



## MINUTES - Draft

Thursday, October 2, 2014

A meeting of the Board of Directors of the Cape Girardeau, Missouri Parks and Recreation Foundation was held on October 2, 2014 at 12 noon at the Osage Centre after previously being rescheduled.

1. **Call to Order:** The following directors and board members were present:

Tom Neumeyer	Bari Neff	Percy Hutson	Nathan McGuire	Larry Essner
Loretta Schneider	Beverly Evans	Danny Essner	Craig Billmeyer	Pete Poe
Michael Gardner				

The following directors and board members were absent:

Bob Basler

2. **WELCOME AND INTRODUCTIONS:**

President Bari Neff welcomed the board and began the meeting.

3. **MINUTES:**

Bari Neff made a motion, Danny Essner moved, and Beverly Evans seconded to approve the August 5, 2014 minutes as mailed. Motion passed.

4. **Treasurer's Report: Approve End of Fiscal Year Report 2012/13 – Beverly Evans**

**A. 2013/2014 Foundation Balances**

- Recreation Division Manager Scott Williams reported that the 2013-14 end of year fiscal balances are in board member packets. The accounts reflect the 2013-2014 balances as of today. Finance is still reconciling the accounts. By the next meeting, we should have the balanced accounts finalized.

**B. 2014/2015 Operating Budget**

- Recreation Division Manager Scott Williams reported on the proposed operating budget. The 2014/2015 operating budget was asked of our finance subcommittee. In the board's packets are a generalized operating budget with expenses and revenues from the 2013-2014 fiscal year and projected for the 2014-2015 fiscal year. For expenses we included general accounts like printing, advertising and food, and detailed special events, sign sponsorships, general programs, miscellaneous expenses, and capital expenditure and projects expenses. For capital expenditures and projects, we're allocating \$10,000 for field renovations that could be needed for projects. The art hanging system is for the Osage Centre hallways, the projector is for department use, group fitness equipment is for Osage, wireless scoreboards are for Shawnee improvements and recreation leagues, and special events equipment will include a new

tent and feather banners. For revenue, we're projecting special events to increase revenue. In the "other programs" category, we're projecting similar numbers for A. C. Brase Arena rentals and SPSC equipment rentals. We're adding a membership program that we conservatively project \$4,375.00 in revenue with 100 members. We're also adding loyalty and discount cards that are projected to raise \$8,325.00 combined. The loyalty card will be through Mobil Southern Convenience and we would incur no expenses through the program. We would gain 1 percent of sales at Mobil Southern Convenience. Capaha field sign sponsorships are projected at \$10,000 and \$16,700 is projected for Arena Park and Shawnee Park Sports Complex signs. Last year we made \$4,609.94 from Kona Ice donations. We receive 15 percent from every Kona Ice sale they made from our events. We project \$4,800 in Kona Ice revenue for this year. We also have interest, general donations, and SMSC soccer field donations as projected revenues.

- The finance committee also asked us to provide a detailed listing of the Foundation accounts. The Restricted Cash Accounts are in your packets with descriptions of each account, and the special events and programs that contribute revenues and expenses to each account.

## **5. OLD BUSINESS**

### **A. 2014/15 Foundation Goals and Events – President Bari Neff**

- **Calendar of Events for 2014/15 – Penny Williams**
  - Recreation Division Manager Penny Williams discussed Foundation events. Spaghetti Day and Breakfast with Santa are upcoming events, and the 2015 calendar of events was handed out. The events committee will meet again soon. We agreed to not add any more events, but add components to events like the raffle at the Cary Flanagan Memorial Softball Tournament.
  - Recreation Division Manager Penny Williams also reported on Spaghetti Day. Posters were handed to members to distribute. Staff will be passing out Spaghetti Day/Haunted Hall of Horror cards at the Homecoming Parade this weekend. We've done radio, newspaper and online advertisements for the event. Sponsor forms were distributed and asked to be turned into the office by November 4. Dessert sign-ups were also handed out and the board was asked to sign-up to donate a dessert, as well as a volunteer sign-up sheet the board was asked to volunteer for a time slot.
    - Recreation Division Manager Scott Williams discussed the 2015 date for Spaghetti Day. Next year, the usually date will fall on Veteran's Day. The board agreed that we move next year's date to Thursday, November 12 to avoid the holiday.

### **B. Sub-Committee Update**

- **Sub –Committee Notes Approval - Scott Williams**

Director Julia Thompson discussed the Finance Subcommittee. The committee is made up of Danny, Beverly, Bari and Percy. The group discussed what the meetings will involve, what the committee wanted to see in terms of financial reporting and to determine what the board's financial practices are and what funds are used for.

## **6. NEW BUSINESS**

### **A. Membership drive & brochure – Scott Williams**

- The new membership brochures were distributed to the board. A list of potential people to hand the brochures to when the drive begins will be created and given to the board.

## 7. OTHER BUSINESS

### A. Upcoming Parks & Recreation Projects

- **PRS** - Parks Division Manager Brock Davis reported that the Capaha shelter is going up slowly but surely. The craftsman union be doing the roofing soon. The parks crew is working on the playground systems. Staff is also installing trail signage.
- **Casino Projects** – Manager Davis reported that the FitZone equipment is getting good use and people are already asking where additional equipment will be installed. Community Garden projects are underway.
- **Facility Feasibility and Economic Impact Study** – Director Julia Thompson reported that the preliminary information has been presented to the committee by the consultants. The committee will meet again on October 22 and compile a prioritized list to present to the Council.
- Danny Essner asked about the enhancements to Cape Splash. Recreation Division Manager Penny Williams reported that the project was awarded to White Water who will construct the slides. The addition will have a three flume mat racer, a single drop slide, and a triple drop slide. This will be a slide that is for teenagers and adults. The construction will start around the first of year and will be finished by May to open the season.

### B. Arts Festival

- Director Julia Thompson asked the board to discuss a possible donation to the River Campus Arts Festival. This past year the department helped sponsor the River Campus Arts Festival, and had a booth to hand out information, and the City's name was on all the advertisements. It's a youth orientated event and they will be having it again next year. The River Campus is asking for \$1,000 contribution to help offset the festival. Director Thompson brought a request to the board to ask if they would be willing to support the Arts Festival, and to consider it and take a vote in the January meeting. Thompson thought this was an opportunity to show the department in a different light, as it is usually seen as a sports and events department. This could open us up to a different area of the population. The board members voiced their concern with a straight donation, and would like to see more of a co-sponsorship agreement. In terms of budgeting for future requests, the board also agreed that a lump sum for community outreach be budgeted in the future, and if a request fits into our foundation mission, we can look at funding or partnering.

### C. Next Meeting – January 15, 2015 at 12:00 p.m.

## 8. ADJOURNMENT

- There being no further business, the meeting was adjourned with a motion from Craig Billmeyer and seconded by Danny Essner. Motion passed.

Respectfully submitted,

Tom Neumeyer, Secretary