



## Meeting Minutes

11/14/18

### Attendees

Board members: Morgan Bennett, Mary Crowley, Emily Leiserson, Chelsea Marburger, Tom McCain, Kevin Montgomery, Rachel Russell, Casey Seaton, Deborah Stoll, Brad Warnecke, Meisha Wide, Barbara Wilder  
Guests: Kathy Fitzgerald, Park Manager

### Staff Update:

Kathy described Halloween Events, new Asst. Director Ashly Greene, Dog Park improvements coming but closure dates not known.

### Committee reports

#### Governance: Set alternating board terms

- Group A – 1 year – Mary, Casey, Deborah, Chelsea
- Group B – 2 year - Kevin, Barb, Meisha, Rachel
- Group C – 3 year – Emily, Tom, Morgan, Brad

#### Finance:

- New account opened in Chase. Credit Union account still open for the time being (this account is still linked to Paypal)
- No account activity
- Roughly \$4,500 balance between the 2 open accounts

#### Marketing:

Creating a simple message for the group divided into three buckets that overlap among the committees. (see attachment, FBRP-orgChart.pdf)

- Support – supporting Indy Parks programs
- Supplement – create additional events
- Shared – advertise Friends and events

#### Programs & Events:

Several new event ideas. Looking to plan one event per quarter.

- Dog Waste Bio-Digester (poop to power) – guest-imate \$5,000. Generates power and a bi-product is fertilizer. Fundraiser idea = Westminster knock off dog show mockery.
- Zombie Dash Event
- Carnival – how do we improve? Timing overlaps with State Fair, does this have an impact?
- Pumpkin Olympics – recycle pumpkins, relays, trebuchet catapult competition
- River and Dam Awareness – DNR, Silver Jackets. Pair it with the float trip. Educational and children's based. There is a White River Friends group



- event planned that we could partner with on July 28, 2019. Girls Rock event (also July 28) could be another partner event.
- Online white river conservation update/sharing.
  - Weed pulls, maintenance events, etc.

Executive:

Tom presented the Broad Ripple Park Master Plan and RiverWalk proposal.

- Action: motion to endorse the Master Plan (Casey S. motion/Rachel R. second); approved unanimously.
- Action: motion to endorse the Broad Ripple RiverWalk (Chelsea M./Emily L.); approved unanimously.

FBRP is no longer planned to be the primary fiscal agent.

Memorandum of Agreement with Indy Parks needs to be considered.

Tom has met with Dan Borritt from Indy Parks, Tom is going to meet with legal counsel (no charge).

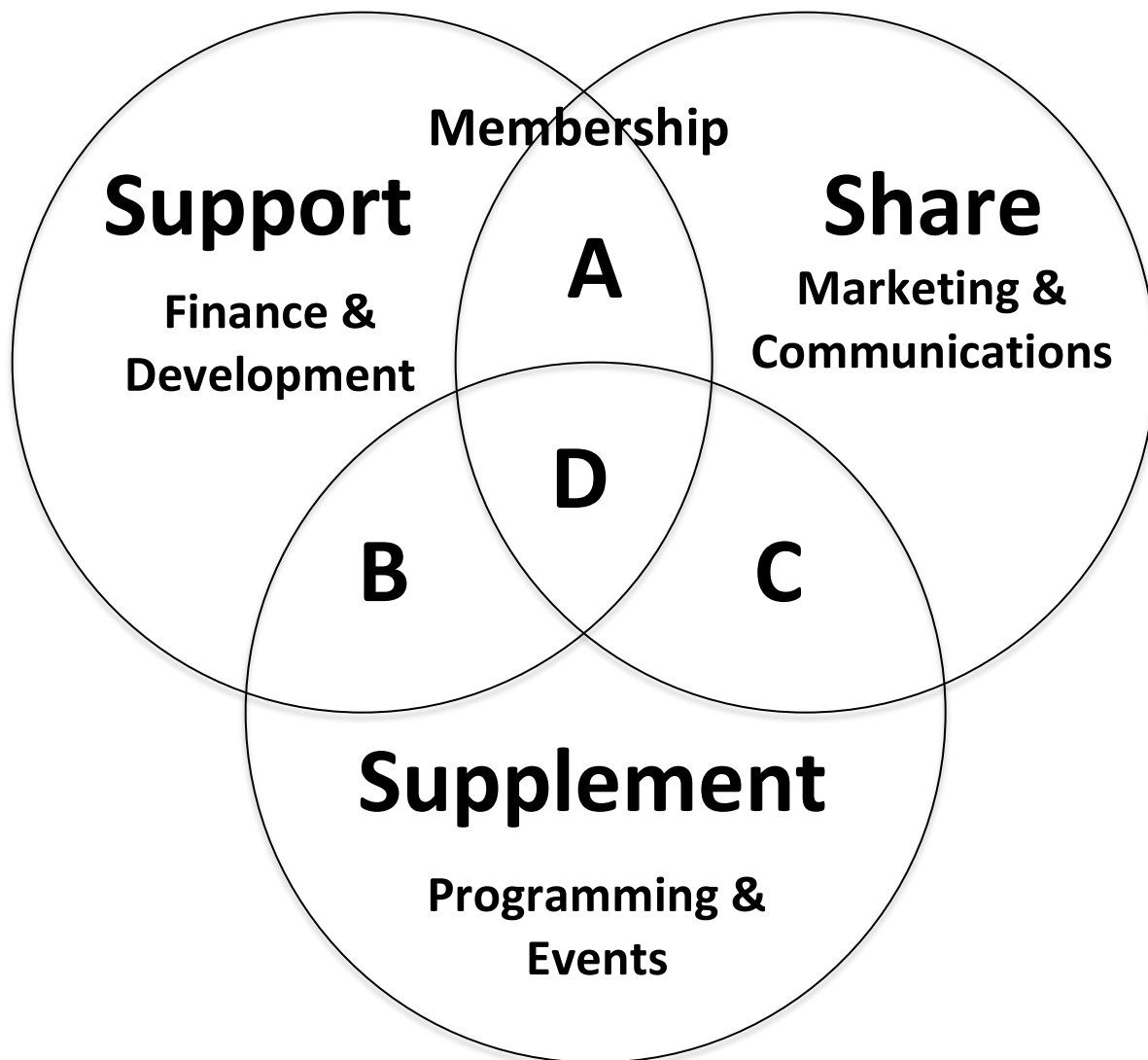
Membership: Discussions

- Group activity identifying priorities  
(see attachment, FBRP-brainstorm-14nov2018.pdf)
- Do we want to stay at a membership model or do we want to switch to a fundraiser model?

Meeting adjourned (Casey S./Rachel R.).

Attachments:

1. FBRP-orgChart.pdf
2. FBRP-brainstorm-14nov2018.pdf



**A:** Fund Development + Membership + Marketing/Communications

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**B:** Fund Development + Membership + Programming/Events

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**C:** Programming/Events + Marketing/Communications

**D:** Programming/Events + Marketing/Communications + Fund Development

Fund Development Committee creates the ongoing, strategic case for support.

Programming & Events Committee develops programming that falls in line with case for support focused on specific audiences at strategic times of year with two consistent goals: raise membership/money and connect with the community.

Membership Committee develops methodologies for procuring members at special events and programs and developing cost effective “perk” program for membership levels.

Marketing & Communications Committee works to keep the case for support alive throughout the year by engaging park goers on social platforms as well as markets all programs and events.

	Promote	Protect	Nurture	Support	Share	Supplement
<b>Idea - sorted alpha</b>						
Annual clean-up		1	1	1		1
Assist in park gardens and maintenance		1	1	1		1
Connect with BRVA			1	1		
Connectivity (to Village and surrounding areas)						1
Contribute financially to BRP Annually			1			1
Engage	1				1	
Engage dog park users in the park	1				1	
Enhance the parks beauty		1	1	1		1
Expose people to nature in the urban setting	1				1	
Fun and fundraising events - beer tasting	1				1	1
Fund Riverwalk and other Master Plan components	1					1
Gain support, raise money for BRP Master Plan			1	1	1	1
Go outside and have fun	1				1	
Have a physical presence in park			1			1
Have fun	1				1	
Help clean and beautify park	1			1		1
Improve and promote water access	1		1		1	1
Improve Entrance			1	1		1
Increase usage by community patrons	1				1	
Increase visibility	1				1	
Increase volunteer support through advocacy and awareness building			1	1		
Introduce more families to outdoors	1				1	
More recycling			1			1
Programs			1	1		1
Promote	1				1	
Promote and practice conservation		1		1		
Promote BRP	1				1	
Promote healthy lifestyle	1				1	
Promote master plan	1				1	
Promote river use and safety	1				1	
Protect river/habitat	1				1	
Raise \$ to improve/promote park	1					1
Raise funds for park enhancement	1		1	1		1
Raise funds for tangible park improvements (example: Poop to Power)	1			1		1
River safety			1			1
Support/partner with park events	1				1	1
Take on beautification of sections of the park			1	1		1

	Promote	Protect	Nurture	Support	Share	Supplement
<b>Idea – sorted by priorities</b>						
Improve and promote water access	1		1		1	1
Raise funds for park enhancement	1		1	1		1
Increase usage by community patrons	1				1	
Expose people to nature in the urban setting	1				1	
Go outside and have fun	1				1	
Engage	1				1	
Engage dog park users in the park	1				1	
Have fun	1				1	
Introduce more families to outdoors	1				1	
Promote river use and safety	1				1	
Protect river/habitat	1				1	
Promote healthy lifestyle	1				1	
Promote	1				1	
Promote BRP	1				1	
Increase visibility	1				1	
Promote master plan	1				1	
Raise funds for tangible park improvements (example: Poop to Power)	1			1		1
Fund Riverwalk and other Master Plan components	1					1
Fun and fundraising events - beer tasting	1				1	1
Raise \$ to improve/promote park	1					1
Help clean and beautify park	1			1		1
Support/partner with park events	1				1	1
Assist in park gardens and maintenance		1	1	1		1
Annual clean-up		1	1	1		1
Enhance the parks beauty		1	1	1		1
Promote and practice conservation		1		1		
Have a physical presence in park			1			1
Increase volunteer support through advocacy and awareness building			1	1		
Programs			1	1		1
More recycling			1			1
River safety			1			1
Connect with BRVA			1	1		
Gain support, raise money for BRP Master Plan			1	1	1	1
Take on beautification of sections of the park			1	1		1
Improve Entrance			1	1		1
Contribute financially to BRP Annually			1			1
Connectivity (to Village and surrounding areas)						1

	Promote	Protect	Nurture	Support	Share	Supplement
<b>Idea – random order</b>						
Increase usage by community patrons	1				1	
Have a physical presence in park			1			1
Expose people to nature in the urban setting	1				1	
Go outside and have fun	1				1	
Engage	1				1	
Engage dog park users in the park	1				1	
Have fun	1				1	
Introduce more families to outdoors	1				1	
Increase volunteer support through advocacy and awareness building			1	1		
Promote and practice conservation		1		1		
Promote river use and safety	1				1	
Protect river/habitat	1				1	
Promote healthy lifestyle	1				1	
Promote	1				1	
Promote BRP	1				1	
Increase visibility	1				1	
Programs			1	1		1
More recycling			1			1
River safety			1			1
Improve and promote water access	1		1		1	1
Promote master plan	1				1	
Connect with BRVA			1	1		
Connectivity (to Village and surrounding areas)						1
Raise funds for tangible park improvements (example: Poop to Power)	1			1		1
Gain support, raise money for BRP Master Plan			1	1	1	1
Assist in park gardens and maintenance		1	1	1		1
Annual clean-up		1	1	1		1
Take on beautification of sections of the park			1	1		1
Fund Riverwalk and other Master Plan components	1					1
Fun and fundraising events - beer tasting	1				1	1
Raise \$ to improve/promote park	1					1
Raise funds for park enhancement	1		1	1		1
Enhance the parks beauty		1	1	1		1
Improve Entrance			1	1		1
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