



Friends of The Massasauga Park Steering Committee		
02.22.2015		13 Krista Court, Collingwood Home of Mary Pat and Bruce Nickel
Note taker	M. Purdon	
Attendees	N. Christie, P. Haans, S. McPhedran, M. McLean, M.P. Nickel, D. Purdon, M. Purdon,	
Regrets	S. DiGravio, D. Wheeler	
Welcome and Overview		
Meeting followed 1 day Strategic Planning Off Site in Collingwood. D. Purdon outlined key focus for meeting: 1. Update 2. Review of FOMP 2014 activities and review of FOMP September 2014 Minutes 3. Strategic planning process 4. 2015 Plan development		
Action Items	Person Responsible	Deadline
No action items		
UPDATE		
Update by Dan on recent change in Park leadership and his discussion with Mike Foley re strategic planning process and sale of maps/apparel. Discussion as to how FOMP can help contribute to Park work. It would be helpful if we could get access to the Operational Plan so that we have a better sense for Park direction. Is there a priority project that the Park is taking on over the next few years where support from FOMP would help get the project done? What is the current thinking about Calhoun's and stabilization? Dan to set up a meeting with Mike Foley to hear about future priority Park Plans including thinking on Calhoun work as well as update Mike on FOMP's 2014-15 work, discuss FOMP strategic planning process, FOMP 2015-16 Workplan including proposed FOMP trail work in 2015, Parks' intent re Devil's Elbow trail, Park work on Baker in 2015, Trail signage and Calhoun stabilization, sale of maps/clothing, 2015, Summer student hiring process/timing, whether FOMP logo can be added to brochures/maps, timing of Park communication (Newsletter).		
Action Items	Person Responsible	Deadline
Dan to meet with Mike Foley to discuss FOMP 2014-15 and 2015-16 Workplans as well as Strategic Planning process. Mike to be sent draft Strategic Plan to review. Dan to request one Park staff member (Sean?) as primary contact/liason with FOMP. See FOMP Meeting Minutes from September 2014 and February 2015 email notes from Maura as background for meeting with Mike.	Dan Purdon	Early March 2015
Dan to send Mike Foley a note re timing/location of April 2015 FOMP meeting	Dan Purdon	Early March 2015

FOMP 2014-15 in Review and review of September 2014 Minutes

Motion to accept September 2014 Minutes by Sue. Seconded by Peter. All in favour.

Good year overall. Much accomplished. See September 2014 Minutes.

- CRA filing completed
- Trail clean-up – Wreck Island, Bakers
- Fire rings developed and deployed
- Trail signage project well underway
- Limited movement on Calhoun Lodge stabilization. No quotes solicited. Mike Foley wants to look at Lodge and also Driveshed

Fundraising group reported that account has been changed to a Community Account. Balance in account as of February 2015 - \$10,500 with some expenses still payable. Estimate working balance of about \$8500.

Action Items	Person Responsible	Deadline
Sue to ask Woods Bay Association at their next meeting about their interest in Driveshed stabilization	Sue McPhedran	May 2015

2015-16 Workplan

1. **Trailhead Signage** – Peter reviewed what signs would look like and content on each sign. Will need Park content as well as FOMP logo, Mission statement, some pictures and contact information. Cost per sign will be about \$200. Goal is to install 3 signs by mid June 2015. Looking at some kind of event to mark signage installation. Note to invite rep from Parks Ontario.
2. **FOMP signage** – Looking to increase Park/FOMP visibility and connection LOCALLY with design/printing of 5-10 FOMP signs to be placed at/near access areas, Woods Bay and San Souci Marinas, Three Legged, Consider use of tagline ‘Parks Need Friends’. Contact High School in Fall re signs
3. **Trail Brochures, Maps** – FOMP would like to get FOMP logo/content on Trailhead brochures/maps. See action step re contact with Park about brochures
4. **AGM**- Meeting set for 10AM July 11, 2015. Location Moon Island.

Action Items	Person Responsible	Deadline
Peter to contact Provincial Parks re Park sign content and Trail Brochure template/design.	Peter Haans	March 2015
Sue or Maura to send Peter photos for use on signs.	Peter Haans Sean Smith	Early May 2015
Communication Committee to help develop FOMP content for Trailhead signs and look at how to increase FOMP Local visibility. Dan to send Nancy access to on-line Friends info	Comm’n Committee - all Dan Purdon	Early May 2015
Dan/Peter/Sue to ask Park whether Friends can get logo on Park brochures, maps and when are brochures being revised/re-printed. Dan to talk with Mike re map/clothing sales and revenue in 2015	Dan/Peter/Sue	May 2015
Dan to talk with Mike Foley re AGM date/location and invitation to Bradley. Sue to speak with Woods Bay Association and invite John Gillies and Becky to attend.	Dan and Sue	March 2015
Peter to contact schools in Fall re FOMP signage	Peter Haans	Sept. 2015

Workplan 2015 continued

- 5. Wild Apricot website and Membership** – Discussion of website and how to use to attract/record members merged into general discussion of why members are important (project help and FOMP sustainability), benefits and cost of membership as well as how to collect fees and track members. Decision to charge \$25 per Family and \$10 per person for annual membership. Need charitable number on website. Can give charitable receipt. Talked about receipt if donation more than \$50. Need to add charitable number and how to donate to brochures, website, other FOMP materials.
- 6. Communication** – To develop communication plan with focus for 2015 on ‘connecting locally’, website updates, Facebook review. Maura to develop FOMP article for Newsletter. Timing late April.
- 7. Trail Maintenance and Stewardship** – Moon Island June 27 (Sue). Baker and Wreck to be walked in Spring, pictures taken and report back on state and what needs to be done. (Mary Pat, Maura on Baker; Don on Wreck). Discussion of ‘trail stewards’ concept where FOMP members take on roles as stewards of specific trails. Need to understand what Park has planned for Baker in 2015 and timing of any work.
- 8. Calhoun Stabilization** – Dan to contact Mike Foley re short and longer term plan for site and specific buildings including lodge, Betty’s cabin and driveshed
- 9. Fundraising Event** – Looking at private ‘Irish Music’ concert. BYOB. About 60 people. Looking at one of July 25 or August 8 or 15 as dates. Iron City? San Souci? Marsha to contact Gary Phillips.
- 10. Fundraising** – Sources include **maps, clothing**, donations, RHEAT, membership, special events. For 2015, need to understand who sells maps/clothing and where revenue goes. If FOMP selling, need to know inventory and order maps/clothing, distribute maps/collect money. FOMP to track ‘actual’ hours spent on projects as FOMP volunteer time/contribution of in kind support. What about TD Canada Trust as a **Corporate Sponsor**?
- 11. Summer Student** – Dan to contact Mike re process, timing, pay and FOMP involvement

Action Items	Person Responsible	Deadline
Nancy to draft criteria for membership to put on website and information on donations/receipt for donation.	Nancy Christie	May 2015
Sue to send charitable number to Susan and Communication Committee re posting on website and use in publications	Sue McPhedran	May 2015
Communication Committee to develop draft communication plan and meet with Susan/Bruno re website content. Skype call of Communication Committee set for March 16.	Mary Pat, Nancy, Maura, Susan re website.	All by May 2015
Sue to talk with Don about walking Wreck Island trail and reporting back on status.	Sue McPhedran	April 2015
Communication Committee to look at Facebook posts and responses re Trails and updates on status. Also look at how to track FOMP/volunteer hours and website costs (to Sue)	Mary Pat, Nancy, Maura	May 2015
Maura to contact Mike Foley re Newsletter timelines and develop FOMP Newsletter article	Maura Purdon	April 2015
Dan to contact Mike Foley re Park plans for Calhoun site	Dan Purdon	April 2015
Marsha to initiate work on Concert Fundraising event to be held in July 25, August 8 or 15. Marsha to contact Gary Phillips re event.	Marsha McLean	April 2015
Mary Pat and Sue to contact Maxine Davidson re map and clothing inventory. Dan to speak with Mike re RHEAT \$’s as well as who is selling what and where revenue going. Need t-shirts in more colours and maybe hats.	Dan re Mike Mary Pat and Sue re Maxine	May 2015
Dan to contact Mike Foley re Summer Student	Dan Purdon	March 2015



**Next Meeting – April 18 2015 at home of Peter and Johanne Haans.
Details re timing and address will be communicated at a later date.**