



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

Board of Directors Meeting MEETING MINUTES

Wednesday, June 16, 2021, 5:00 p.m. – Petersburg YMCA and Online

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

Members: ● Craig Reynolds ● Richard Taylor

Staff: ● Wendy Austin ● Heather Barrar ● Kiffy Werkheiser

Guest: ● Donna Duvall

- **Welcome – Introductions**

Meeting called to order by Sam Hayes at 5:12 p.m.

- **Approval of Agenda**

Meeting agenda was approved on a motion by Tammie Collins and seconded by Paul Reynolds. All responded with “aye”.

- **Comments from Chair** – Sam commented on how much work staff accomplishes including new staff member Kiffy, in just her first couple of months with FOLAR. He thought the training she provided on board fundraising was well done and very helpful. He also noted that FOLAR has built strong credibility in the community as he experienced first-hand when we received the swift decision (15 minutes after we presented) by The Cameron Foundation to award a \$1 million grant to FOLAR. He looks forward to continuing to help build the strength of FOLAR by working with the board and staff.

- **Approval of April 21, 2021 minutes**

The April 21, 2021 meeting minutes were approved by the majority with a motion by Mark Haley and seconded by Chris Rizzo. All responded with “aye”.

- **Acceptance of Financial Report Update**

Wendy presented the financial report. The Board accepted the financial report on a motion by Paul Reynolds and seconded by Chris Rizzo. All responded with “aye”.

- **Review of FY22 Budget**

Staff reviewed budget and shared there was a shift in the FY21 and FY22 budgets due to the pandemic. FY22 includes an additional position (Development Director). The budget was approved on a motion by Paul Reynolds and seconded by Wert Smith.

- **FOLAR Fund Development Strategies for \$500K Challenge Grant**

Kiffy Werkheiser, Director of Development, is unable to present from online connection and will provide an update at the next meeting.

- **Executive/Staff Report**

Wendy provided a brief update on the following:

- Discussed trail displacement issues
- The Cameron Foundation – working on a press release regarding the media event at Ferndale Park to announce the grant award later this summer
- Fund development
 - Funding received from Colonial Heights, Dinwiddie and first time from Chesterfield
 - Planning youth programs with Virginia Outside through state grant
 - John Randolph Foundation – Environmental Endowment started by past FOLAR directors Johnny Partin and Wayne Walton
 - Kiffy working on developing more partnerships, tweaking the membership plan – Member dues to increase to \$35 individual

Heather Barrar shared a brief update on the following projects:

- Ferndale Park – mentioned the Forest Management Plan (includes areas to think about while planning)
- CSX Land – 0.4 miles of the priority 7 mile stretch of trail is owned by CSX; met with the public relations representative on site; met with Nick Donahue and Clark Mercer who expressed interest in assisting with acquisition process; possible interest from the Governor’s office; CSX asking \$1million; property appraised at \$33,500
- Battersea Foundation –assisted in clearing title for Battersea to take ownership of riverfront land, including 1/3 mile of trail; working to obtain a trail access easement on property
- University Boulevard – trailhead and overlook; started June 9 – 90 days for completion (paving/grading existing trail and construction of trailhead and river overlook)
- Hopewell – riverfront property of private owner; owner would like to protect or donate ; met with Hopewell City Manager and Parks and Recreation department – city staff is supportive of public waterfront access in this area.
- Blueway Plan – still working on plans
- NIACS – Heather completed course on climate change adaptation which included her work on a template plan for FOLAR. Great opportunity and exposure for FOLAR and the plan will be posted on the NIACS website.

- **Programs/Events/Meetings**

Staff shared information on the following events:

- September 11, 2021 – James River Regional Cleanup – FOLAR will host two sites Hopewell Marina and Pocahontas Island
- September 16-18, 2021 – Trail Counts. Volunteers needed
- September 25, 2021 – Paddle-or-Battle – Pocahontas Island to Hopewell Marina
- Fall 2021 or Spring 2022 – Fundraiser ideas needed

- **Other FOLAR/Appomattox River Information/Items** – Members shared their experience volunteering for the trail counts and events.

The meeting was adjourned at 6:25pm motioned by Wayne Crocker and seconded by Tammie Collins.

Next Scheduled Board Meeting: August 18, 2021, 5PM – In-person, location -TBD

Friends of the Lower Appomattox River

Statement of Activity

July 2020 - May 2021

	TOTAL
Revenue	
Non-Profit Income	
Donations & Grants	
Foundations	78,962.47
Giving Programs	840.50
Government Grants/Contracts	37,252.50
Individuals, Business, Etc.	28,047.84
Total Donations & Grants	145,103.31
Program Income	
Education	4,417.40
Total Program Income	4,417.40
Total Non-Profit Income	149,520.71
Total Revenue	\$149,520.71
GROSS PROFIT	\$149,520.71
Expenditures	
Advertising & Marketing	378.00
Capital Expenses	
Appomattox River Trail	24,343.16
Contractor Fees	21,485.00
Total Capital Expenses	45,828.16
D&O Insurance	960.00
Dues, Subscriptions, Prof Memberships	1,155.00
Legal & Professional Services	2,666.73
Licenses	500.00
Office Supplies & Software	1,383.48
Other Business Expenses	511.66
Payment Portal Fees	1,501.83
Payroll Expenses	4,791.67
Payroll - In-Kind	3,229.20
Payroll Processing Fees	756.20
Payroll Taxes	4,452.90
Payroll-Leased Employees	75,010.00
Salaries and Wages	50,187.34
Total Payroll Expenses	138,427.31
Personal Property Taxes	7.08
Program Expense	27.53
Education	
Marketing	42.00
Total Education	42.00
Total Program Expense	69.53

Friends of the Lower Appomattox River

Statement of Activity

July 2020 - May 2021

	TOTAL
Real Estate Taxes	85.63
Total Expenditures	\$193,474.41
NET OPERATING REVENUE	\$ -43,953.70
Other Revenue	
Interest Earned	109.18
Other Miscellaneous Income	25,136.92
Total Other Revenue	\$25,246.10
NET OTHER REVENUE	\$25,246.10
NET REVENUE	\$ -18,707.60

Friends of the Lower Appomattox River

Statement of Financial Position

As of May 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Blue Ridge Bank	439,724.04
PayPal Bank	0.00
VA Commonwealth Bank	-11.13
Total Bank Accounts	\$439,712.91
Accounts Receivable	
Grants & Pledges Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Undeposited Funds	54.26
Total Other Current Assets	\$54.26
Total Current Assets	\$439,767.17
Fixed Assets	
Accumulated Depreciation	-1,746.00
Land	58,132.67
Land Improvements	52,369.07
Total Fixed Assets	\$108,755.74
TOTAL ASSETS	\$548,522.91
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$0.00
Long-Term Liabilities	
Payroll Protection Program Loan	25,200.00
Total Long-Term Liabilities	\$25,200.00
Total Liabilities	\$25,200.00
Equity	
Opening Balance Equity	97,501.28
Retained Earnings	220,319.53
Temp. Restricted Net Assets - General	224,209.70
Net Revenue	-18,707.60
Total Equity	\$523,322.91
TOTAL LIABILITIES AND EQUITY	\$548,522.91

Friends of the Lower Appomattox River
Draft Budget - FY22 (July 1, 2021 - June 30, 2022)

	FY21 BUDGET	FY21 ACTUAL To 6/14/21	FY22 BUDGET
REVENUE			
Donations & Grants			
Foundations	155,000.00	78,962.47	87,500.00
Giving Programs (AmazonSmile, Network for Good, Etc.)	150.00	840.50	1,000.00
Government Grants/Contracts	27,000.00	37,252.50	54,500.00
Individuals, Business, Civic, Etc.	36,545.00	28,219.69	155,500.00
Scholarship Fund	1,000.00		1,000.00
Total Donations & Grants	\$ 219,695.00	\$ 145,275.16	299,500.00
Fundraising Events (Sponsors/Tickets/Auction/Raffle)	4,500.00	\$ 0.00	12,500.00
Program Income (Registration/Sponsors)	\$ 7,000.00	\$ 4,417.40	5,000.00
Total Non-Profit Income	\$ 231,195.00	\$ 149,687.28	\$ 317,000.00
Fees		-5.28	
Total Revenue		\$ 149,687.28	
Other Revenue			
Interest Earned		109.18	560.00
Other Miscellaneous Income (PPP LOAN)		25,136.92	
Total Other Revenue		\$ 25,246.10	560.00
Cost of Goods Sold			1,300.00
GROSS INCOME	\$ 231,195.00	\$ 174,933.38	316,820.00
EXPENSES			
Advertising & Marketing & Branding	11,200.00	378.00	1,000.00
Bank Charges & Payment Portal Fees		1,501.83	3,300.00
D&O Insurance/General Liability		960.00	1,200.00
Dues, Subscriptions, Prof Memberships/Training	2,530.00	1,155.00	1,500.00
Equipment Rental	450.00		500.00
Fundraising Event Expenses		0.00	4,600.00
Legal & Professional Services (Financial & Design)	33,800.00	3,022.98	15,500.00
Office Supplies & Software Licenses (IT)/Business Expense	4,170.00	2,523.64	6,500.00
Payroll Expenses	137,957.00	138,491.53	198,500.00
Personal Property Taxes		7.08	14.00
Program Expense	18,675.00	\$ 69.53	9,000.00
Purchases	1,000.00		1,200.00
Real Estate Taxes		85.63	86.00
Repairs & Maintenance			2,000.00
Travel/Mileage			504.00
Total Expenditures	209,782.00	\$ 148,195.22	245,404.00
Net Operating Revenue		\$ 26,738.16	71,416.00
CAPITAL PROJECTS REVENUE - TEMP RESTRICTED			
(Cameron Foundation, MMP Foundation and Match, VLCF, VOF and local govt investment in Ferndale - Dinwiddie/Chesterfield)		\$ 224,209.70	\$ 625,000.00
CAPITAL EXPENSE			
Appomattox River Trail (195-Patton) - Cameron 2018 funds	9,100.00	36,343.16	15,000.00
Land Acquisition (CSX) - VLCF & VOF Funds (Reimburse)			30,000.00
Contractor Fees	167,300.00	33,675.00	
Ferndale Area (Fesibility/Design) - Cameron 2021 Funds			118,000.00
Pocahontas Is Trail (Const) - Portion of Temp Restrict Funds			50,000.00
Univ Blvd Trail (JKG Construction) - Complete current project			133,625.00
Total Capital Expenses	176,400.00	\$ 70,018.16	346,625.00

FOLAR Staff Report – June 16, 2021, Board Meeting

ADMINISTRATIVE

- New-additional bank/account search for Cameron grant funds
- E. Washington Petersburg Park Agreement executed
- 990 and Charitable Solicitation Forms Filed – on time
- Renewing staff agreement with PlanRVA for FY22

FUND DEVELOPMENT

Grants Awarded

- Cameron Foundation - \$1 million, Contract executed. \$500K to be received immediately/\$500 when challenge grant is matched
 - Press release/media event being planned with Cameron for early July
- Jurisdictions notification of award: Chesterfield, \$17K; Dinwiddie, \$7K, Hopewell, \$5,500, Colonial Heights, \$1,500
- Chesapeake Bay License Plate, \$7,500. Contract Executed. Funds received for youth programs with Virginia Outside.
- American Water, \$1,600 award notification received to support Virginia Outside programs
- Tri-Cities Environmental Endowment grant awarded, \$800 for native planting at Univ. Blvd. Trailhead

Grants Submitted

- Senate Earmarks - Submitted
- Titmus Foundation – Submitted, \$25,000 request

Individual/Major Gifts - Cabell Challenge Grant

- Cabell Challenge Grant – planning and development of collateral information for raising \$250K from individuals/businesses by December 2022
- Integrating Bloomerang donor database with Quickbooks, e-newsletter, event, and volunteer management for launch July 1
- Managing/coordinating all social media messaging and increasing social media followers – Facebook, Instagram, and Linked In
- Developed fundraising budget / work plan based on previous consultants' work
- Updating membership program for planned release in early July

ACTIVITIES/EVENTS/PROGRAMS

Update

- Trail Counts – May 13 & 15. All sites successfully staffed by volunteers. Data/report development is in-process
- ARRP Trail Walks and Restaurant Week with HPG Chamber
 - 16 Trail Walk Attendees / \$160 Ticket Income; Restaurant income TBD
- Youth program planning for fall/spring with Virginia Outside

Future

- JRAC CLEAN UP – September 11, 2021, Hopewell Marina; Petersburg Pocahontas Island; Captains/volunteers needed
- Paddle-or-Battle – September 25, 2021, Pocahontas Island to Hopewell. Planning meeting to be scheduled. Sponsors needed.
- Fundraiser Event – TBD. Fall 2021 or early Spring 2022

PROGRAMS/PROJECTS

- Ferndale Park area (Dinwiddie)
 - Field meeting with forester from DOF and received a Forest Management Plan for site
- CSX Land Acquisition (Petersburg)
 - Site meeting with CSX Director of State Relations, early process for negotiations for purchase of parcel
- Battersea Foundation (Petersburg)
 - Working on acquiring trail easement across the Battersea riverfront parcel (0.3 miles) with support of pro bono attorney
- University Blvd Trailhead & Overlook (Petersburg)
 - Contractor started project on June 9, 2021 with 90 days to complete. Project includes new river overlook and paving 1/3 mile to the Battersea Bridges. Significant adaption of plans over 4 months was necessary for permitting to enable project start.
- Patton Park (Petersburg)
 - Requesting VDOT move up CMAQ funding for improvements to Patton Park considering recent shooting. Currently the project funding is programmed for late summer of 2024
- Pocahontas Island signage in fabrication. Shared use path in design with 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.
- Blueway Plan content finalized and working on format for publication/release
- Trail Counts Report content collected and prepared by Paul and Craig Reynolds. Final edits and formatting for publication is underway
- Explore the Appomattox River map & brochure – Updating & reprint in coordination with Crater PDC, localities and stakeholders
- Land Conservation Plan – finishing data input/mapping/contacts and starting on analysis
- Climate Change Adaptation for Recreation – Heather completed course offered by the Northern Institute of Applied Climate Science and is applying learned climate adaption planning to FOLAR's Appomattox River Trail work

SELECT MEETINGS

- Tri Cities MPO TAC meetings (monthly, May 7 & June 4)
- PHOPS – various work groups

- VaULT Greenways & Trails Conference (presenter, May 11)
- Meeting with Dinwiddie County Administrator and Deputy Administrator (May 12)
- Tri-cities MPO Policy Committee meeting (May 13)
- STAC State Advisory Trail meeting (May 19)
- JRAC James River Advisory Council spring meeting (May 20)
- FOLAR and Army collaboration meeting/Mike Flanagan (May 20)
- Meeting with Kelvin Hanson, local developer (May 25)
- VCN Trails Advocacy White Paper development meeting (May 25)
- Friends of the Fall Line Meeting (May 26)
- PlanRVA check-in meeting re renewing leased staff agreement (May 26)
- Petersburg City meeting on Cameron grant toward Ferndale area improvements (May 27)
- Field meeting with Petersburg Planning Director to finalize trail alignment (May 28)
- Restaurant Week Planning meeting with HPG Chamber (May 29)
- Field meeting at Ferndale Park with forester (June 1)
- Fundraising Planning meeting with Chair, Past Chair & Treasurer (June 2)
- Meeting with Hopewell City Manager and Recreation and Parks Director (June 1)
- JRAC Annual River Clean-up meeting (June 9)
- Fall Line Hike with Governor's Chief of Staff (June 11)