

**ForeverGreen Board Meeting**  
**December 12, 2007**  
**Tacoma Metro Parks, 12:00 to 1:30 p.m.**

**In Attendance:** Ernie Bay, Bryan Bowden, Jayme Gordon, Kirk Kirkland, Terry Lee, Jane Moore, John Olson, and Barbara Skinner.

**Minutes Taken by:** Jayme Gordon. New President Ernie Bay opened the meeting at 12:11 p.m.

**Approval of Minutes:**

- Kirk motioned to approve the November minutes as presented. Terry seconded the motion. Motion was approved unanimously.

**Finances:**

- A copy of the current budget report was handed out. Kirk reported on the anticipated cash reserves for 2008 as well as the city contributions.
- Kirk said he would like to stop pursuing the Sequoia Foundation grant and instead emphasize funding from the local governments. On that note, Ernie, Kirk, and Bryan will follow up with Edgewood, Fife, and Eatonville (respectively) to see if the city councils have approved the ForeverGreen funding request and will let Jayme know if she needs to send an invoice.
- Kirk continues to work on moving the sales tax legislation forward. He has appointments set to meet with legislators and is working to secure official city support (particularly the larger cities). Because the upcoming session is a short one, Kirk believes our goal should be to get a hearing on this bill in 2008. Terry said he will promote this issue if he can when he goes to Olympia to meet with the Pierce County delegation. Because this is a complex and dynamic issue, there was discussion about how the communication and education on the sales tax topic can best be shared with the board, the TAC, city leaders, and others.
- Jayme presented an invoice from the Pierce Conservation District for reimbursement for her time spent working on ForeverGreen business in the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of 2007. Barbara motioned to pay the invoices; Terry seconded the motion and it passed unanimously. The 2<sup>nd</sup> quarter invoice was for \$2,758.35, and the 3<sup>rd</sup> quarter was \$1,554.00.

**Old Business:**

- Annual Meeting Debriefing – The Puyallup United Methodist Church was a good facility for the trails conference. The breakout sessions went well; John in particular said his presentation and the other ones that he moderated were well attended and well received, and he is now more encouraged than ever to promote the message of how trails improve real estate values. Eighty people attended the conference, and \$610 was raised from donations to off-set costs. The food was good. There should have been better coordination of the opening speaker's time as well as coordinating the President's closing remarks at the end of the conference. The election of new officers should be a little more formal, but still kept brief. We'll work on ways to avoid the registration snafu this time around that occurred when people did not register by the deadline and felt entitled to the food even though they showed up without rsvp'ing and in some cases without contributing a donation. Five comment forms were returned, and all were generally very positive.

- Logo – The logo was shown and discussed one last time. Consensus is that it is much better but not quite there yet. John suggested an outline of half an evergreen tree along one edge of the logo, and changing the catch phrase to “Trails Connecting Pierce County Communities.” The following discussion suggested dropping the words “Pierce County” from the tag-line. Discussion then followed about a suggestion Markus Dennis had to give the logo as it is to a person he knows who works in the marketing and branding field, who could take what Theresa Cutler has designed for us and turn it into a brand-able logo. Kirk motioned for the \$200 previously allocated to allow Theresa to complete the ForeverGreen graphic and redirect it to the person Markus knows to finalize the logo. Jane seconded the motion and it passed unanimously.
- Membership – Kirk has a meeting set with Debbie Regala and will talk with her at that time about her concerns about being on the board and how we can keep her (and others) better informed.
- Other – Kirk wanted to know if John could summarize his trails and real estate info into pamphlet form, which we could print for handouts and/or post on the website.

#### **New Business:**

- January Board Retreat – set for Wednesday, January 9, 12-4 p.m. Ernie will be gone so Jane or Barbara will chair. Topics for the retreat agenda include: city funding requests, sales tax update, board membership, the Trails Advisory Committee, goals for 2008, and the 2008 calendar.

#### **Information Sharing and Closing Comments:**

- Jane shared a list of upcoming meetings in Tacoma/Pierce County related to physical activity and nutrition topics. She plans to keep the list updated for the Healthy Communities group.
- Ernie said that \$300,000 in funds from PC Parks to pay for the section of trail connecting the Riverwalk and Foothills trailhead in Puyallup is in danger of being lost if negotiations are not completed by December 31, 2007.
- Terry said that plans are on track for two new parks and an additional mile of trail to open at the Chambers Bay properties in 2008. He also confirmed that construction funds for Phase 2 of the Cushman Trail are in the '08 budget. He continues to work with Tacoma Public Utilities and WADOT for additional amenities at the west end of the Cushman Trail (Phase 1).
- John reported that the Transfer/Purchase of Development Rights proposal was approved by the county council 7-0. The Conservation Futures package was also approved, with more than \$8million worth of projects being funded. Seven out of the top 12 projects were Cascade Land Conservancy projects. He also discussed the CLC's partnership with PC Parks for stewardship of the Carbon River Valley properties. The first meeting for this is set for January 17 in Wilkeson.
- Bryan added on to what John had said about the Carbon River Valley properties, in that CLC will be responsible for writing a comprehensive plan for the sites.
- Barbara shared some stories about her trip to Chile, including the fact that there are “crazy bike riders” in Santiago!

Meeting adjourned at 1:44 p.m.

**The next board meeting will be the annual board retreat on Wednesday, January 9, 12-4 p.m. at the Wheelock Library (Proctor District, Tacoma).**