



December 15, 2009

Board of Directors Minutes

Location: Azalea Hall Senior Resource Center

6:00pm to 8:00pm, Meeting

Participants: Eric Johnson, Mike Kennedy, Jasson Klingonsmith, Val Reed, Kevin Soares, Loren Camper, Charlie Caldwell, Allen Unmack., Matt Berry, Kelly Nathane, Dominic,

Time	Topic	Action
5 min.	<p>Review minutes from last meeting, reviewed agenda, and quick recap on where we are at. The group started the meeting at 6:00pm. The agenda and minutes were approved.</p> <p>The meeting was rescheduled from November 11 to December 15 due to lack of board member availability.</p>	<p><i>Mike Kennedy, First. Eric Johnson Second, approved agenda- minutes.</i></p>
30 min.	<p>Hot Topics:</p> <p>North Coast Horticulture Eric reported that Kalei from NCH came to Luzmilas to meet with some of the committee members on December 8th to discuss collaborations. She expressed that the business is interested in supporting the park through a number of capacities including events, information sharing, and donations. She requested that the organization put together an information packet of the history of the organization and where we are to see how they can help us most effectively.</p> <p>Right of Entry: Jason reported the need to look at the Right of Entry and need for renewal. Val will meet with Jason on the 22nd of December. Val will sign if there are no significant changes otherwise will report back to the board on changes prior to signing.</p> <p>Re-Design Update: Mike has contacted Grindline they mentioned submitting a cost proposal for the new design (conceptual) within the week. The committee discussed the positives and negatives of having Grindline do the re-design and the board unanimously decided it was best to go with Grindline because of their previous work on the first design and their great reputation for designing world class parks. Mike will report back next meeting with the cost of the re-design (conceptual). We would like to have this ready for MCSD review in January. The board decided we would like to have a proposal for doing the redesign by December 24.</p>	<p><i>Eric will put something together for NHS on the history of the organization and send to her.</i></p> <p><i>Val will meet with Jason from MCSD to go over the ROE.</i></p> <p><i>Mike will continue to contact Grindline and present the committee with the proposal prior to taking to MCSD.</i></p> <p><i>Board unanimously voted in favor of working with Grindline on the new design.</i></p>

40 min.

Current Efforts: *(regular item)*

Skate Park Subcommittee Updates:

Decals, Logo and other Marketing Tools (hats, sign, shirts, etc.)

T-shirts: It was discussed there is a need for t-shirts. We discussed black with white logo and black with white logo. Kevin will work on getting t-shirts printed and hope to get printed by Jan 24. Kevin will also look at getting hoodies and see if they can do a sample for us to see. The committee discussed getting the old shirts from Central Skates to make available at the Eureka Skate park opening. The committee had a long discussion on the main purpose of having t-shirts and the committee agreed that the t-shirts are more for promotional use and not necessarily to make money. The board discussed that the proceeds for the shirts and sweatshirts sales are to go back into purchasing more to raise public awareness.

Web Page: Tim did some updates to the web page and could not get into the PayPal account. He has the new login information going to Charlie Caldwell's email address and has requested that to be forwarded so he can update/reinstate the PayPal account. Loren reported he has taken pictures of the site and emailed them to Tim to put in.

Stickers: Committee discussed ordering 1,000 stickers from The Sticker Guy. Dominic is taking on the ordering of the stickers. They will be oval shaped with the new logo and if possible having half printed in White and Black and half with Black and White (opposite).

Sign: Eric is working on the sign and will have a draft ready for committee review and then MCSD review.

Youth Advisor Group: Val is working on a letter/flyer to get the word out to your ambassadors that would work on getting you involved in the project.

Press: It was discussed that we need to do article in McKinleyville Press. It was also discussed that we should contact McKinleyville Press for the Eureka Opening.

Promo Packets: The board discussed the need to work on packets to hand out to local contributor businesses that has info on ways to donate, where we are at, where the park is located, why its important, materials needed, the design, etc. to be used for soliciting in-kind donations of labor or materials or cash contributions. Although, the project must be tabled until the new design is complete and the budget for materials and labor are complete.

Events: Val spoke with Blue Lake Casino to have table proceeds go to the park on January 23, 2010. It may be a poker tournament. It was discussed that we need insurance to cover events and it was mentioned that we look into Mill Creek Theaters for event insurance. Val mentioned having a fundraiser inviting local businesses and community members for a \$50 +/-plate meal and act as a way to network. Val mentioned she can work on a mock up event with all the details so we can look at how this can take place and what potential funding we could bring in.

Eric will send Kevin the Illustrator file of the logo. Kevin will order t-shirts and Val will go to Central Skates to see if there is merchandise left to give-away at the Eureka Skate Park opening.

Web page: Charlie will get Tim the PayPal account login info..

Dominic will order 1,000 stickers and will get the money from Charlie, and the files from Mike.

Eric will work on the new layout and get a copy to the committee before showing MCSD and prior to print.

Val will create the letter/ ad for youth recruitment.

Eric, Val, and Mike will work on getting some of this info together once the final re-design is complete.

Val is working with Blue Lake on the logistics of the poker tournament and will report back to the board. Val will put together a mockup event to bring back to board.

20 min.	<p>Group Discussion Points</p> <p>It was discussed that the organization needs to think about combining forces with the Arcata Skate park as well as other communities to have a region wide association promoting skateboarding and the development of skate parks. This will provide great oversight to make certain parks are built well and cities are not being ripped off by purchasing a park that is not worth the money. The committee unanimously voted on North Coast Skateboard Association as the name of the organization and will merge McKinleyville Community Skate park Organization into this collaboration. The specifics regarding timeline and other matters will be discussed at the next meeting. This association will greatly benefit the entire regions access to skateboarding through better access to grant funds, community cohesion, and will help to umbrella all the financial and record keeping all within one region wide cooperative association. It was discussed that Humboldt Area Foundation would be a good resource for identifying how we are going to transfer non-profit name/by-laws.</p>	<p><i>Board will gather ideas on moving this concept forward. The Board will bring back to next meeting for further discussion.</i></p>
5 min.	<p>Follow-up and next steps</p> <p>Next meeting: February 10, 2010: 6:00-8:00 pm Location: Azalea Hall Senior Resource Center</p>	
<p>No Skate Park is a Crime :: www.mckskatepark.com</p>		