Friends of Laurel Park

Board of Directors Meeting

May 9, 2022

The meeting was called to order by Ed Mattern at 7pm at the Fleetwood Clubhouse. Other board members in attendance were Mike Erwin, Jim Wilson, Bill Jacobs and Kathy Martin. Board member Anastasia Nolan was not present nor was Kristin Dunn, Town Council liaison to FLP.

LP RESIDENT – MR. CHARLIE BURGE

Mr. Burge had asked to attend the meeting as he had some questions about filings required by FLP. Ed referenced an IRS letter received in 2017 that indicated the only federal filing requirement was a 990N. Jim continued by outlining the state requirements of filing a financial report and that the organization was licensed by the state. Mr. Burge then thanked the board and departed.

PRESIDENT’S MESSAGE

Ed then welcomed new board member Kathy Martin and indicated that Kristin Dunn was ill and unable to attend.

SECRETARY’S REPORT AND TREASURER’S REPORT

The April minutes were approved as was the Treasurer’s report. Ed suggested that donors giving money after the October concert be recognized in the following year and all agreed.

YOGA AT JOR

A free yoga class is held at 6pm Monday nights at JOR and this continues, weather permitting.

EARTH DAY WALK WRAP

Mike reported that while no children showed up for the Earth Day Walk, there were nine adults. Anastasia joined the group with seeds and soil for a small planting project and a group of picnicking children enthusiastically took on the project. Eric Young, the naturalist leading the group, indicated he would be willing to do another event in the fall. No decision was made about when to schedule one.

MUSIC EVENT WRAP

Ed reported that he counted approximately 120 attendees, commenting that the cool weather may have kept some folks away. Bill confirmed that he had purchased an additional 4 mats for bands. Bill will also study raising the gazebo to give more line of sight to band members.

SPRING ROADSIDE SIGN CLEANING

Bill volunteered at the April board meeting to set in motion signage cleanup along Laurel Park Hwy, associated shortcuts, and White Pine Dr. He was pleased to report that new signs have been erected and street signs and mirrors look clean. He surmised that DOT may have completed the improvements.

HALF MARATHON AND 10K – MAY 14TH

Ed reported that he now has 21, possibly 22 volunteers for the half marathon. This is good news as the organizer of the event, Daphne Kirkwood, donates funds based on the number of volunteers. The event starts at 7am at JOR and Ed will be sending an email to volunteers regarding their station and when they need to be there.

TOWN’S SWAP EVENT – MAY 20th

Ed reported that the S.W.A.P event was last held in 2020, and includes a shred event, a medicine drop, and visits from various people including the Police chief, Fire Chief, town manager and council members. It will be held this year on May 20th from 9-12 in the parking lot of First Congregational Church. Bill agreed to set up an information table for FLP and Susan agreed to help staff it.

NEXT MUSIC EVENT – JUNE 11TH

The next music event is the Asheville Jazz Orchestra. Ed reported that the group is planning on checking out the site in early June, as the 17-piece orchestra may need to make some logistical choices. Bill suggested that the gazebo may not be needed, as all 17 pieces will not fit under it and Ed agreed to forward that idea.

HISTORY TOUR

The History Tour will be narrated by Knox Crowell, a local historian, who is available in May, July and again in the fall. A van, seating 24 people will be rented for approximately $300 and will make two circuits of approximately 1½ hours each. Kathy wondered why we not keep it as a walking tour and Ed detailed how limiting that was, particularly with an elderly population. He did think the van would be able to stop at some locations and allow folks to get out for a closer look. Bill suggested using the July 9th open concert date for the tour, instead of trying to find a band to fill that slot, and all agreed. Ed will take a dry run with Knox before July.

HISTORICAL MARKERS

Jim reported that the town is considering 5 new historical markers this year and an additional 5 new markers next year. In addition, he disclosed that the town has hinted at asking FLP to pay for ½ the cost. There was a lively discussion about how well historical markers serve the FLP purpose and several board members indicated they would rather sponsor History Tours. No final determination was made.

SIGNS IN THE PARKS

Mike reported that Ann McFadden is very interested in upgrading the signs at Lake Rhododendron Park. The Town Manager was non-committal although he did agree to visit Flat Rock Park to view the signs they have. Mike and Ann will next meet with the Parks and Greenway committee hoping to get consensus on a minimum of 3 signs. Directional signs have also been mentioned but there is ambivalence with the town council as well as FLP as to the need for these.

WALKING TRAILS

Mike reported that he and Ed represent FLP on the Walking Trail subcommittee of Parks and Greenway. The subcommittee has contracted out for steps to improve the Glen Springs trail at a cost of approximately $24,000. The job should start in July or August of this year. Mike reminded the board where the Glen Springs trail is located (near Echo Dr and Hebron) and that the seasonal waterfall will be much more easily accessed when steps are added.

GRANT MONEY PROJECT

Jim reported that he had applied for and received a grant of $3,000 from the Henderson County Tourism Development Authority to be used for events. As the Music Concert series qualifies, he did not see any difficulty in using the entire allowable grant funding. The board congratulated him for his time and effort in landing this grant.

T-SHIRTS AND BADGES

Ed had a badge he had purchased from Amazon that he wore for the JOR concert and everyone agreed name badges are a good idea. Kathy will look into badges for everyone, using Ed’s badge and one Bill has from a number of years ago as samples. The board agreed that using a magnet to attach to clothing was worthwhile and while the FLP logo might be nice on the badge, titles were not as important (except for maybe President!) There was little interest in T-shirts.

TOWN CENTENNIAL MEETING

Jim reported that the Town Centennial meeting was held Monday morning. A logo has been approved and it goes to the Council next for final approval. He reported that the committee has requested a preliminary budget of $20,000, mostly for the historical book and the Gala. The committee is still hoping to host the Gala at the Hendersonville Country Club but the CC manager has cited difficulties in staffing with the result that no specific place has been determined yet. In addition, Jim reported there is the possibility of a centennial wine from Marked Tree vineyards and a potential new amphitheater to be built at Lake Rhododendron Park. The idea of an amphitheater generated much discussion but no resolutions were issued at this time.

In other news, Jim reported that land has been purchased at the corner of Glasgow and Hwy 64 for the new Town Hall. The current building will become a community center.

In one last item of interest, Jim reported that the town may sponsor a “bear” for 2023.

SPONSOR THANK YOUS

The board agreed that framed certificates are a nice way to thank sponsors. Ed will check with the marketing company to see if they have certificates and Susan will check with a local frame shop for matting and framing costs. Ed estimated about 20 certificates may be needed.

ADDITIONAL ITEMS

Mike reported that the Town Manager had received complaints about too much blackboard connect traffic. While Mike was not able to change any outgoing messages this last week, it may be that FLP messages will be limited in the future.

ADJOURNMENT AND NEXT MEETING

The meeting was adjourned at 8:57pm. The next meeting is scheduled for Monday, June 13, 2022 at the Fleetwood Clubhouse.

Respectfully submitted,

Susan Hileman, Secretary