

ForeverGreen Council 2012 Board Retreat
January 12, 2012
Pierce County Environmental Services Building
12:00 to 4:00

Attended: David Seago, Jane Moore, Kirk Kirkland, Brianna Charbonnel, Bryan Bowden, Barbara Skinner, Ernie Bay, Shawn Phelps, Ryan Dicks, Kendall Reid

Minutes taken by Kendall Reid

Meeting called to order at 12:10 by President David Seago.

The minutes from the December 8 meeting were approved unanimously. (motion Skinner, second Phelps).

Membership Jane distributed a list of current board members and called for suggestions of new members. David nominated Chris Beale, a planner for the City of Puyallup and chair of Coalition for Active Transportation for membership. Kirk seconded the nomination and the board voted approval unanimously.

Bob Myrick, a cycling advocate who is a member of Tacoma Wheelmen and Coalition for Active Transportation, Diane Wiatr, Community and Economic Development, City of Tacoma and Rick Semple, a downtown Tacoma real estate developer and advocate for pedestrian and cycling issues were all recognized as potential board members. All will be contacted to verify their interest and availability.

Finances Jane presented a 4th quarter invoice for executive director services of \$2,483.50. It was unanimously approved (motion Kirkland, second Skinner). David presented retreat lunch receipts totaling \$55.63, approved as well (motion Skinner, second Phelps).

Budget The Retreat discussion began with a budget review. The proposed budget for 2012 is based on averaging budgets for over the last 4 years. The 2012 proposed budget is \$15,104. Large anticipated income items are fund raising, expected to be the same as last year, and sponsorships from the annual trails conference, with an expected increase of \$1,100 in sponsorships. Support from the Conservation District, proceeds from fundraising and sponsorships and registrations from the trail conference were significant to 2011 end of year cash on hand of \$14,749.36.

The Executive Committee recommends keeping a reserve equal to one's year's budget. David recommended accepting the 2012 budget proposed by the Executive Committee. Approval was unanimous.

Kirk will present the fundraising letter at the February meeting with the appeal to be made this spring. We again have an anonymous donor who will match up to \$3000 in donations. A fundraising letter was last sent out in fall 2010.

Short Term Goals Kirk reviewed the 2011 goals and objectives. Several objectives are completed; others have come to a stopping place. The Open Space Task Force has completed its work. There is not a plan to seek legislation for trail funding this year. An agreement with the Puyallup Tribe to provide a trail from First Creek through McKinley Park is not going forward. Fife does not anticipate being involved with building trails and will design bike lanes to provide connection between Tacoma and Puyallup.

The following 2011 goals are still active and will be reviewed at the February board meeting:

Develop support from the Pierce County Parks and Recreation's Citizen Advisory Committee for the trail priorities list developed cooperatively by ForeverGreen, Foothills Coalition and Tacoma Wheelmen Bicycle Club.

Participate in the implementation of the City of Tacoma's Mobility Plan.

Participate in the Pierce County Park Leadership Task Force.

Work with Puyallup to connect a trail to Tacoma.

Hold Pierce County Trails Conference.

Secure funding for the ForeverGreen budget and develop a five-year funding plan.

Build support for Pierce County trail funding.

Refine the process for soliciting funds from private donors.

Develop a product and/or service to demonstrate ForeverGreen's goals when soliciting funds.

Develop a case statement for trails.

Improve outreach, communication and public relations with Pierce County communities, trail advocates and supporters, specifically the Foothills Trail Coalition, Coalition for Active Transportation and Tacoma Wheelmen and participate in the Pierce County Executive's Environmental Advisory Council. Insure that the ForeverGreen website makes information available to support its outreach and communication goals.

Shawn talked about Complete Streets in relation to FG's goals. Jurisdictions adopting Complete Streets ordinances would support access for all users to all locations, streets and roads would be designed to accommodate non-motorized transportation. Barbara discussed the need for cooperation between schools and jurisdictions to insure

pedestrian and bicycle access for students. Safe Routes to School is the program that recognizes the need for bike lanes and sidewalks.

Shawn talked about the relationship between the updated Pierce County bike map which shows existing facilities and the FG trail map, which might continue to anticipate future bike lanes and trails. Ernie suggested that the FG web site map would allow for a greater level of detail than is possible with the paper version.

Discussion followed on the Coalition for Active Transportation's participation in the \$800,000/5 year Community Transformation Grant to the Tacoma and Pierce County Health Department. The goals are to:

Help get Complete Streets adopted by as many jurisdictions as possible.

Support non-motorized transportation plans

Get health & transportation components added to Comprehensive Plans

Jane will bring the discussion of FG short term goals back to the board in February.

Vision and Mission Statements David presented the vision and mission statements for review. After active discussion both statements were approved unanimously.

Ryan discussed whether a different name for the Council and a different focus should be considered in relation to changing discussions about the place of health in transportation policy and the economics of transportation. Barbara and Ernie reviewed the history of the organization and its recognition of the unique value of trails for recreation.

Conference David discussed what we want to accomplish with the conference. Valuable information sharing could take place without the expense of a dinner event. Ways to encourage broader public participation were discussed with a consensus that broader participation is an important goal. One participant at the recent conference noticed that few young people were involved. Partnerships with Group Health, Multi-Care and Franciscan were recognized as important as was a connection with non-bike specific non-motorized transportation groups. A conference date late in the year would allow adequate time for planning and publicity.

Reports Brian said the National Parks Service Rivers and Trails Program has a strong component of outreach to adjacent communities. He called our attention to the Call to Action Movement Toward 2016, 45 actions items in preparation for the 100th birthday of the National Park Service in 2016. Connecting Communities to Parks is one of the concepts that has a strong resonance for FG.

Jane mentioned HB2370 an initiative to add health into transportation goals.

Upcoming Events

Friday Forum: Public Health & Transportation Friday Jan.20, Noon, UW-T Carwein Auditorium

In Olympia

Environmental Lobby Day Jan. 25

Transportation Advocacy Day Jan. 31

Washington Trails Association Hiker Lobby Day Feb. 1

Meeting adjourned at 3:55 PM.