

## Friends of Midway State Park Board Meeting

Minutes of March 5, 2011

Attending: Kathie McCarthy, Bob Wooler, Matt Hamilton-Kraft, and Steve Hayes.

The meeting began at 4:07 pm with a general brainstorm regarding drop locations for FOMSP membership brochures. Members present agreed to split up a lengthy list of locations. Bob is hoping to have 2,000 new brochures in the very near future. Matt agreed to produce some from an e-mailed pdf.

The group examined the summer calendar and selected two weekends for "Friends" days at the park – July 16-17 and August 13-14. Bob will reach out to Andy or Kate and determine the best dates and other logistics for the events. Each of the days would be packaged with an attraction (Bill Ward, Mike the Balloon Man) and a fundraising competition – a skeeball-a-thon where teams would compete for donated prizes (team name, team score, team costumes, etc.) in exchange for pledges per point or a buy-in per player. The group discussed a similar event for the other chosen day, but the discussion was inconclusive – perhaps bumper boat basketball or a water wars target shoot. Bob will discuss these ideas with park management.

Discussion next turned to the question of membership and membership perks which will also have to be discussed with the park to see if they amount to anything truly meaningful – admission at the group rate, a discount at the gift shop, perhaps a perk at the food concession. Also, the question of whether to administer membership cards or not was debated and will be resolved after discussion with park management.

The idea of sponsoring a fall dinner dance featuring couples who met/married at Midway Park was met with enthusiasm. It would be the kind of event that would be carried prominently by the local papers.

Bob sketched out a timeline of communications and solicitation regarding these events for 2011: an e-blast with save the date information for the season's events with a heads up to watch for our solicitation regarding the fireworks event and the carousel restoration. In prioritizing these premium causes, we will not push membership sign-ups as heavily but rather include membership with significant donations.

Bob will inquire about the status of the push on the part of the park for sponsorships for July 4 fireworks and target local businesses accordingly if they have not been approached yet by the state. Candidates include The Springs, Guppy's, Misty Ridge, and the Viking.

Lastly, Bob brought up the question of insurance since it had been posed by the state. He solicited a quote online for Directors and Officers insurance, clearly the best fit for our level of risk, but Matt added that there was a per event type of volunteer insurance that was also worth looking into. As volunteers, we are covered by the park's insurance when participating in a volunteer event, but it also may be useful to have additional coverage. Bob will also ask about the procedure for covering members at the park on specific volunteer business, such as signing a waiver form.

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The next meeting was tentatively set for May 7, pending a check of the date with other members. There being no further business, the meeting adjourned at 5:30 pm.

Respectfully Submitted,

Robert Wooler