



*Friends of  
Twinsburg Parks*

## **Meeting Agenda**

March 19, 2018

7:00 – 8:30 p.m.

Committee Meeting

Meeting Facilitator: Debbie Peltz

Board Attendees: Rich Swerbinsky, David Kleinman, Sue Vasiliauskas, Nora Suder-Riley

- I. Call to order**
- II. Roll call**
- III. Approval of minutes from last meeting** (posted to website)
- IV. Open items**
  - 501c-3 Status Update
    - Submitted and in progress! Leveraged expedited form / process and could be 4 months to completion.
  - Membership Drive:
    - 15 Family / 4 Individual / 1 Organization / 4 Benefactors
    - Updated membership form to include disclosure on 501c(3) status and increased business dues (\$50)
  - Financial Update – Sue V. (To be provided quarterly – Account balance approx. \$1800)
  - Communication Plan – Currently 104 people on the email distribution list. We will need to leverage list to increase traffic to FB / website and raise awareness.
    - David agreed to present to Twinsburg Chamber of Commerce during upcoming meeting.
    - Rich updated the FOTP website to more clearly document the board members and highlight those that are involved and engaged in this committee (*great observation and feedback received from Jessica Bryan – thank you!*)
  - Rush Hour – Celebrity Bar Tending
    - THANK YOU to all that helped and attended!! Special mention to Holly Norton, Lisa and John Webb
    - Raised \$591 from the Jell-O shots & 50/50 raffle - \$300 from Rush Hour. **GREAT JOB FOR SUCH SHORT NOTICE!!**
  - Earth Day Sponsorship
    - \$125 Donation (covering cost of string quartet) - Paid 3/19/18 (gives us access for tables at both scheduled events)
    - 4/20 @ City Hall – 7 to 9pm
      - Presenter from Ethical Choices will speak on the topic of Environment and Modern Agriculture (12 yrs. and older).
      - Leverage updated membership forms (includes info about committee) and receipts to be sent via email
      - Decided not to invest in additional t-shirt sales at this time – focus will be on membership drives and community engagement. We will have a couple shirts purchased for the Rush Hour fundraiser for sale.
    - 4/21 @ Liberty Nature Center from 12-4pm/ Deb Peltz and Donna Baumiller to work table for event.
      - Use same table / branding



- Cannot sell items on property
- Will have membership forms available and receipts will also be emailed
- TBL to provide 3-sided tent to borrow – *Peltz followed up with Jim Porach and will pick up prior to event.*

■ Newsletter and Event Planning

- Donna Baumiller will take the lead on newsletter – Rich added her to the Mail Chimp to begin formatting. Will then share with group for content
  - David to share feedback from presentation to Chamber of Commerce and also write a short blurb about why he believes in the FOTP to include as copy

■ Community Feedback / Sharing of Ideas

- Agreed to focus on three initiatives:
  - Membership growth
    - Family and local small business
    - Once 501c3 is finalized, will define approach to Corporate Sponsorships – updated membership form to include disclosure verbiage in the interim.
  - Community engagement / involvement (volunteering, etc.)
  - Social Media
    - Facebook Army set up – Rich to provide schedule for specific posting assignments
    - Committee to be created with increased commitment and ownership with goal of getting the word out across all surrounding communities as well!
    - Need to add more detail on board members to increase awareness around who is involved and leading this effort – include specifics on board members, etc. as well.
    - **All committee members – please post all your beautiful Twinsburg Parks photos to our Facebook page whenever and as often as you can!**

V. **New business**

- Approved new board members – Current # of Board members filled per By-Laws, but will review in next meeting for potential revision.
  - Sue Davis
  - Andrew Stewart
  - Adding in Lisa Webb – *noted from prior nomination and board approval*

VI. **Adjournment**

- Next Meeting – April 16<sup>th</sup> @ 7pm / Brewster's back room
- Agenda will include review of current Parks & Rec 5-Year Plan (Outline of recommendations from Commission made to City Council)
  - *Commission members to review current version and ensure it is most updated – need to determine if separate session is needed to incorporate additional community feedback.*