



*FOLAR works in partnership with communities to conserve and protect the Appomattox River for all to enjoy*

## **Board of Directors Meeting**

### **DRAFT MEETING MINUTES**

Wednesday, August 18, 2021, 5:00p.m.  
Crater PDC, 1964 Wakefield St., Petersburg VA 23805

**Directors:** ● Sam Hayes ● Omar Faison ● Mark Haley ● Kim Conley ● Christian Volk ● Wayne Crocker ● Alec Brebner ● Betty Estes ● Wert Smith ● Chris Rizzo ● Paul Reynolds ● Mike Golden ● Keith Rotzoll ● Ed Pappas ● Trip Pollard

**Members** ● Richard Taylor ● Earnest Greene ● Edie Golden

**Staff:** ● Wendy Austin ● Heather Barrar ● Kiffy Werkheiser

#### **Welcome – Introductions**

Meeting called to order by Sam Hayes at 5:08 p.m.

#### **Approval of Agenda**

Meeting agenda was approved on a motion by Ernest Greene and seconded by Chris Rizzo. All responded with “aye”.

**Comments from Chair** – The chair provided brief comments regarding attending the John Randolph Foundation grant awards program and Patton Park project.

#### **Approval of June 16, 2021 minutes**

The June 16, 2021 meeting minutes were approved by the majority with a motion by Chris Rizzo and seconded by Wert Smith. All responded with “aye”.

#### **Acceptance of Treasurer Report Update**

Wendy presented the FY21 End of the Year Summary (July 1, 2020-June 30, 2021). FOLAR had a great year.

July 2021 - statement of financial activity summary

Noteworthy \$500,000 from Cameron Foundation; opened a new bank account for Ferndale Park improvements at Bank of Southside of Virginia. \$350K in money market and \$150K in regular checking account; \$40 interest on the account

Other account is in Blue Ridge Bank - regular operational money

The Board accepted the financial report on a motion by Ed Pappas and seconded by Alec Brebner. All responded with “aye”.

#### **Executive/Staff Report**

Kiffy provided a brief Fund Development update on the following:

- 2021 Membership Drive - members and donors are interchangeable - FOLAR member is anyone that donates \$35 or more.
  - Letters sent to 711 people; 1 fundraising focusing email; 2 Facebook & Instagram pots; 10-yard signs on the trails
  - Results:
  - 140 member/donors; 75 new donors
  - Response rate - 20%
  - Average gift size - \$61.30 - Total raised \$8,581.54
  - Current FOLAR membership – 162
  - Looking to recruit students to participate and volunteer for events, sharing tips, and promoting events on social media
- Ferndale Park - Cabell Challenge Grant
  - Goal to raise \$250K (\$100k by June 2022 and deadline of remainder by Dec. 2022)
  - Capitalize on media press release for fundraising
  - Creating campaign materials to take to donor meetings
  - Developing fundraising letter to mail with campaign material in Nov.
  - Creating gestural sketch of bridge
  - House party (outdoor event) fundraiser at Paul Reynolds' and family members, Dave and Betsy Reynolds - Date TBD; brief program
  - Raised to date for campaign- \$15,695
  - Asking members to invite friends, colleagues, etc. that would be able to donate \$1,000. Submit the three names to Kiffy W. by August 20.
- Social Media is growing. Please share FOLAR pages with your friends, colleagues, and neighbors. Like, comment, share post, please.

Heather Barrar shared a brief update on the following projects:

- University Blvd. Trailhead
  - First project bided by FOLAR - University Blvd. trailhead River Overlook and Trail Completed - now completed and open, within budget.
  - 1/3-mile trail paved, ADA accessible, signs will be installed soon; native plantings will be installed in a few weeks (via John Randolph Foundation grant) and will include invasive species removal control.
  - This fall, more transformation of the site.
  - Counter is active to show before and after data.
- Petersburg Patton Park
  - CMA Funding (via VDOT) – FOLAR assisted the City with application for two, 1/3 mile Trail sections (Patton Park and to the West through FOLAR parcel); in VDOT Budget for FY24
  - FOLAR successfully advocated to VDOT to move Patton Park project forward. Funds now available in 2021 pending approval by Petersburg City Council.
  - Community outreach needed prior to completion of project. Partnering with VSU and the City.
  - Patton Park Project will improve the condition of the land area that has eroded over time through park improvements.
  - Thank you to Cameron Foundation and MPO for the support.
- Ferndale Park (Dinwiddie)
  - Heather invited a forester from DOF to Appomattox Riverside Park to conduct a forest Management Plan for site - DCR has confirmed there is a biodiverse habitat; working on natural resource planning now before the community park planning.

- CSX Land acquisition (Petersburg) - state assisting with acquisition process. Last parcel to acquire between I95 and Dinwiddie to get continue access along the river. The state is assisting and negotiating on behalf of FOLAR.
- Battersea Foundation (Petersburg) – easement signed for access through 1/3-mile of riverfront; FOLAR assisted Battersea in clearing title/ownership of the 3-acre property
- Pocahontas Island signage to be installed in August by Superior Sign with community logo. Site improvements planned.
- Renn Property (Hopewell) - privately owned 6-acre tract of riverfront property. Landowner would like to put an easement on it; City staff supportive of project. Located between Weston and park on the hill. Hope to assist with making the property conserved.
- Land Conservation Plan - grant from VEE (assists with funding fund development position); found more park conserved than known; inventory of parcels on the river; analysis of data collected; project helping the state to improve their model/data; gives a sense of priorities for conserving riverfront in the future; not a public plan, but working plan for organizations; – planning focused outreach to riverfront owners; huge thank you to Edie Golden, GIS volunteer, for her assistance.
- Trail Count Report completed and released recently. Data collection and analysis compiled by FOLAR staff and volunteers. Huge thank you to Paul and Craig Reynolds for their assistance.
- FOLAR Environmental Scholarship Recipient: Awarded \$1000 scholarship to Jenna Beville, Dinwiddie High School graduate, accepted to attend Virginia Tech. Invited to attend the October meeting.

### **Programs/Events/Meetings**

Staff shared information on the following events:

- Trail Counts - 6 sites, September 16 and 18; 10-noon, and 4-6pm
- JRAC Regional Cleanup - Sept. 11, 9am-Noon, Hopewell Marina and Petersburg Rotary Park at Pocahontas Island
- House Party – Sunday in September in Hopewell.
- Paddle-or-Battle - September 25, 2021

Staff reminded the Board and members the need for volunteers. The event list has been emailed for sign-ups.

### **Other FOLAR/Appomattox River Information/Items**

A home school group from Petersburg showed Instagram footage of students and children using the new University Blvd. trail.

The meeting was adjourned at 6:17pm motioned by Chris Rizzo and seconded by Alec Brebner.

**Next Scheduled Board Meeting: October 20, 2021, 5pm, Location TBA**

# Friends of the Lower Appomattox River

## Statement of Activity by Month

July 2020 - June 2021

	JUL - SEP, 2020	OCT - DEC, 2020	JAN - MAR, 2021	APR - JUN, 2021	TOTAL
<b>Revenue</b>					
Non-Profit Income					\$0.00
Donations & Grants					\$0.00
Foundations	1,212.47	22,000.00	55,500.00	250.00	\$78,962.47
Giving Programs	55.77	9.00	363.85	411.88	\$840.50
Government Grants/Contracts	6,500.00	8,920.00	20,000.00	9,332.50	\$44,752.50
Individuals, Business, Etc.	1,770.00	7,678.43	16,296.93	7,200.68	\$32,946.04
<b>Total Donations &amp; Grants</b>	<b>9,538.24</b>	<b>38,607.43</b>	<b>92,160.78</b>	<b>17,195.06</b>	<b>\$157,501.51</b>
Program Income	4,417.40			20.00	\$4,437.40
<b>Total Non-Profit Income</b>	<b>13,955.64</b>	<b>38,607.43</b>	<b>92,160.78</b>	<b>17,215.06</b>	<b>\$161,938.91</b>
<b>Total Revenue</b>	<b>\$13,955.64</b>	<b>\$38,607.43</b>	<b>\$92,160.78</b>	<b>\$17,215.06</b>	<b>\$161,938.91</b>
<b>GROSS PROFIT</b>	<b>\$13,955.64</b>	<b>\$38,607.43</b>	<b>\$92,160.78</b>	<b>\$17,215.06</b>	<b>\$161,938.91</b>
<b>Expenditures</b>					
Advertising & Marketing			378.00	302.85	\$680.85
Capital Expenses					\$0.00
Appomattox River Trail	17,498.00	500.00	5,775.16	12,570.00	\$36,343.16
Contractor Fees	300.00		10,900.00	10,475.00	\$21,675.00
<b>Total Capital Expenses</b>	<b>17,798.00</b>	<b>500.00</b>	<b>16,675.16</b>	<b>23,045.00</b>	<b>\$58,018.16</b>
D&O Insurance		960.00			\$960.00
Dues, Subscriptions, Prof Memberships	500.00		405.00	250.00	\$1,155.00
Legal & Professional Services	1,800.00	-53.00	450.00	5,806.25	\$8,003.25
Licenses	300.00			200.00	\$500.00
Office Supplies & Software		185.00	1,366.20	1,346.71	\$2,897.91
Other Business Expenses			511.66		\$511.66
Payment Portal Fees	22.55	84.87	14.24	22.84	\$144.50
Payroll Expenses	34,398.73	34,424.85	34,480.75	43,933.41	\$147,237.74
Personal Property Taxes			7.08		\$7.08
Program Expense		51.20		18.33	\$69.53
Real Estate Taxes		22.65	10.77	52.21	\$85.63
<b>Total Expenditures</b>	<b>\$54,819.28</b>	<b>\$36,175.57</b>	<b>\$54,298.86</b>	<b>\$74,977.60</b>	<b>\$220,271.31</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -40,863.64</b>	<b>\$2,431.86</b>	<b>\$37,861.92</b>	<b>\$ -57,762.54</b>	<b>\$ -58,332.40</b>
<b>Other Revenue</b>					
Interest Earned	28.32	25.25	27.15	64.50	\$145.22
Other Miscellaneous Income	1.10		25,135.82		\$25,136.92
<b>Total Other Revenue</b>	<b>\$29.42</b>	<b>\$25.25</b>	<b>\$25,162.97</b>	<b>\$64.50</b>	<b>\$25,282.14</b>
<b>NET OTHER REVENUE</b>	<b>\$29.42</b>	<b>\$25.25</b>	<b>\$25,162.97</b>	<b>\$64.50</b>	<b>\$25,282.14</b>
<b>NET REVENUE</b>	<b>\$ -40,834.22</b>	<b>\$2,457.11</b>	<b>\$63,024.89</b>	<b>\$ -57,698.04</b>	<b>\$ -33,050.26</b>

# Friends of the Lower Appomattox River

## Statement of Activity

July 2021

	JUL 2021	TOTAL
Revenue		
Non-Profit Income		\$0.00
Donations & Grants		\$0.00
Foundations	500,000.00	\$500,000.00
Government Grants/Contracts	8,750.00	\$8,750.00
Individuals, Business, Etc.	19,258.70	\$19,258.70
<b>Total Donations &amp; Grants</b>	<b>528,008.70</b>	<b>\$528,008.70</b>
Program Income	142.70	\$142.70
<b>Total Non-Profit Income</b>	<b>528,151.40</b>	<b>\$528,151.40</b>
<b>Total Revenue</b>	<b>\$528,151.40</b>	<b>\$528,151.40</b>
GROSS PROFIT	<b>\$528,151.40</b>	<b>\$528,151.40</b>
Expenditures		
Advertising & Marketing	616.07	\$616.07
Capital Expenses		\$0.00
Appomattox River Trail	24,883.50	\$24,883.50
<b>Total Capital Expenses</b>	<b>24,883.50</b>	<b>\$24,883.50</b>
Legal & Professional Services	325.00	\$325.00
Payment Portal Fees	120.92	\$120.92
Payroll Expenses	46,325.43	\$46,325.43
<b>Total Expenditures</b>	<b>\$72,270.92</b>	<b>\$72,270.92</b>
NET OPERATING REVENUE	<b>\$455,880.48</b>	<b>\$455,880.48</b>
Other Revenue		
Interest Earned	35.67	\$35.67
<b>Total Other Revenue</b>	<b>\$35.67</b>	<b>\$35.67</b>
NET OTHER REVENUE	<b>\$35.67</b>	<b>\$35.67</b>
NET REVENUE	<b>\$455,916.15</b>	<b>\$455,916.15</b>

# **FOLAR Staff Report – August 18, 2021, Board Meeting**

## **ADMINISTRATIVE**

- New Bank of Southside Virginia bank/account for Cameron grant funds
- Trail access agreement with Battersea Foundation executed

## **FUND DEVELOPMENT**

### **Grants Awarded**

- Cameron Foundation - \$1 million press release/media event scheduled for August 24<sup>th</sup>, 9AM with Cameron
- John Randolph Foundation-Environmental Endowment Grant Ceremony, \$800. Kiffy and Sam Hayes attended.

### **Grants/Funding Submitted**

- Senators Warner & Kaine submitted the Appomattox River bridge and Fall Line trail from Patton Park to River Rd (through VSU campus) in their budget
- Community Foundation anonymous contribution proposal for conservation project in Petersburg
- Titmus grant request not awarded. They suggested reapplication after challenge grant completed.
- PHOPS bikeability-walkability advising project first half of year billed, \$2,440

### **Fundraising/Individual/Major Gifts - Cabell Challenge Grant**

- Cabell Challenge Grant – Development of collateral information for raising \$250K from individuals/businesses by December 2022
  - Budgeted raising \$100,000 by June 30, 2022
  - Board Training conducted in July
  - Communication/coordination with project jurisdictions seeking financial support
  - Campaign ‘Kick-Off’ House Party in September
  - Challenge Grant Focused Fundraising Letter November 30, 2021
- Bloomerang donor database fully organized and integrated with Quickbooks, new MailChimp e-newsletter company. Enabled reduction of Bloomerang cost and cancellation of Constant Contact account for total annual billing savings of \$240
- Membership Drive in July - very successful with 140 members and \$8,116.54 (July 1-Aug 16)
- 75 NEW Members/Donors (July 1-Aug 16) - 9 resulted from the Riverfront Property List

## **ACTIVITIES/EVENTS/PROGRAMS**

- [JRAC CLEAN UP](#) – September 11, 2021, Hopewell Marina; Petersburg Pocahontas Island; Captains/volunteers needed
- [Fall Trail Counts](#) – Sept 16 & 18. REGISTRATION OPEN. Volunteers needed.
- [Paddle-or-Battle](#) – September 25, 2021, Pocahontas Island to Hopewell. REGISTRATION OPEN. Planning meeting to be scheduled. Sponsors needed.

- University Blvd Trailhead – Invasive species removal and native garden plantings – October
- House Party Fundraiser – September
- Youth program planning for fall/spring with Virginia Outside with VA Ches. Bay License Plate Funds. Nov-Dec and March-April

## **PROGRAMS/PROJECTS/REPORTS**

- FOLAR Environmental Scholarship – Recipient Selected: Jenna Beville. Since this was a unique selection year due to the pandemic, Scholarship Chair, LuAnn Collier reviewed and ordered the applicants for final selection by the John Randolph Foundation committee. The first ranked recipient was awarded the \$1,000 scholarship. More information to follow.
- Ferndale Park area (Dinwiddie)
  - Field meeting with forester from DOF and received a Forest Management Plan for site
- CSX Land Acquisition (Petersburg)
  - State is assisting with the acquisition process
- Battersea Foundation (Petersburg)
  - Trail easement executed across the Battersea riverfront parcel (0.3 miles) with support of pro bono attorney
- University Blvd Trailhead & Overlook (Petersburg) – OPEN to Public
  - FOLAR held a site walk thru with City staff and leadership. Signed-off as complete with contractor (On budget but schedule delays of 8 months mainly due to permitting issues) who removed construction fencing on August 10. A few items to be completed by city/FOLAR include additional fencing to improve the safety of the site. The city is getting quotes for this additional fencing (the contractor left temporary fencing to secure the area). Signage installation by Superior Sign contractor in August. Native plantings required per the construction permit which is being planned with FOLAR staff and volunteers for the fall. Grand opening planned for October.
- Patton Park (Petersburg)
  - Successful in requesting VDOT move up CMAQ funding for improvements to Patton Park considering recent shooting. The project funding was programmed for late summer of 2024 and now programmed for FY22
- VDOT Transportation Alternatives Program (TAP) – 3 pre-proposals submitted by localities (final applications due October 1)
  - Hopewell
    - Route 10 shared use path project (the route of the Appomattox River Trail)
  - Colonial Heights
    - Safe and sustainable connection from MLK Bridge to existing trail
    - Western extension of trail from Appamattuck Park to VSU campus and the Fall Line Trail
- Pocahontas Island signage to be installed mid-August by Superior Sign. Site improvements, including securing the site from cars, to be made by volunteers prior to Paddle Battle. Shared use path in design with new road for SCWWA improvements
- Renn Property (Hopewell)
  - A privately owned 6-acre tract of riverfront property (located in between Weston Manor and Riverside Harbor Park & the City Marina) was delinquent on taxes. The landowner is interested in protecting her property from development and the City Manager is supportive of this area of the riverfront being preserved for public access and use. Staff

worked with Wayne Walton and City Councilman Johnny Parton to help guide the property owner through the process of paying her delinquent taxes. Further meetings are planned to discuss land conservation options.

- Greenwood Property (Chesterfield, Hopewell and Petersburg)
  - o FOLAR is partnering with Capital Region Land Conservancy (CLRC) to seek grant funding to purchase and protect the remaining riverfront land holdings by Josh Greenwood. This is approximately 20 acres in Chesterfield, 3.5 acres in Petersburg and 0.88 acres in Colonial Heights. CRLC has applied for VLCF and VOF funding with support from FOLAR, the localities and other project partners. All of these parcels are along the route of the Appomattox River Trail.
- Blueway Plan content finalized and working on format for publication/release
- Explore the Appomattox River map & brochure – Updating & reprint in coordination with Crater PDC, localities and stakeholders to be completed in September
- Land Conservation Plan – finishing data input/mapping/contacts and starting on analysis
- Virginia Conservation Network [Our Common Agenda](#) publication includes a white paper on Increasing Support for Trails, page 53. FOLAR staff is one of the authors. Photo of the Appomattox River by Ken Newman is included on page 12 and a photo Hopewell Riverwalk by Daniel Jones is included on page 48.
- [Trail Counts Report](#) content collected and prepared by Paul and Craig Reynolds. Final report RELEASED! Prepared with maps by Edie Golden and formatting/editing by Heather and Kiffy.

## **SELECT MEETINGS**

- Calls, emails and site visits - University Blvd Trailhead construction site
- Crater PDC environmental meeting (June 25)
- Data coordination call with DCR (June 25)
- Coordination with Bike Walk RVA for new trail video (June 29, July 13)
- Meeting with Scenic Virginia for Land Conservation Plan (June 29)
- PHOPS – various work groups
- Petersburg Planning Commission (July 7)
- Paddle Battle planning with Hopewell staff (July 12)
- Meet with Ms. Simpson, Hopewell landowner (July 12)
- Plan RVA Better Together webinar series – FOLAR as presenter (July 15)
- Meeting with new Petersburg city manager (July 16)
- Coastal Resilience Plan input meeting (Aug 2)
- Tri Cities MPO TAC meetings (monthly, no July meeting, Aug 6)
- Site meetings, emails with volunteers to coordinate invasive species removal and native plantings
- Sites meetings and coordination with CRLC for funding plan for Greenwood properties (Petersburg, Colonial Heights and Chesterfield)
- Tri-cities MPO Policy Committee meeting (Aug 12)
- Media event with The Cameron Foundation to announce \$1 million grant (Aug 24)