

West Virginia State Parks Foundation

Minutes of the 2015 Annual Meeting

March 24, 2015

The meeting was convened at Stonewall Resort State Park, Roanoke, West Virginia at 10:00AM.

President Jim Michael welcomed park and foundation representatives and made introductions.

Secretary Report: Bob Hoke announced that the minutes were distributed to all members prior to today's meeting. Milton Gutman **motioned that the meeting minutes be accepted**, the motion was seconded and approved unanimously.

Treasurers Report: Bob Hoke presented the 2014 financial report in written form. Mr. Hoke explained the restricted funds as identified in his report. He reported that \$3000 was spent at Audra \$20,000 at Greenbrier state forest for trail construction. Money was also spent at Laurel Lake for tools, and at the Tygart lake playground and nature center. All of this money was given by various donors specifically to these organizations and projects. He reported that the WVSPF is in good financial standing.

State Parks Report: Mr. Sam England made the following comments about the state of the park system:

- As budgets continue to be stricter, it is increasingly important for state park foundations to progress in their valuable work.
- Mr. England also announced that Sissie has established a nature program that incurs a cost that would go back into the WVSPF.
- Mr. England announced that participating ATMs in two state parks charge a \$3 service fee and will donate \$1 back into the WV State Park Foundation. Mr. Hoke added that he has begun to see some income from the ATMs currently at Chief Logan and Pipestem. Brennon O'Sullivan mentioned that there was an opportunity to

market that these funds go to state park projects on the ATM.

- Mr. England added that the prompt for donations from those with overnight lodging has an opportunity to progress future donations.
- Mr. England stated that it is vitally important to share the positive message to the community and political leaders that state parks are an important part of the future of WV.
- The challenge of funding is still a reality in the state for the parks system. \$100M in repairs are still needed across the state, prompting creative research of funding. This could include funds generated from royalties and bonus money from mineral rights off oil and gas.
- Lastly, Mr. England announced that an assistant chief will be hired. This person will be able to assist with grant support for state park foundations in WV.
- Jim Michael asked how much the state allocates for maintenance. Clisby Jennelle IV announced that \$5M in lottery funds are given to the state parks (2/3 toward daily park needs and 1/3 is used for projects and development).

Marketing: Next Milton Gutman reviewed the opportunities available to ask donors for money:

- He addressed that the largest pool of potential donors comes from existing customers. Mr. Gutman stated that it is important to work diligently to make individuals aware of foundations and the opportunities available for funding. Seek out guests that come frequently who have a positive feeling about memories at your park.
- Mr. Gutman announced that brochure templates will be created to help state park foundations promote giving opportunities.

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- Small donations, long term giving, and estate planning are also important components of a foundations donation campaign.
- There are also opportunities to look to vendors, corporations booking at your facility, civic organizations, and stakeholders.

Creation of an Endowment Fund: Milton

addressed the need for an interest earning savings account that can create a long-term fund for ongoing income.

- This endowment fund would be part of the direction for the future of the WVSPF. This fund would assist with renovations for projects to sustain park resources for the future. A motion was made by Mark Abbot to set up the account and establish this fund for maintenance, seconded by Gwen Jones and approved unanimously.

Wonderful WV Article: Ken Caplinger distributed the current draft of his article for the publication.

- This document would outline the history of the WV State Park Foundation and its work along with a “polite nod” to donation opportunities.
- Mr. Caplinger welcomed feedback along with photos for the article that coincide with the text. Mr. Caplinger requested that comments be submitted by April 15, 2015.
- Milt Gutman suggested that a sidebar be added in the article that lists projects at various parks through local foundation work with the dollar amount raised listed.
- Gwen Jones requested that there be a permanent ad placed in the magazine.
- Brennon O’Sullivan requested that there be a surplus of this issue available for the public for the state parks.

- Ken Caplinger suggested that an ad for the WVSPF foundation also be placed in the “comprehensive park brochures”

Lunch was provided by WVDNR State Parks from 11-12PM. The meeting was reconvened at 12:15PM

WV State Park Foundation Brochure: Milt

Gutman presented the draft of the new WV State Park Foundation brochure. He reiterated that this marketing project was created to instill a sense of emotion and memory.

- Ken Caplinger mentioned that it would be helpful to have a breakdown of what each funding category gets to recognize their donation. Conversation followed that this is important for both advertising and to sustain donor relations.
- Bob Hoke requested that attendees provide feedback on the brochure to Mitt Gutman.
- Bob Hoke reported that there is \$5,900 in the general fund to go towards this cost for printing.

Foundation Reports:

- **Coopers Rock:** Dave Hopkins, President reported they are planning: to install a new restroom this year, Winterfest, Summer Celebration, 5K Running Race, upgraded trail signage, volunteer trail work weekend, raising money to do picnic shelter repairs and trails, maintaining website, Facebook, working with climbing groups and students at WVU, film festival “Real Rock” about rock climbing with proceeds from ticket sales benefiting Coopers Rock Foundation.
- **Tomlinson Run** James Haroey, President reported they are planning: to search for funds with soup fundraiser, host community event

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with 2000 egg Easter egg hunt, replace playground unit, food wagon will start weekend before memorial day on Saturdays and Sundays.

- **Pricketts Fort** – Greg Bray reported they are planning: opening up for the season with new self-guided tour technology added, increased programming
- **Cass** – Bob Hoke, reported they are planning: a smooth transition to new management, Whittaker station upgrades, full color book of Cass photos in gift shop
- **Stonewall State Park Foundation** – Samantha Norris reported that the Wildlife Conservation Exhibit is now open for tours, restoration of a cabin from the 1850s.
- **Holy River** – Donna Boggs reported that they are planning to: purchased chair storage caddies, leaf blowers, corn-hole, newsletter, roofing project
- **Cacapon State Park** – Lin Dunham reported they are planning : restoration of cabin, plant flowering trees thru contributions, Nature Center expansion, sensory feature for youth outdoor education, fundraiser Gala, trail cleaning day, homecoming over Labor Day
- **Kanawha State Forest** - Kevin Dials reported that they are planning: memorial walks and hikes, state birthday celebration, car cruise in, work party, work on Davis Creek Trail
- **Tygart Lake State Park** – Brennon O’Sullivan and Rebecca Willis reported they are planning: Nature interpretive playground area , nature center development to open in May 2015, egg hunt, fall fest
- **Blennerhasset Island** – Tom Perdue and Barbara Phillips reported that they are planning: free programs about flora and fauna on the island, civil war and period based baseball reenactment, brunch with Margaret, Mansion

by candlelight, donors get a magnet with the mansion, middle and high school track meets, scout camping, gutters and painting on the Maple Shade house, education program in February, archeological studies, technology upgrades, weddings are a popular activity, signage and four corner markers of formal gardens with landscaping and trails

- **North Bend Rails to Trails Foundation** – Mark Abbott reported: A total of \$410,000 has been collected to repair the Rails to Trails system with a priority construction list, Smithton Depot in Doddridge county with park and camping facility with railroad cars, restoration of the Salem Depot.

Meeting Attendees:

Lin Dunham	Cacapon State Park
Kevin Dials	Kanawha State Forest
Brad Reed	WV State Parks
Rose Ann Cougar	Holly River State Park
Donna Boggs	Holly River State Park
Brennon O’Sullivan	Stonewall Resort
Mary Francis Densmore	Tygart Lake State Park
Rebecca Willis	Tygart Lake State Park
Nettie Harper	Tygart Lake State Park
Mark/Kathy Abbott	North Bend State Park
Tom Perdue	Blennerhasset Island
Barbara Phillips	Blennerhasset Island
Bob Hoke	Cass
Jim Michael	Cacapon Resort
Gwen Jones	Coopers Rock
Dave Hopkins	Coopers Rock
James Haroey	Tomlinson Run
Sam Moris	Tomlinson Run
Milt Gutman	WV State Park Foundation
Samantha Norris	Stonewall Resort
Greg Bray	Pricketts Fort
Clisby Jennelle IV	WV State Park
Ken Caplinger	WV State Park Foundation
Mark Abbott	Northbend Rails to Trails

Election of officers – the following slate of candidates was presented:

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Secretary - Samantha Norris

Vice Chairman - Mark Abbot

Treasurer - Bob Hoke

President – Jim Michael

There was a motion to accept the candidate slate and elect the candidates into a year term. The motion was seconded and approved.

President Jim Michael encouraged members to support state park foundations and new members to join.

With no further business the meeting was adjourned at 1:40PM