

Westgrove Pack Board Meeting Minutes for 6/23/2021

In attendance: Jeff Pandin, Melissa Pandin, Emma McAlary, Megan Kesling, Hanna Beard, Liz Yap and Anne Street.

Meeting started at 6:58pm

Agenda

I. Treasurer's Report

We have \$15,893.99 in our Burke and Herbert account. We have \$2,787.06 in our PayPal account and zero in our Venmo account. We have a total of \$18, 681.05 in our coffers.

We have sold 54 bricks.

Jeff will have the year-to-date numbers to present at our general meeting this coming Sunday.

II. Old Business

a. Grant update

Mike has been working on three grants - PetSafe "Bark for your Park", Mastenbrook (FCPA), and the FCPA Capacity Building Grant. Because Mike is not in attendance he wrote up a summary of his progress for Melissa to read to the board. It is as follows:

Petsafe "Park for Your Park" -

This year, PetSafe has significantly simplified the application process in an apparent effort to encourage new applicants in underserved communities. They will be giving out a total of \$150,000 in 10 awards of up to \$25,000 each. Applications are due by June 30, and our is ready to submit pending the receipt of a letter of support from a civic leader. I have requested letters from Fairfax County Supervisor Dan Storck and Virginia State Senator Scott Surovell, and I will submit whichever one I receive first.

Submissions will be reviewed and finalists announced by August 3rd, at which point there will be a voting period throughout the month of August. Should we be named as a finalist, we will want to conduct a social media campaign to encourage our supporters to vote early and often. Winners will be announced on September 2nd.

(Dan Storck has agreed to write a letter.)

Mastenbrook Grants (FCPA) -

Mastenbook grants are offered by Fairfax County on a rolling basis, and they provide matching funds for park projects. This grant can be matched with raised funds or volunteer service. The program can provide grants up to \$20,000, with the stipulation that grant funds cannot exceed 50% of the project cost.

In order to submit an application for this grant, we must provide a detailed and complete project budget. Additionally, it should be noted that FCPA prefers to reimburse with grant funds after a

project is completed and receipts are provided— while they are also able to pay funds directory to vendors during the project if necessary, that is not their preference.

We will definitely want to apply for a Mastenbrook grant, but we will need to nail down some of the details that are currently still unknown before we can do so.

FCPA Capacity Building Grant -

I don't have an update on this at the moment, but will reach out for one and let you know as soon as I hear back.

Other grant programs -

I am on the lookout for additional industry and philanthropy supported grants and will report back if I find any.

The board asks of the Bark for your Park grant requires a specific project and its details.

We discuss that Scott and Yvonne, our project managers for the cement pond project will have to start researching and nail down the specific costs for the Mastenbrook grant.

b. Water Update -

We discuss why the water fixture in the south end might be broken. We surmised that while the water was shut off over the winter a park user was unaware of this and wrenched the valve and broke something trying to turn the water on. Someone is coming out tomorrow to try to fix it. This winter we will take the handle off. We will also put a little sign on it to let them know that the water has been shut off.

The fixing of this was delayed because the person that was originally sent to fix it was scared of dogs and would not come into the park.

c. Brick Update -

As of this afternoon we've sold 54 bricks. We talk about when the deadline should be for selling the bricks and agree to extend it past June 30th to July 8th. We will announce that there is a deadline about two weeks away and then if we wish to we can later extend it. We decide to only extend it one time. Melissa and Emma will put out an email and make social media posts. We talk about deadline of June 30th. Announce that there is a deadline about two weeks away. And then extend it one time. We discuss if what the campaign might look like. Melissa and Emma will meet to come up with a plan.

Emma will also with the landscaper to see if the estimate he gave us is still accurate. We agree that we would like the work to be done before late Sept.

d. County Update -

Melissa and Anne will meet with Banjob from the county on Monday, July 12th.

e. Lucky Dog update -

They were supposed to have an event this past Sunday, but had to cancel it. They didn't give us a reason why, but would like to reschedule it and they said they would contact Melissa when they are ready. Liz will take it off the website calendar.

f. Caretaker Saturday and Shelter collection -

Our May Caretaker Saturday brought in \$967.71 (caretakers, bricks, etc.) A truckload of stuff was brought to the Alexandria Animal Shelter because Fairfax Animal shelter didn't want what we had to offer. The only thing that Alexandria didn't take were the donated pillows.

g. Sandwich Board -

Jeff put a coat of white primer on the backside of the sandwich board to get rid of the graffiti. It will need another coat. He also painted the other side of the chalkboard with the chalkboard paint. That will also need another coat.

We talk about the small banner that Liz designed for one side of the board. She says she needs someone to look at the information and graph to make sure it is accurate. Jeff and Melissa will look at it. Melissa will help figure out phrasing on the it. At the bottom we will put our facebook, instagram and website information. Liz will also make a new QR code that leads to a donation page or our website. She will take the common sense brochure info off since we aren't sure if we will reprint them. We would like to get it done by the July 4th weekend.

III. New Business

a. Clean the canopy -

We talk about what to clean it with. Jeff has a gas powered power washer and he will clean the canopy as soon as he has time. Jeff will try to enlist Scott for help.

b. Caretaker Saturday -

This Saturday, Melissa will be there all day. Anne will come by around 10. Liz will come at the end of the day 2ish-4pm. Megan, Emma and Hanna will play it by ear, but will also be there for most of the day with Melissa.

d. General Meeting -

We have a general meeting Sunday, 3:30pm. We will send out a reminder email and post it on Facebook. We will have the speaker system if necessary.

The proposed agenda is as follows:

- Ratify/Confirm Melissa (if Anne is late we can do another act of business) and a few words why Johnathan is no longer.
- Treasurer's Report
- New north End project - Melissa will contact Scott to come present. We will hand out the sketched proposal
- Brick Update Vestibule Project
- Applying for 3 grants.
- Board Seats that are open/coming available.
- Abbreviated Fall Fest.

e. Fundraising Ideas -

We discuss if we want to have a Fall Festiva this year. We think that it would be a smaller event than past years because it is a little too late in the year to gather vendors. We decide that we would like to do a chili cook-off , a photo booth and a table with raffle baskets.

We discuss these ideas further - specifically if the raffle baskets are worth the cost. Jeff breaks down what we earned in 2019 from each part of the Fall Fest and tell us we made \$477 in tickets. We couldn't find the number for what we spend on them.

We also discuss the possibility of a 50/50 raffle and believe it won't work because everyone has to be in the park to win. With the raffle baskets the winner doesn't have to be in the park.

We discuss that booze baskets are very popular. In the past we've had a wine, beer and dog supply basket. We have the dog supply one practically made in Melissa's basement already. We discuss the businesses we can solicit from (Total Wine, Unwined, Port City, Lost Boy Cidery, etc)

We decide we need a letter to deliver to each business that says we are looking for a donation of \$25-\$50. They can give us the money or a gift card and we can go in the shop and use the gift card. We know Safeway prefers giving out gift cards.

We decide to discuss this with Mike, our fundraiser. He can write the letter and contact the businesses and the rest of us can do the footwork of picking up the donations. Anne says we should contact every single merchant in Belle View since park users are most likely to shop there. We have draft letter on the drive that Mike can work from.

Any other fundraising ideas?

Liz suggest selling the silhouettes of dogs to put along the fence. We would have to find out what they would cost to make and how much we could sell them for. We would also have to get in approved by the county. They don't disintegrate because they are treated with a special lacquer. We decide to table this until next spring because it is so similar to the brick project.

We also talk about an advertising banner for the fence. Mike said he could work on it over the winter, get the logo from businesses and then hang it in the Spring, Summer and Fall. We would take it down for the winter season.

We also discuss another Caretaker campaign or a renew your dues reminder banner. Another caretaker campaign. renew your dues reminder banner.

d. Add'l Invasive Species Project Manager -

We need another invasive species project manager since Anne moved and Emma is probably moving. Jeff and Melissa said they would take the training so they could manage future clean-outs.

IV. Other Business -

We talk a little about the board leaves that are coming up in the south end of the park. We have never promised grass. We have only promised green turf. We talk about how aerating, seeding and the invasive species clean up might have attracted the green leaves.

Next board meeting is on Thursday July 29th at 7pm at Melissa and Jeff's.

Next Caretaker Saturday July 10th.

Meeting ended at: 8:13 pm