

**MINUTES OF FRIENDS OF RED ROCKS BOARD OF DIRECTORS HELD AT
BELMAR LIBRARY LAKEWOOD, CO WEDNESDAY MAY 6, 2009 6:30PM**

1. **Call to order:** 6:44pm
2. **Roll call of members:**
 - a. Lisa Krest
 - b. Dana Zinick
 - c. Rachelle Thompson
 - d. Matt Meinhardt
 - e. Hope Carwile
3. **Reading of minutes of last meeting:**
 - a. Minutes of last executive session: March 11, 2009
4. **Officers report - 5 minutes each:**
 - a. Thoughts/Opinions
 - a. Equal leadership roles – need to establish better organizational structure
 - a. Decision making to include all 5 board members
 - b. Protect credibility – avoid recklessness
 - b. Experiencing growing pains because of lack of organization, bad communication – e-mailing has to be modified – responding to all – too overwhelming – spinning wheels – redundancy
 - c. Define roles and responsibilities among board of directors so everyone knows where they fit in
5. **Unfinished business:** Develop/define board organizational structure:
 - a. Review *proposed* organizational chart prepared by President Lisa Krest
 - a. Visual representation of how everything fits together
 - b. Defined by function
 - a. Areas of management organized by like items
 - c. All board members in consensus of organizational structure
 - b. Review general list of responsibilities for each position
 - a. Unanimous agreement to use the organizational chart to define roles and responsibilities of each board member
 - b. Director of Information Technology/Communication – Matt Meinhardt
 - a. Website www.friendsofredrocks.org

- b. E-mail: hotmail (Matt will respond to quick answers and will forward complex requests to Hope to respond to) www.friendsofredrocks@hotmail.com
 - c. Constant contact
 - a. Database
 - b. News to Use
 - c. E-mail & notifications
 - d. Facebook
 - e. Twitter
 - f. FTP files sharing service management
 - i. Upload documents
 - ii. Permissions
- c. Secretary/Treasurer – Rachelle Thompson
- a. Secretary
 - a. Meeting agenda/minutes
 - b. Historical documentation
 - b. Treasurer
 - a. Bank account – money management
 - b. 501c3 status and reporting
 - i. Elpomar
 - ii. Gates foundations
 - c. Fundraising and donation management
 - i. www.friendsofredrocks.org set to receive online donations – Rachelle to set up Pay Pal account for funds to be received in FoRR bank account – Matt to assist in setting up FoRR Pay Pal
- d. Director of Projects – Dana Zinick
- a. Project Committee (Chairperson)
 - a. Helps coordinate projects
 - b. Trail Project Coordinator – Cindy bell
 - c. Trail Building Coordinator
 - a. Peace corps – fencing
 - b. Affiliate with City of Denver
 - c. Paint the Rails
 - d. Trail restoration
 - d. Concert Project Coordinator – Susan Alaimo
 - e. Garden Project Coordinator
 - f. Land Conservation/Preservation Coordinator (Open space, Historical Landmark Designation, CCC, Greening) – Land Use Monitoring (Towers, Land swap, etc...)
 - a. Most neglected area

- b. Land Conservation has requested a FoRR chair person to assist
 - g. Other Park Projects as necessary
 - h. Safety Officer
 - a. Safety TOP priority at every event
- e. President – Lisa Krest
 - a. Big 5 stakeholders (City & County of Denver, Theatres & Arenas, Mountain Parks and Aramark) – *if our reputation fails with 1 it fails with all 5*
 - a. Maintain awareness of group activities
 - b. Maintain positive relationships with stakeholders
 - c. Coordinate receipt of requests from stakeholders
 - b. Organizational Structure: Development/Management/Oversight (Bylaws, Mission Statement, Guiding principles, calendar. Organizational chart)
 - a. Oversight, not ownership
 - c. Advisory Committee
 - a. Help with areas of Land Conservation/Preservation
 - b. Proof read documents (as needed)
 - d. Meeting Facilitation (as needed)
- f. Director of Outreach – Hope Carwile
 - a. Community Partners
 - a. Save the Rocks Foundation
 - b. Historic Preservation Groups
 - c. Hands on Denver
 - d. New Partners, Etc...
 - b. Special Event Coordination
 - a. Drum Circle, Whole Foods, Windstar, Clear Channel
 - c. Media Relations
 - d. Outreach to new members
 - a. Automatic welcome letter set up in constant contact
- g. Identified responsibilities (what) under each board member (who) for consideration, to have final approval at next board meeting – will need to define “how” we will achieve noted responsibilities including communication flow structure, decision making structure, etc...

- c. Define decision making procedures
 - a. Brainstorming Decision Making Process – provide by President Lisa Krest – six steps of natural, intuitive decision-making process are:
 - a. Step 1: Define the problem
 - b. Step 2: Get the facts
 - c. Step 3: Identify available alternative solutions to the problem
 - d. Step 4: Evaluate the identified alternatives
 - e. Step 5: Make the decision
 - f. Step 6: Implement the decision
 - g. Step 7: Evaluate the decision

6. New Business

- a. Review project overview procedures (board specific responsibilities):
 - a. Before taking on any project, it needs to be put out to the entire membership – the board is not to dictate
 - a. Set up system as to how to communicate information to membership – constant contact???
 - b. Volunteers will only be active in projects that are active
 - b. Projects will not be presented to membership until confirmed, outlined and organized
 - a. Too much information. Too much focus. Spreading resources too thin.
 - b. Cannot put too much responsibility on volunteers – life happens
 - c. Need to focus on 1 project at a time
- b. Communication guidelines
 - a. Direct e-mails specific to directors, cc: President
 - b. Tasks are a direct result of meetings – no new tasks until next meeting – propose to add to agenda
 - c. All agenda items for meetings must be proposed using Robert’s Rules
 - a. Time limits for speakers
 - b. Items be placed on the board’s agenda – announced 10 days in advance
 - c. Actionable items – established 3 days in advance
 - d. Written proposal procedures
 - e. Cap on board business for one meeting – too many tasks, too many distractions
- c. Projects discussion:
 - a. Jim Jordan family picnic
 - a. Joan Jordan (daughter-in-law) – combined picnic with 10 year anniversary event – would like donated monies to go towards it

- b. Possibly last Saturday – ambush concert
- b. Clear Channel
 - a. Hope to follow up

7. Tasks

- a. Establish guiding principles to support FoRR mission of preserve & celebrate (5-10 items)
 - a. Does this promote FoRR in a positive way?
 - b. Does this generate new membership and/or awareness for FoRR?
 - c. Etc....
- b. Board members review position responsibilities - to have final approval at next board meeting.
 - a. Will need to define “how” we will achieve noted responsibilities including communication flow structure, decision making structure, etc...
- c. Document guidelines for submitting agenda items – Rachelle

8. Adjournment: 8:34am