

Friends of Ferris January meeting

January 19, 2017 @ 1800hr

Royal Canadian Legion - Campbellford

Welcome and Call to Order

Present: Barb Hogan, Carol Robertson, John Knox, Anne McCarthy, Theresa Miller, Donna Wilson, Kayla Vieth, Marcia Perryman, Sandy Chapman, Rob Cunningham & Rachael Windsor (Ontario Parks)

Review and approval of December 15th, 2016 minutes.

Motion to accept by: Marcia Perryman

Seconded: Sandy Chapman

Regular Business

Playground Project (Grant Application)

Lead: Rachael, Rob & John

Rachel showed us the work she has done on the new playground structure. She has sought quotes for playgrounds and installation. She went through the first one now and will receive the next quote next week. The site prep and installation is a big part of the price. She presented two options that would cost ~\$33k or \$40k. Both options include cedar weed for accessibility. We discussed moving forward with the larger model for now. The structure itself cost is \$18,153. If we pay for it partly using the \$1300 from the Leahy concert and the \$5000 we are applying for from the Campbellford Seymour foundation grant, then we could propose splitting the difference with Rotary club for \$6600 each Then Ontario Parks would pay for the foundation and site prep.

Brochures

Lead: Barb

Trail map – we printed 5000 Jan 19 2016 by Perfect Print for \$675.32. We have 1860 left. Holmestead was more expensive. We will wait to print more maps until we get the new maps.

Fungi – printed Aug 2015 from Holmestead, we have 210 left of the 500 we printed. Their quote for 250 \$251 or \$346 for 500. We agreed to print another 500.

Flower brochure were printed by Perfect Print. Last time we printed was Mar 16 2016, we printed 1000 of each and we have of 385 summer and 380 of spring brochure left. Printing quote is 250 for 65, or 500 for 59 cents each, or 1000 for 51 cents each (~\$1200 for both if we print 1000). Barb will purchase 1000 of each.

Weekly walks

Lead: Carol

Carol found an article in the Toronto Star which reinforced the value of connecting participants with park history during our guided walks. Summary: Learning about an

area's history can create an attachment for visitors that hopefully results in better care & an enriched engagement.

Merchandise

Kayla will look into options for t-shirts from that Canadian company

2017 Action Plan

Lead: Carol

Carol led us in discussion about a 2017 action plan. Reviewed the rationale for having an action plan and our previous themes (membership & education).

Ideas

- Review definition of roles in the organization (member vs volunteer, contributor, event chair, marketing lead, social media lead... etc.)
- Canada 150th celebration
- Promotion. Hire a consultant who and work with OP to collect & analyze data to better implement our mandate
- Playground equipment as focus for 2017
- Physical fitness
- Children in the park
- How do we engage more volunteers as a part of succession planning
- Increase community engagement with the park
- Sustainable tourism (United Nations year of)
- Building up accommodation in the park

The Friends had a very good discussion. We have agreed to have a discussion by February each year to determine a focus for the upcoming year, and to review what worked or didn't the previous year. This year we have decided to focus on Canada's 150th birthday celebration.

The board will continue to think about opportunities to improve our promotion and community involvement, or any other way we can improve what we do throughout the year.

New Business

Cross country and ski trails

Lead: Carol

There are many cars on the County Rd 8 outside the park this winter due to the gate being closed. Chamber of Commerce has one inquiry about the availability of cross country skiing in the park.

Sue Dickens

Lead: Carol

Sue emailed Carol & Barb to ask about the free day pass for parks, they told her that it was a federal parks' initiative.

Sue also wrote a nice article about the Friends of Ferris, she discussed the AGM, the playground initiative, ongoing activities & projects. She did a very nice job,

Donna Bennett

Lead: Carol

Donna contacted Carol about recommending a birder who could make a presentation to a group affiliated with an artist who is performing at Westben this season. The artistes creating an audio cd based on bird sounds.

Financials

We took in took in \$3128 between September and December including the \$1300 from Rotary. The bank closed at \$16066.42, \$744.22 of which is committed to the walkways.

Ontario Parks

Nothing new beyond the work on the playground

Next meeting: March 8th, 2017 at the Legion