

**MINUTES**  
**LAKE CHELAN RECREATION DEVELOPMENT FOUNDATION (LCRDF)**  
**Board Meeting**  
**March 20, 2013**  
**144 E. Woodin Ave., Chelan**

**Board members present:** Mike Sherer, Tim Hollingsworth, Scott McKellar, Philip Long, and Coron Polley

**Board members absent:** Ron Sturtz, Wai Petersen,

**Others Present:** Patty Soderstrom, Secretary, Lisa and Steve Garvich

**I. MINUTES:** The minutes of February 20, 2013, were read and approved.

**II. FINANCE REPORT:** Ron was not present, but provided a copy for each Director of the Profit and Loss report from January 1 through March 19, 2013. A copy of the report is attached to these minutes. Mike stated there will be upcoming costs incurred for graphics work and printing the glossy, colored, information folder to present to individual donors.

Scott sent the check to the County today (\$1,560) for the JARPA permit application for the Manson Swim Hole project. The County is expected to reimburse LCRDF the \$1,560 fee, and **ACTION:** Scott will follow up on it.

Tim said it will probably take a couple months for the County to approve the permit; and we would be looking at fall to begin the building project. Scott stated he had a possible timber donation for the project and was advised to pursue it.

**III. OLD BUSINESS:**

**A. Websites:** Coron requested the Directors provide him with information to post on the websites. Board updates need to be done. Lisa Garvich volunteered to look at websites and provide recommendations to Coron for improvement/additions.

**B. Facebook:** **ACTION:** Mike will ask Hillary to keep our Facebook page updated.

**C. Logo and cards:** Phil has developed a logo, and **ACTION:** he was authorized to order cards through our local print shop with the info and design at his discretion. Phil has also developed a letterhead (sent to us via e-mail on March 13<sup>th</sup>.) He will also update the Letterhead.

**D. Razoo:** Coron again informed the Board the percent charged on donations for the Razoo site on the LCRDF web page will soon be increased from 2.9% to 4.9%. No action was taken. It is to be carried on the agenda. Coron will also investigate PayPal.

**E. Pledges:** Mike produced a form for use in donations/pledges for the "Construction Fund" and the "Legacy Fund" of the RACC. A copy is attached to these minutes.

**F. Rich Moments:** Mike did Rich Moments in March. **ACTION:** Coron, Phil, and Tim will do April 6<sup>th</sup> Rich Moments and speak on trails, RACC and current campaign, LCRDF past achievements. Ask for volunteers on the radio.

#### IV. COMMITTEE REPORTS:

A. **RACC Committee:** It is the understanding that Mike is acting chair of RACC for the various working committees that have developed, -- fundraising (construction fund), pledges (legacy fund) PR - brochures and advertising . . . community awareness. For media event, Mike will check with Ted Schroth's availability sometime after April 20<sup>th</sup>. Other ideas: use 1<sup>st</sup> Fridays for community awareness, have musical/festival event at site.

Lisa Garvish (Lisa and Steve Garvish are providing grant writing research and possible applications for RACC) spoke of the real need for an official PR person to organize, develop relationships with the media (need a media blitz for dedication of property). Lisa is willing to do the strategy, lay out a plan, get media involved – get our story told; past achievements. She will request assistance – probably from Jacque DePaoli, and anyone else that Directors can suggest.

Scott will work on fundraising event at the Casino.

Mike emphasized the “Quiet Campaign” will begin first and then the “Public Campaign.” The handout folder should be ready in about 2 weeks.

#### B. **Trails Committee:** Table

#### V. NEW BUSINESS

A. **Alternate Board Members:** There are 3 seats to be filled and the Directors agreed to seek interested parties to serve.

#### B. **Recognition of Robert Fifer's contributions to the LCRDF and RACC.**

**ACTION:** Scott will write a letter of thanks and Mike will purchase a \$50 gift certificate to Campells to enclose.

#### VI. SCHEDULED COMMUNITY MEETINGS:

*If anyone has information of meetings that would be of interest to our Board, our working committees, or interested partners, please contact Patty and she will get them listed. ([nelsandpatty@frontier.com](mailto:nelsandpatty@frontier.com)) 682-3114*

#### VII. NEXT BOARD MEETING: **to be announced by Scott for April.**