

ForeverGreen Meeting
March 9th, 2005
Tacoma Nature Center

Attended: Bryan Bowden (Mt. Rainier Nat'l Park), Jayme Gordon (Pierce Conservation District), Kirk Kirkland (Tahoma Audubon), Terry Lee (Pierce County Council), Monty Mahan (Pierce Conservation District), David Uberuaga (Mt. Rainier Nat'l Park), Jan Wolcott (Pierce County Parks)

Minutes taken by: Cyndy Schultz

Open and Introduction: 12:07 pm

Finances:

- Kirk reported that the balance in the account is approx. \$500.00.
- Kirk and Jayme will be meeting with the Greater Tacoma Foundation on March 10th, to discuss funding, current balance in account, and continuation of support for ForeverGreen from the Greater Tacoma Foundation.
- Kirk reported he has received one bid on the cost of printing the brochures, which was: \$1300.00 for 500, or \$1500.00 for 1000.
- Terry suggested that the County Council may have access to some supplemental budget funds that could be directed to support ForeverGreen.

Work Plan for 2005-2006:

- Jayme presented a draft work plan for the rest of 2005 and into 2006. She explained there were four major areas of focus:
 - ⇒ 2005 funding
 - ⇒ Developing PR materials
 - ⇒ Outreach
 - ⇒ Reorganization to a 501 (c) (3)

It is intended that this plan will be a working document to help guide our efforts over the next twelve months and will be updated as needed.

- The next topic of discussion focused on how to go about getting the word out about ForeverGreen. Ideas for a “media blitz” to kick off the new phase of ForeverGreen were discussed, including the following points:
 - ⇒ Passage of a “Trails Resolution” by the Pierce County Council.
Terry will have his staff start begin work on pulling this together. The formal adoption of a trails resolution by the County Council will serve as a model and inspiration when asking other communities and organizations to support ForeverGreen.

⇒ Terry and Jan brought up the possibility of using their time on RCC (local cable access channel) to talk about ForeverGreen and the trails initiative. They will look into scheduling a date for filming a ForeverGreen spot.

⇒ The following suggestions were made for a press release strategy:

April – ForeverGreen presentations in University Place and Gig Harbor

May – Begin soliciting membership for the Trails Advisory Committee.

June – Trail Day, June 4th.

- Bryan distributed a draft press release so members present could review. He will revise the release based on everyone's comments. Monty suggested that his quote be attributed to Ernie Bay, on behalf of the Conservation District.
- The first press release should be timed in conjunction with the passages of the County Council's trails resolution. An editorial in the TNT will also be coordinated with at least one of the press releases.

Brochures:

- Kirk distributed a copy of the brochure for review and comments.
- It was mentioned that the names and phone numbers of the board members be included.
- Jan noticed that one picture showed a bicyclist without a helmet, and asked that this be changed so as to support proper safety rules.
- It was decided that the color and weight of the brochures should stay white for better clarity and use 80 lb paper.
- Suggestions were made to change one of the kayak pictures to a more urban scene; also need images of people walking.
- Kirk will make revisions and prepare the brochure for publication.

Outreach:

- Terry and Kirk plan to schedule ForeverGreen presentations to University Place and Gig Harbor in April.
- Jayme should begin working with other board members to schedule presentations with Fife, Edgewood, and Milton.

Power Point:

- Monty previewed a slightly revised PowerPoint presentation that he and Jayme have been working on. A finished product should be ready by the April 13th ForeverGreen meeting.

By laws and Articles of Incorporation:

- Kirk has begun the paperwork to transition ForeverGreen into its own 501 (C) (3) status, and has already drafted the Articles of Incorporation needed to file with the

state. Discussion took place about what sort of by laws ForeverGreen should adopt (e.g. What will constitute a quorum?, How will the role of treasurer be filled?, etc.). Kirk will draft a set of by laws and distribute them to the board members (via e-mail) for comments.

Trails Progress Report:

- Terry reported that the Cushman trail is running into some setbacks because of steep slopes and wetland issues.

Meeting Adjourned at 1:35 pm