

Friends of Hoyt Park
Minutes for Thursday, February 11, 2021 @6:45 PM
Zoom Meeting

Welcome & Introductions: Tim Astfalk brought the meeting to order at 6:50PM. Friends attendees included Tim Astfalk, Rich Jablonski, Glenn Teschendorf, Cheri Swenson, Tim Kessenich, Anne Reis and Ron Harris.

Public Comment: None

Meeting Minutes: Minutes for the meeting of January 14, 2021 approved by voice vote.

Treasurer's Report:

- **Financials:** As of February 8, 2021 cash on hand was \$21,974.48.
- **Check approval:** none. Tim K asked for authorization of up to \$150 for purchase of herbicide. Authorization given by voice vote.
- There have been 5 member donations made since Jan. 1st, for a total of \$405.
- Report approved by voice vote.

Announcements: None

Old Business:

- **Vegetation management recommendation from Frank Hassler of Good Oak:** Madison Parks has not completed their review process and the FHP board subcommittee has not yet convened. Anne R. was added to the subcommittee along with Betsy L, Tim A, Tim K and Ron H. Brief discussion regarding the purpose of the park; conservation or pleasure. City staff will have the final say on if and how much of the park will be subject to aggressive restoration. FHP will wait for the City's response before deciding on a demonstration area for aggressive restoration.
- **Board transition/ Virtual annual membership meeting:** Current over-extended board members (Tim A. Chair and Tim K. Treasurer) will resign as of July 1st. Rich J. will consider nomination for the Chair position. We need to bring new people on to the FHP Board. Suggest identifying new neighborhood reps for Regent, Rocky Bluff and Sunset Village (if needed). Also possible nominees for the elected (non-officer) board members. Current Board members to speak to friends/neighbors who might have an interest. The Board discussed a mid-summer in person, outdoor annual meeting. BYO picnic on the lawn (or Main shelter if rain) on a Sunday in July (18, 25th?). Tentative time of day would be noon-1:30. For further discussion- is a speaker needed this year?
- **Authorization to start Summer Ranger hiring process:** The City Human Resources department will not support just using the candidate identified in 2020 before the hiring freeze. They have given us permission to post the position for two rangers, hiring only one if the candidate pool is weak. If we identify one candidate, we can expand the hours at a later date. FHP Board decided to post the position for one summer ranger with a

budget up to \$10,000. Human Resources will determine the number of hours to offer for the position based upon our budget.

- **Dane Co. Environmental Council 2021 Grant:** Tim A was planning on submitting a revised version of 2020 grant asking for \$1000 to help defray the cost of a 2022 prairie burn. Normally due by the end of February but the call for applications has not yet been posted.
- **Review of 2020 Member contributions:** Despite not being able to provide family programming after the start of the Covid-19 pandemic in March, we were able to add new members and collect more member contributions in 2020 compared to 2019. Cheri S presented 2020 membership data based upon the year end 2020 budget. The Friends had \$8,723 in 2020 member contributions, a nearly 20% increase over 2019 contributions of \$7348 (2018 \$6335). All three years had an additional \$500 employer match. The PayPal donate button was activated on the FHP website in April of 2019. In 2020, taking into account the (2.6%) fee we pay for using PayPal 46% of our member contributions came through PayPal. Membership lists pulled for mailchimp mailings in August 2020 and October 2020 showed an increase of 28 new members, only two of whom did not donate or provide contact information. The Board attributes a large part of the increase in membership to increased park usage and the two sandwich boards placed in the park asking for support for the Friends group.
- **Fundraising campaign:** The FHP Board talked about implementing a 2021 fundraising campaign over and above membership renewals. The Board had discussed targeting this campaign towards fireplace repair since the fireplaces had a great increase in 2020 usage and are a unique feature of Hoyt Park. Tim A asked the City about using the fireplaces as a fundraising focus and were told that with reduced city parks staffing it would be difficult for the city to consider fireplace repair during 2021 especially with the pending review and possible implementation of the Oak Savannah Restoration Project. Further fundraising focus discussion was tabled pending City Parks completion of the review of restoration recommendations provided by Good Oak (Frank Hassler).

New Business:

- No new business was discussed but Anne R. suggested adding use of Social Media accounts to new months agenda. Rich J. will check to see whether FHP Instagram account is still active.

Next Meeting Date: March 11th @ 6:45PM via Zoom

Meeting adjourned @ 8:30PM