

Friends of Twinsburg Parks

Meeting Minutes

January 8, 2018
7:30 p.m.

Committee Meeting

Meeting Facilitator: Debbie Peltz

Attendees: Rich Swerbinsky, Chris Shaffer, David Kleinman, Sue Vasiliauskas, JoAnn McFearin

- I. Call to order
- II. Roll call
- III. Approval of minutes from last meeting
- IV. Open items

501c-3 Status Update

- Submitted Articles of Incorporation to State of Ohio for approval = \$99.00 (Peltz paid as Statutory Agent – subject for reimbursement). Should take approx. 7-10 business days to receive.
- Submitted request for EIN (Employee Identification Number) from IRS – received online with documentation for our records.
- Next step is to open P.O. Box and bank account – Peltz will do both this weekend – will use Huntington Bank and request no fee options and possible sponsorship
- Peltz will submit 501c3 application for review and approval this week = cost pending

Membership Drive

- Approved Annual Fee Amounts / Tiers
 - \$10 – Individual
 - \$20 – Family
 - \$25 – Group / Organization
 - \$50 / \$100 – Business
 - *Suggestions for city discounts? “Membership has its advantages!”*
 - TFC discount / Free Guest Pass
 - Free Pool Guest Pass
 - Rock the Park Discounts - \$5 off?

- \$250 - \$1,200 – Corporate Sponsorship (advertisement on website, banners, etc. with “Best Friends” option)

Communication Plan

- Website and email address / Facebook
 - Need to add disclaimer for online registration
- Instagram & Twitter
 - Second Tier – look to launch once Facebook fully implemented
 - City Roundtable / Talk Pages
 - Create sub-committee to take ownership – Board will assign responsibility for posting updates regularly
- Media Follow Up
 - Rich to create Press Release to leverage for posting – *all social media and follow up with Tribune and Bulletin*
 - Jo-Ann to follow up on options for City programming – interviews / Press releases? Cable 9?
 - Peltz to present brief update to City Council 1/9/18 – future state formal presentation to be developed for City Council
 - Peltz to follow up with Derek to get contact info for Laura at Senior Center – provide update to group at upcoming event?
- Newsletter
 - Goal to launch by end of 1st Quarter (possible sub-committee to take ownership of email distribution list via Email Chimp)

Next meeting

- Next meeting scheduled February 19th, 2018 from 7pm - 8pm at Brewster’s (back room)
- Ongoing meetings scheduled monthly – 3rd Monday of each month at 7:30pm at Brewster’s
 - *Future sub-committee time / date and locations may be subject to change based on preference and audience*

V. New business

- Voted on initial Officers / Board Members

Officers:

- President – Debbie Peltz
- Vice President – David Kleinman
- Treasurer – Sue Vasiliauskas (no tax filings – need Accountant)

- Secretary (hybrid role) – Rich Swerbinsky

Board Members:

- Chris Shaffer
- JoAnn McFearin
- John Blust
- TBD / Open
- TBD / Open

Logo

- Approved logo and purchased \$40 (Rich Swerbinsky fronted payment – subject for reimbursement)
 - Add fall colors
 - Seasonal versions to be developed

Sub-committees

Fundraising:

- T-shirts (fundraising) – Dry fit
 - Peltz to reach out to Sue @ RDP for pricing – donate for tax benefit?
 - Hoodie Sweatshirts
- Grants – Summit County / State?
 - Jo-Ann to research further
- Goal to drive discounts tied to donations – *ex. 50/50 raffle prize free membership with donation*

Social Media

- Facebook
- Instagram / Twitter – second tier, future state expansion once Facebook is fully established
- Manage email and website communications
- Manage email distribution list

Sponsorship

- Finalize letters and process to engage all Twinsburg businesses

Newsletter and Event Planning

- Begin formatting monthly newsletter for all members / coordinate with Social Media chair
- Determine which city events to participate in for fundraising / membership awareness

- Dave to reach out to Melissa Mertes for potential opportunity to leverage strong skill set

VI. Adjournment

- Take-away for each Board Member – share next meeting details and bring 3-4 new people to meeting!
- Next meeting – Peltz to prepare questionnaire to gauge attendee feedback / ideas / pet projects
 - **Agenda** – Welcome / Overview of Committee; How to Participate?; Skill Set Assessment (interests) and Questionnaire