

Friends of the Blue Star Meeting

January 8, 2015

Present: Jeanne Van Zoeren, Jim Van Buren, Clark Carmichael, Sunny Hill & Jim Sullivan via teleconference due to inclement weather

1. December 2014 Minutes were approved as distributed except Jim Van Buren corrected an earlier statement regarding Pay Pal membership donations in that the site does not initially give you option to renew or not; rather, it will automatically renew the donor's membership each year but donor can opt out when Pay Pal emails them the renewal notification.

2. Treasurer's Report – Jeanne Van Zoeren in John's absence

- The Development Fund currently has a balance of \$213,000.
- An unanticipated expenditure of \$5,000 came from Land Matters LLC to cover their expense for title searches to confirm ownership of easement properties.
- The donation from Conklin Real Estate has not cleared. Need to confirm if Sunny gave check to John. Conklin may void check. Also, the check from Cremer Services hasn't cleared either.
- Results of email blast not obtained from the Allegan County Community Foundation.

3. President's Report- Jeanne Van Zoeren

- Jeanne is still trying to setup meeting with MDOT to discuss how to resolve the 2 outstanding issues that need to be addressed to get TAP funding (see December minutes for details).
- Jeanne reviewed a letter she received from the South Haven Area Chamber of Commerce which highlights membership benefits. Jeanne said that she would try to arrange to do a presentation (with Jim Sullivan) to the Chamber's Board in March. Jim Van Buren will look into what information

we can add to their site for Event Posting such as the August 16, 2015 Lakeshore Harvest Bike Tour. Kathy Wagaman is the person at the Chamber that can assist in both tasks.

4. Follow-Up Discussion

-Marker Design

- We reviewed a logo design submitted by a WMU grad student at the behest of Carol Leneway. Jim Van Buren and others had some specific suggestions in how it could be improved. Jim Sullivan commented that we should take great care in the selection of the logo as this will not only be used for trail markers but also for the long-term branding/identity of the organization. Jim Van Buren suggested we contact a company called 99 Designs, an online service which works with many designers to help create logos such as ours. Jim Van Buren and Jim Sullivan will work on this project together.

-Cynthia McKean

- Jeanne showed us a paper model created by Cynthia McKean. It depicted a sculpture of various metals and colors that she would make (up to eight of them) free of charge to give to major donors. Jeanne also had a drawing made by Cynthia that could be turned into posters for gifts to donors and/or be sold to raise funds for FOTBST. Lastly, we were shown an example of a bronze sculpture that in full scale would be up to four feet in height. Cynthia would make these large pieces for sale. It is possible that a portion of the proceeds may go to FOTBST. Those board members in attendance thought her depictions were great and commented about how wonderful it is to have an artist such as her be willing to volunteer her time and ability to us. Jeanne will encourage her to proceed and will try to get pictures of these various items.

5. Data Management

- We need to create a protocol/policy position on how we will input and use the data base (basic background information) of our donors and sponsors. Jim Van Buren suggested we have only one person in charge of inputting data to reduce duplication and potential errors. The information will be for Board/FOTBST use only for privacy reasons. John Adams, Treasurer, will have access to this database to which he will add the amount of the gifts/pledges for record keeping purposes.
- Jeanne will resend Susan's data file to Jim Van Buren. He will merge it with the file he has been using and updating for our end of the year fund raising activities. Jim will email Clark the merged database. Clark Carmichael will begin to learn how to use Access, the software we will use for database management. Clark is tasked to use Access to create a database with certain identifiers that will allow us to maintain, search and use the data we have more effectively.

6. Easements

- The title search is completed. Formal offer letters are being prepared for Casco residences requiring easements.

7. Other Business – Sunny said that White Township included on their most recent property tax assessments a box or area for individuals to add an amount to their assessment that would support a particular organization. She suggested we ask Saugatuck to emulate this approach for FOTBST.

8. Capital Campaign 2015 Draft

- We need to raise \$200,000 by **October 1, 2015** as our required local match to secure MDOT & DNR government grants totaling \$800,000.
- We have raised \$10,000 to date and have \$190,000 to go. Jeanne reviewed the 4 major approaches to achieve this goal and the individual(s) who will lead each approach.
 1. Jeanne will prepare and seek foundation grants totaling \$95,000.
 2. Julie will sell raffle tickets with goal of 500 tickets of \$100 each
 3. Lakeshore Harvest Bike Tour goal will be to net a minimum \$10,000

4. Raise \$40,000 from local businesses and community organizations utilizing Board member contacts.
5. The remainder of the discussion about the 2015 Campaign Work was postponed because of the weather conditions. It will be continued at the March meeting.

Meeting adjourned at 5:30 PM.

Next meeting: March 26, 2015, Thursday, 4:00 pm at Casco Township Hall