.com">Pnovak8525@aol.com</a>	April 2018 – March 2020
Treasurer	Kristin McFaul	<a href="mailto:treasurer@cromwellvalleypark.org">treasurer@cromwellvalleypark.org</a> <a href="mailto:kristin@mcfaulsironhorse.com">kristin@mcfaulsironhorse.com</a>	April 2017 – March 2019
Secretary	Kim Shapiro	<a href="mailto:communications@cromwellvalleypark.org">communications@cromwellvalleypark.org</a>	April 2018 – March 2020
<b>DIRECTORS – Members at Large</b>			
	Jenny Trust	<a href="mailto:jennytrust@gmail.com">jennytrust@gmail.com</a>	July 2018 – March 2020
	Bill Curtis	<a href="mailto:curtiswbc@gmail.com">curtiswbc@gmail.com</a>	April 2018 – March 2020
	John Canoles	<a href="mailto:espije@aol.com">espije@aol.com</a>	April 2017 – March 2019
	Abe Yoffe	<a href="mailto:abeyoffe@gmail.com">abeyoffe@gmail.com</a>	August 2018 – March 2019
<b>STANDING COMMITTEE CHAIRPERSONS</b>			
Finance	Rick Childs	<a href="mailto:rikchilds@aol.com">rikchilds@aol.com</a>	Current membership year – voted annually *
Building and Grounds	Rick Childs	<a href="mailto:rikchilds@aol.com">rikchilds@aol.com</a>	^
Programs	Kenneth Keady	<a href="mailto:kennethjkeady@yahoo.com">kennethjkeady@yahoo.com</a>	^
Communications	Kim Shapiro	<a href="mailto:communications@cromwellvalleypark.org">communications@cromwellvalleypark.org</a>	^
Volunteers	Sya Bury Kedzior, Ph.D	<a href="mailto:syakedzior@gmail.com">syakedzior@gmail.com</a>	^
<b>LEASEHOLDER REPRESENTATIVE</b>			
Talmar	vacant		

**Remaining 2018 CVPC Meeting Dates**

<b>DATE 2018</b>	<b>MEETING</b>	<b>Location</b>	<b>Time</b>
Monday, December 10 <sup>th</sup>	Executive Board Meeting	Sherwood House or TBD	7:00 p.m.