

# WVSPF leadership

## Meeting Minutes: 10 AM Wednesday, October 28

*The meeting was convened at Stonewall Resort State Park, Roanoke, West Virginia at 10:00AM. President Jim Michael welcomed park and foundation representatives on the Executive Committee.*

**Secretary Report:** The first item of business was to review old business with the distribution of the March 2015 minutes.

- Discussion surrounded next steps for the **Endowment Fund**. Bob Hoke suggested that it be established with the monies from the Nature Center fund. Milton Gutman motioned to move these funds and was seconded by Mark Abbott. All in favor, motion carried.
- Milton added that it is important to enhance the website, communicate to estate planning venues, direct marketing, etc. for this new fund. Bob Hoke said he would start updating the Web site to show projects the Foundation has funded.
- Ken will work to create a registry of businesses that assist in estate and trust planning. He will also create a letter addressing the WV State Park Foundation Endowment to send to entities assisting with estate planning.

**WV State Park Foundation Brochure:** Milton reported that with no revisions suggested on the brochure, they will proceed with securing a company to print a quantity of 10,000 brochures to be distributed among all parks. He stated that his company has connections with printing business and suggested we use a WV printer. Chapman Printing was suggested. Brad Reed with WV State Parks said that Parks would distribute these to every state park on behalf of the Foundation and would pick up the brochures from the printer. Jim Michael requested that a publisher be selected soon for \$1000.00 or less. Ken motioned that Milton coordinate a printer for 10,000 brochures and Mark Abbott seconded. With all in favor, the motion carried.

**State Park Report:** Brad Reed reported that:

- WV State Park's has compiled a list of WV State Park Foundations contributions since their inception. This list was distributed to all attendees and totaled over \$6.8 million.
- The 4% cut issued by Gov. Tomblin will not affect the parks system in a largely negative way, but it is not necessarily the end of rate cuts.
- A new economic impact study will be issued in January that addresses the impact of state parks in WV.
- A new district administration has been hired! Matt Yeager brings great experience to renew excitement for the vacation destinations (parks with cabins but not lodges).
- The recreation building at Holly River will be named the Stanley Anderson Recreation Building and the Nature Center at Cacapon the Thomas Ambrose Nature Center.
- Watoga State Park now has a state park foundation as well.

**Round It Up Program** – On behalf of Sam England, Brad Reed explained the new Round It Up program stemming from an idea Sam discovered at Cabela's where customers can "round up to the dollar" to make a donation. This program will go into effect November 1<sup>st</sup> at all parks containing lodging, gift shops and restaurants (except Canaan and Stonewall which have separate POS systems). There will be a coding process that will allow identification for parks collecting the donations. The WV State Parks marketing vendor (Chelsey Ruby and Company) will create the marketing collateral to promote this program. Discussion ensued on the dispersion of funds. It was agreed that this is a sensitive decision and we need to have both the parks and existing local foundations involved in the determination of how the funds are dispersed. According to Brad Reed, Chief England's vision is to use this for large projects to gain publicity for this program.

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Revenue producing projects are exceptionally enticing. Fund dissemination is up for discussion with many options:

- Mark Abbott suggested that an equation be created that a prorated amount be funneled back to viable foundations.
- Bob Hoke suggested that funds collected by the specific parks where the donations are made WITH a 501c3 foundation will go back to those foundations. The funds gathered from parks WITHOUT a 501c3 will go into a general pool of funds that will then be disseminated among parks without an individual foundation.
- Ken Caplinger suggested having all funds go to the WV State Parks Foundation as of Nov. 1<sup>st</sup> through March 2016 until a procedure is set in place.

A letter will be sent to the state parks and to the foundations explaining the options and welcoming feedback prior to the next WVSPF meeting.

State Park Foundations will work with the WV State Parks division to create the collateral for the Round It Up program for each participating location.

### Meeting Attendees:

Brad Reed	WV State Parks
Bob Hoke	Cass
Jim Michael	Cacapon Resort
Milton Gutman	WV State Park Foundation
Samantha Norris	Stonewall Resort
Ken Caplinger	WV State Park Foundation
Mark Abbott	Northbend Rails to Trails

With no further business the meeting was adjourned at 11:45PM