

West Virginia State Parks Foundation

Minutes of the 2019 Annual Meeting

March 25, 2019

The meeting was convened at Stonewall Resort State Park, Roanoke, WV at 10:00 AM. Treasurer Bob Hoke welcomed park and foundation representatives.

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

Treasurers Report: Bob Hoke presented the 2018 financial report in written form. Mr. Hoke explained that we are in good financially standing with \$7638 available in the non-designated funds. He referenced some restricted accounts specific to causes such as farm to table programs, park playgrounds, lighting projects, etc. Bob also presented the Complex Form 990 for the groups review and feedback. A **motion was made that the financial report be accepted**; the motion was seconded and approved unanimously.

State Parks Report: Sam England state park system updates:

- **Welcome Director McDaniel** – Commended volunteer organizations for their meaningful work and instrumental role as a funding source for important projects. He updated the attendees on the bond projects, approximately \$60M. This includes: plumbing, furniture, cabins, and windows, lodge rooms, etc. Other items planned will also be selected toward the end of the six year lifespan of the bonds. The Director announced his desire to seek revenue sources for a parks endowment fund to address remaining and future needs and that this will require legislative action. He expressed hope that attendees would be in support this initiative.

- **Strong Financial Standing** – The WVDNR has moved through challenging economic times into a period of great stability seeing \$1.7M over the previous fiscal year. The highest improvement on record with the WNDNR Parks history. This fiscal year continues to be on a growth track. \$700,000 of this increase is due to the changeover to self-operating restaurants at Pipestem and Hawk's Nest. Also, \$.5M is from lodge and cabin revenues. Sam announced \$.25-.5M in additional retail revenue from gift shop sales. Because of these successes, the cash reserves have doubled from the same time in February of 2015. The \$60 million in bonds toward deferred maintenance and repair needs will directly benefit the deferred maintenance that has accumulated over many decades. Over the next three years, projects will include: ADA accessibility, \$20M in lodge and cabin upgrades, roads, water and waste water projects, etc. Due to the quality management level of WV parks, partnered with public support of the parks system, there is a consensus among legislatures that what is good for WVDNR parks is good for the state.
- **Project Updates:** Pipestem's zip line will be operational in the next month. Campground reservation system will be online April 22, 2019, making it easier for people to book a stay.
- **Foundation Grants** – WVDNR is seeking support from the Governor to increase the matching grant from \$7,500 to \$25,000 and expect his support next legislative session January 2020. Sam distributed a handout explaining the grant program and encouraged each park to review.

Round It Up Program - Brad Reed reported that the program generated \$18,102 up from the previous year \$12,000. Pipestem was the largest contributor to this program with \$4,200. Brad reported that \$2,600 of these funds came from internet

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reservations. A request was made for more collateral materials and training resources and Brad Reed agreed to consider possible options.

Committee and Outreach Activities – Ken Caplinger spoke about attendees and the statewide foundation getting more involved in several endeavors:

- **Governmental Outreach** – providing more “education” and facts to governmental officials and regulators would likely help the park system more frequently see favorable initiatives and avoid those which could be detrimental. There are both IRS and DNR/Parks guidelines on how much a 501-c-3 foundation can do in this regard. Ken was asked to provide further information on this topic as an attachment to the meeting minutes. (see attachment) *Those interested can call Ken or newly elected President Greg Bray. Dave Hopkinson of the Coopers Rock Foundation indicated that he may be interested in helping in this regard if a small committee is formed.*
- **Table at Tourism Day** – Set up at the capital during the legislative session to promote the mission and objectives of the statewide foundation and make its existence more known. *Valerie with the North Bend Rails to Trails is willing to help.*
- **Grant Research** – Identify grant possibilities and write grants that would benefit the park system through WVSPF. *Shelley Eley of the Tygart Lake Foundation is willing to assist if an individual knowledgeable in this realm leads the way.*
- **Media Outreach Representative** – radio and TV interviews and creating/ distributing press releases or articles on WV State Park Foundation existence,

purpose, and activities. To include social media: Twitter, Snapchat, Instagram.

Justyn Marchese and Milt Gutman to coordinate

- **Foundation Outreach** – working with parks to help them establish their 501-c-3 status and serve as a resource to new foundations. *Bob Hoke is willing to help.*

Meeting Structure – Milton suggested breakout sessions be hosted in the second half of the WVSPF meetings to provide peer education on specific topics of interest. Attendees liked the idea and agreed that this should be considered for future meetings.

Lin Dunham brought up the idea of having an additional meeting in the fall. Another suggested that the committees with the board officers could meet semi-annually perhaps as part of the annual WVDNR Superintendent meeting in January.

Nomination Committee – Ken Caplinger presented the following slate of candidates:

President – Greg Bray
VP – Mark Abbott
Treasurer – Kim McCluskey
Secretary – Samantha Norris

With no new nominations, it was motioned that the slate be presented for vote. The motion was seconded and candidates approved unanimously. All will serve from March 2019 to March 2020.

Sam England presented outgoing President and Treasurer Jim Michael and Bob Hoke with plaques in recognition for their years of service to the WVSPF.

Foundation Report Highlights:

- **Beech Fork** – new foundation started, planning disc golf course, events, naturalist programming, cardboard boat race

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- **Blennerhasset Island** – restoration, Facebook driven sales for candlelight event.
- **Cacapon** – commended volunteer hours from community engagement, successful grant writing to renovate playgrounds
- **Camp Creek** – lumberjack festival , fall festival, the Peak of the Bloom event connecting the park with the arts and small business community all working together, micro-composting toilet installation
- **Canaan Valley** – picnic shelter, 1st WV paragliding site
- **Forks of Coal** – endowment fund, brick sales, bench sales, trails maintenance, requested
- **Holly River** – celebrated 80th birthday, purchased new kitchen equipment and resurfacing material for the playground, tree hikes, book sales, movie nights
- **Cass** - work in community center, gravel for parking lot, water heater for houses
- **North Bend Rails to Trails**– trails grant for 2 mile section, wolf summit section and many bridge repairs along with maintenance building, and fix it stations. Also announced a new rewards card program for members.
- **North Bend** – professional trail built for mountain biking, and accessible ramp constructed.
- **Pricketts Fort** – Concessions area has raised \$50,000 in private donations
- **Stonewall Resort** - Tennis courts created, recreational trails expansion, Fox Cabin development
- **Tygart Lake** – participated in parades, made and sold homemade apple butter, Terror on the Tygart hayride with music and costume contest, Christmas breakfast with Santa and horse drawn sleigh rides, advertising and Facebook activity
- **Valley Bend** – Gift shop facility
- **Watoga** – trail work, 5000 volunteer hours a year, art co-op for demonstrations and event on Labor Day weekend, stage/shelter, rustic lodging, and educational trail to take visitors to the substantial hardwood species found at the park.

Other Business

With no further business the meeting was adjourned at 2 PM

Attached:

- State park's foundation reports as provided
- Financial report
- Summary of 501c(3) IRS and DNR/Parks restrictions/guidelines on governmental outreach activities

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Attendees:

Nancy Wyckoff	Tygart Lake	304-612-2299
Jenny Bobela	Tygart Lake	304-641-6312
Shelley Eley	Tygart Lake	304-265-1142
Candy Layfield	Tygart Lake	304-288-5917, cjlayfield@aol.com
Pat Millen	Tygart Lake	patrick.s.miller@wv.gov
Marshall Markley	Tygart Lake	marshall.w.markley@wv.gov
Valerie Alome	North Bend Rails to Trails	724-261-0224, lamer27@gmail.com
Sean Pettrey	Carnifex Ferry	304-872-0825
Jacob Jackson	Tygart Lake	jacob.a.jackson@wv.gov
Bob Hoke	MSR & LHA	bob@rhoke.net
Brennon O'Sullivan	Stonewall	brennon.e.o'sullivan@wv.gov
Brad Reed	WV DNR State Park	brad.r.reed@wv.gov
Zondra Plum	Stonewall	zondra.m.plum@wv.gov
Mark Abbott	Blennerhassett	kmabbott@suddenlink.net
James Michael	Cacapon	304-258-5277
Lin Dunham	Cacapon	304-671-8657, lin_dunham@frontier.com
Sam England	WV DNR State Park	samuel.a.england@wv.gov
Paul Elliott	North Bend	304-643-2931, paul.m.elliott@wv.gov
Cindy Staley	Valley Falls	304-657-9541, cindi@scorchy.com
Brett Harshbarger	Valley Falls	304-367-2719, brett.w.harsgbarger@wv.gov
Michelle Tabor	Beech Fork	304-751-5460, mtabor66@outlook.com
Dillard Price	Beech Fork	304-528-5794, dillard.j.price@wv.gov
Dave Pruitt	Beech Fork	304-268-5500, david.e.pruitt@wv.gov
Tena Webb	Forks of Coal	304-756-1006 tenawebb@gmail.com
Kim McCluskey	Forks of Coal	grumpybuckeye@frontier.com
Duane Thomas	North Bend	dave.thomas@salem.edu
Art Dameron	MSR & LHA	
Ben Herrick	Canaan Valley	ben.herrick37@gmail.com
Stan Beafore	Canaan Valley	stanley.s.beafore@wv.gov
Greg Bray	Prickett Fort	304-363-3030, director@prickettsfort.org
Debby Mullins	Forks of Coal	304-369-4247
Angie Bailey	Forks of Coal	304-776-2909, bearsnbasketswv@yahoo.com
Diana Green	Forks of Coal	304-543-1948, dksg@suddenlink.net
Phil Setterlund	Holy River	304-924-2190
Susan Hennings	Holy River	304-493-9535
Donna Boggs	Holly River	304-493-6327
Jody Spencer	Watoga	304-799-4087
Jay Hayes	Stonewall	304-476-6111
Samantha Norris	Stonewall	304-677-8914
Justyn Marchese	Camp Creek	304-410-0037, mavismanor@gmail.com
Pam Buchanan	Camp Creek	304-425-9481, pam.j.buchanan@wv.gov
Monty Ball	Camp Creek	304-425-9481
Stephen Jones	North Bend	304-643-2931, steve.r.jones@wv.gov
Jonathan Summers	North Bend	304-643-2668, summer03@zoominternet.net
Ken Caplinger	WV State Park Foundation	kencaplinger@gmail.com
Milt Gutman	WV State Park Foundation	mgutman@gutmanadvertising.com