

The ForeverGreen Council Board Retreat Minutes
Wednesday, January 9, 2013
Lakewood Community Center

The meeting was called to order by President Barbara Skinner at 12:02 pm.
In attendance: Ernie Bay, David Boe, Bryan Bowden, Brianna Charbonnel, Jane Moore, Bob Myrick, Shawn Phelps, Lyle Quasim, David Seago, Barbara Skinner, and Tony Tipton

1. Administrative Items
 - a. Barbara thanked everyone for attending.
 - b. Agenda approved with the addition of Board recruitment under "Other"
 - c. December Board Meeting minutes were approved (Bay/Seago).
 - d. Executive Director's 2012 4th quarter invoice in the amount of \$2,729.17 was approved (Seago/Tipton).
2. Presentation – Bryan reviewed the history of ForeverGreen and provided a handout. He will send the handout electronically to Jane for future use.
3. Mission & Vision
 - a. Board feels the Vision Statement is fine as is with no changes.
 - b. Mission Statement was reviewed and discussed at length. Modifications were made. The Board approved a new Mission Statement (Boe/Bay):
To advocate for the funding and implementation of a system of multi-use trails that links each community and jurisdiction in Pierce County.
ForeverGreen will work inclusively with all interested trail stakeholder and user groups to promote coordinated policy, direction, and priorities for trail plan implementation and advocate for financial and technical resources to design and construct trails.
4. Long Term Goals
 - a. Jane reviewed input on future activities of ForeverGreen received from Board Members at individual meetings held in the last few months. Common ideas were communications, advocacy, building foundations for the future, and collaboration.
 - b. Current Long Term Goals and status of each was reviewed.
 - c. Ideas for continuation or modification of existing goals and ideas for new long term goals were discussed. After the break, the new Long Term Goals were reviewed and adopted (Myrick/Seago). The Long Term Goals are:
 - i. Achieve implementation of the Pierce County Regional Trails Plan.
 - ii. Advocate for long-term trail funding.
 - iii. Advocate for pedestrian-oriented community design and connections to the county wide trails system.
 - iv. Advocate for funding for preservation of trails.
 - v. Secure funding for the ForeverGreen Council.
 - vi. Strengthen our relationships with like-minded organizations.
5. Break
6. Short Term Goals
 - a. The 2012 Short Term Goals and status of each was reviewed.
 - b. Much discussion of goals for 2013 ensued. This included discussion of the possibility of applying for IRS 501c3 status. There was no support for such application due to costs involved and potential board liabilities.

- c. Jane will create a list of goals that received support. She will send it out for review. The new Short Term Goals will be discussed for approval at the February Board Meeting.
- d. Suggested goals for the year:
 - i. Hold a winter board retreat in January 2014.
 - ii. Participate in the implementation of the City of Tacoma's Mobility Master Plan.
 - iii. Continue to work on a trail connection from Puyallup to Tacoma in cooperation with Pierce County, Puyallup, Tacoma, and Fife.
 - iv. Update the trails priorities list (in the Pierce County Open Space Task Force Report) with input from like-minded organizations.
 - v. Hold a Pierce County Trails Conference.
 - vi. Support Bike to Work Day/Month events in Pierce County.
 - vii. Convene a meeting of principals of like-minded organizations to strengthen relationships and increase collaboration.
 - viii. Secure funding for the ForeverGreen budget and develop a 5-year funding plan.
 - ix. Develop and publicize a case statement for trails. (Dave Seago)
 - x. Advocate for complete streets as a way to provide connections to the trail system and fill missing links.
 - xi. Compile and produce an annual report.
 - xii. Support proposed plans, projects, grant applications, and legislation related to trails or active transportation.
 - xiii. Conduct a feasibility study for construction of a bridge connecting the Puyallup and Sumner River Walk Trails. (Ernie will lead.)
 - xiv. Meet with Pierce County Council, Pierce County Executive, and elected officials from other jurisdictions to promote implementation and funding of the Pierce County Regional Trail Plan.
 - xv. Maintain the website as a static source of information about the organization.
 - xvi. Establish a social media presence for ongoing communications.
 - xvii. Reconsider the name of the organization; current name does not indicate purpose.
- 7. Action Plan – an action plan with a leader and objectives for each short-term goal will be discussed at the February meeting after the short term goals are approved.
- 8. Budget
 - a. Jane presented the 2012 end of year financial report. Ending balance is \$20,706.15.
 - b. Jane presented the draft 2013 budget. The draft is unbalanced because of outstanding liabilities which should have been paid in 2012 but have not been.
 - c. Draft budget was reviewed and discussed. Increases were made to income expected from Pierce County Parks and Recreation and Metro Parks Tacoma. Corresponding decrease in Other Income was also made.
 - d. Revised draft budget was approved (Quasim/Phelps).
- 9. Other
 - a. Due to time limitations, board recruitment will be discussed at the February meeting.
 - b. Jane will send out the current board roster before the meeting.

The meeting adjourned at 3:54 pm.
Minutes recorded by Jane Moore.

Other Ideas from Discussions

- The Bullitt Foundation has had an interest in funding trails in the past. We could see if they might be a source of funding now.
- One corridor begging for action is the Tacoma Rail right-of-way from Freighthouse Square to Ashford. This could be a rail with trail especially from Graham to Eatonville.
- We need to increase recognition of ForeverGreen through writing newspaper columns, attending meetings, and talking with elected officials.
- Our audience is primarily elected officials and their staff, but we need public support as well.
- We need an easy to understand and remember message; simplify.
- Presentations should include how to add trails to other projects, how to include trail plan in comp plan, creative funding mechanisms or alternative funding sources.
- Need a one page statement of economic benefits of trails
- Emphasize complete streets and right to travel by any means
- Ask Foothills Rails to Trails Coalition to underwrite the trails conference with ForeverGreen still receiving proceeds.
- Consider limits on hours worked by executive director; if so, board should prioritize activities

Ideas for potential board members:

- George Walk
- Carmen Palmer
- Pat Johnson
- Cathy Turner
- Debbie Klosowski
- Diane Wiatr
- Jim Kastama
- Kimberly Freeman
- Legislators from Pierce County
- Someone from the tribe

Jane will distribute information on Hiker Lobby Day and Transportation Advocacy Day.