

**ForeverGreen Board Meeting**  
**June 9, 2010**  
**Metro Parks Tacoma Headquarters**  
**12:00 to 1:30 p.m.**

**Attended:** Ernie Bay, David Boe, Kathy Kravit-Smith, Jane Moore, John Olson, Tim Payne, Kendall Reid, Dave Seago, and Barbara Skinner.

**Minutes Taken by:** Jane Moore

**Open and Introductions:** ForeverGreen President Jane Moore opened the meeting at 12:10 p.m.

**Board Meeting Minutes:**

- Kendall moved to approve the May Board minutes as presented. Dave seconded the motion, which was approved unanimously.

**Finances**

- The financial report was reviewed. The only change since last report in April is the first quarter investment gains and administrative fees from the Greater Tacoma Community Foundation.
- The finance sub-committee (Kathy, Jane, and Barbara) met on May 21. Jane presented a summary of their conclusions. With our current balance and no additional projected income, we will be likely to run out of funds before the end of 2010. Options for continuing as an organization include:
  - Short-term fund raising to continue current operations.
  - Short suspension of executive director with fund raising to provide operating funds for 2011.
  - Longer-term suspension of executive director with focus on long term fund raising and sustainability.
- The finance sub-committee believes that the best option for long-term sustainability is to create an endowment fund and use return on investments for operating funds.
- Board members discussed this topic at length. Significant points:
  - Dave S – the fact that we have no tangible deliverables makes fund raising problematic.
  - Tim – an endowment fund would probably need \$400,000 to \$500,000 to support current organizational activities; economic cycles generally result in down economy every 7 to 8 years so we need to not rely on agency funding; an endowment fund should eventually grow to \$1 to 1.5 million to expand activities and help small communities develop plans.
  - Barbara – we need to consider developing a long-term strategic plan; we have not done a good job of letting people know how much benefit the organization has provided or what our accomplishments are.
  - Kathy – need to focus on value and excellence of the organization; supports suspending executive director and seeking support from Pierce Conservation District.
  - Tim – would like to express our intent to do that but talk with Pierce Conservation District first.

- Dave S. requested a history of the relationship of ForeverGreen with Pierce Conservation District. Barbara noted that Monty Mahan was one of the founders of ForeverGreen; Pierce Conservation District seemed an obvious partner as they preserve open space. Ernie added that trails are a form of land conservation or preservation so ForeverGreen activities are consistent with district mission although the mission was recently modified; he needs to review recent discussions of PCD board to see if trails are still consistent with their long-term goals.
- John – the legal and political structure of PCD allows work across all jurisdictions in the county; this is unique; also have unusual funding source through a property tax assessment.
- *Tim moved that the ForeverGreen Board express its intent to suspend funding for the executive director position effective 10/31/2010 for an indefinite period of time due to the financial situation of ForeverGreen. Kathy seconded the motion and it passed unanimously.*
- *Tim moved to authorize representatives of ForeverGreen to approach the Pierce Conservation District about using Conservation District funds to fund the 1/4-time salary currently funded by ForeverGreen for Jayme Gordon. Barbara seconded and the motion passed unanimously.*
- *Tim moved to authorize representatives of ForeverGreen to explore with Pierce Conservation District future partnerships that would be of benefit to both organizations. Barbara seconded and the motion passed unanimously.*
- Kathy – the group needs to think about self-sufficiency; someone will need to step up as a fundraiser or suggest someone to do the work for us. We should come to the July meeting prepared to discuss an endowment fund or other options.
- Tim – we also need to think about structure; we will need an organization to receive funds and manage the endowment fund. Greater Tacoma Community Foundation may have concerns with this due to our level of political activity. We may need to create our own foundation or find another group to support us. Tim will arrange a meeting with GTCF including Kirk Kirkland. We will need to clearly define our political activity and intentions.
- Ernie – Foothills Rails to Trails Coalition has always had countywide trail development in its mission but does this from a grass-roots level, not from top down as does ForeverGreen. We could approach FRTTC about support and better integration of the two organizations becoming more like two divisions of a single organization instead of two separate organizations.

### **Old Business**

- Tim reported that the Trails Advisory Committee meeting is scheduled for Thursday, June 17, 5:30-7:30 p.m. at the Lakewood Community Center. Light refreshments will be served. Invitations and agenda have been distributed. RSVPs should be sent to Jayme. Tim and Dave will coordinate running the meeting.
- Ernie stated that the program committee is wrapping up details for the Washington State Trails Conference. The host committee continues to work on plans for the museum mixer and tours. The next meeting will be July 12 at PCD offices. Barbara said they now expect 200-250 attendees and registration is available on-line for \$99 including meals.
- Jane attended the last Open Space Task Force meeting. Presentation was on Kitsap Peninsula. Next meeting will be June 24.

## **New Business**

- Job description for Director of Government Relations discussion was deferred until July as no draft was available for review.
- The ForeverGreen Annual Meeting needs to be scheduled. This could be done in conjunction with the state trails conference. This will be discussed at the TAC meeting. Dave suggested presenting awards at a meeting of the honoree's own organization. This would provide an opportunity to promote ForeverGreen as well as recognizing the award winner.
- Pierce County Bicycle Map – Jane reported that the PSRC grant program that provided funding for the last edition of the map is again available. The county could submit an application for funds to print a new edition of the map. The deadline is July 12. Tacoma Wheelmen submitted a letter encouraging Pierce County to apply. It was sent to Public Works Director Brian Ziegler and Councilmember Terry Lee. Barbara moved that the ForeverGreen President compose and send a similar message. Kendall seconded; the motion passed unanimously.

## **News, Updates, and Announcements**

### **Closing Comments**

- Dave S. – Rainier to Ruston race was held Saturday. There were more than 500 participants this year. Last year there were about 225. The two new race directors are well known in the running community, especially among ultra-marathoners. They will continue as directors for next year. The race probably made a profit this year for the first time. FRTTC members are exceptionally devoted volunteers and should serve as an example for ForeverGreen board members. We should seek opportunities to volunteer at activities such as this; it will provide dividends for ForeverGreen.
- Ernie and Jane – Families in Motion on the Riverwalk was a success with about 200 people attending. Again, FRTTC members helped; Barbara and Brianna Charbonnel staffed a table for ForeverGreen. The City of Puyallup provided fantastic help with the event.
- David B. – The City of Tacoma's Mobility Master Plan is due for a second reading and vote at city council meeting next week. Comments have been positive and supportive except for a few negative comments on blogs. Some amendments related to skateboards, particularly long boards, have been proposed by council members but will probably be deferred until next year. The plan should pass, but funding issues remain. There is no current source of funding to implement the plan. The City of Tacoma, together with PLU and the Chamber, created a set of five downtown Tacoma walking maps and hosted a Walk Tacoma event last Friday. The maps might be good to hand out at the trails conference. Jane represented Healthy Communities and helped on the project. She is working with the group to obtain maps for the trails conference.

**Meeting adjourned at 1:30 p.m.**

**The next board meeting will be Wednesday, July 14, 12-1:30 p.m. at the Metro Parks Tacoma Headquarters.**