

**Town of Cape Elizabeth
Fort Williams Advisory Commission
Meeting Minutes
November 16, 2006**

Revision: Draft 11/24/06.

Present: Tina Harnden, Maureen McCarthy, Steve Parkhurst, Jim Rowe, Chuck Wilson, Dan Chase (Secretary).

Absent: Ellen Nadeau (Chair)

Staff: Mike McGovern, Town Manager

Guests: Joel Russ, Fort Williams Charitable Foundation

Called to Order: 7:15 PM in the Public Works Building lunch room by Chuck Wilson.

Approval of October 19, 2006 Meeting Minutes

The minutes of the 10/19/06 meeting were approved as submitted.

Bench Program approved by Town Council

The Town Council approved the extension of the Park bench program as recommended by the Commission, with the exception that the bench fees are to be minimum fees. The Council asked about the costs to furnish the benches. Since this information was not immediately known, Mike will ask Bob Malley to send around an email outlining the cost of the benches when Bob returns from vacation.

In other action at the Council meeting, the Council officially passed a motion to reject the imposition of parking fees at the Park.

Joint Meeting with Fort Williams Charitable Foundation

Joel Russ presented a run down of the current status of the Foundation operationally and financially:

- The Foundation has been inactive since the possibility of imposing parking fees came under serious consideration.
- It is now seen that the efforts to institute a conservation easement on the Park took the Foundation's focus off its primary purpose of fund raising.
- Joel is ready to re-energize the Foundation.
- A number of Foundation board members left as a result of the failed effort to institute the conservation easement. They currently have five board members, but should have at least ten. Joel asked the Commission to pass along the names of people who might be good additions to the board.
- The Foundation has roughly \$50,000 in assets: \$32,000 in long term investments; \$16,000 in credit union accounts; and a minimal amount in a checking account.
- The 2003-4 annual appeal raised roughly \$23,000 from 312 donations; 2004-5 roughly \$23,000 from 305 donations; and 2005-6 roughly \$21,000 from 215 donations.
- The Foundation has a list of 480 contributor names; 9 from out of state, 83 from out of town. Most out-of-town contributors are from Portland, South Portland, and Scarborough.
- Contributions can now be made on-line, using a credit card.
- The Foundation gave the Park \$11,000 in 2004 for the Goddard structure engineering study.

Joint Meeting with Fort Williams Charitable Foundation (cont.)

- The Foundation gave the Park \$9000 in 2005. Mike noted that this has not yet been spent.
- The Foundation operates on the general rule that donations should be split approximately 50/50 between the Park endowment fund and the capital fund.
- Another annual appeal is planned before the end of the year.

At this point, Joel asked for comments and a general discussion about the distribution of notices for the annual appeal was held. Some members of the Commission noted that they had not seen the notices in past years. Joel and Mike discussed the possibility of using a direct mail service to send notices to past contributors.

- Joel feels that raising volunteers for the Foundation, in addition to donations, will be given much more importance from now on. This will probably be done in conjunction with the annual appeal.
- Joel knows a financial consultant and a leading supporter of Deering Oaks Park who have agreed to make presentations to the Foundation. Based on what is learned in the presentations, Joel may try to bring on a professional consultant to work with the Foundation. Part of that process would probably be to bring on a grant writer as well.
- Joel is hoping the annual appeal, and request for volunteers, may create enough response for the Foundation to hold an event similar to a public hearing to gather public input.
- Joel knows a professional who often coordinates events on a national scale. They have been exploring the possibility of an event like a national jazz festival at the Park.

At this point, the Commission made some cautioning comments about the large events already being held on an annual basis, and noted the constant trade-off between availability for casual use vs. planned events.

- Joel asked about the Commission's position on the Goddard structure.

A general discussion about the structure was held. Since the Commission does not have a unified position, Tina requested that the issue be put on the agenda for the next meeting.

- Joel asked who produced the 2003 Park master plan, and who runs the Town web site. He would like to cross reference the master plan on the Town's web site from the Foundation's web site in order to illustrate the capital needs. Mike was able to give him information.

A general discussion about other possibilities for raising funds was held. Raising funds around specific projects, such as upgrading the bleachers, is one. Allowing a concession stand, and selling naming rights to specific features in the Park are others.

Next Meeting

The next meeting will be Wednesday, Dec. 13th, at 7:15 PM.

Adjournment

The meeting was adjourned at 8:45 PM.

Respectfully submitted,
Daniel Chase, Secretary

April Cohen-Tracy

From: Wilsoncape@aol.com
Sent: Tuesday, November 28, 2006 12:29 PM
To: dp.chase@verizon.net; ecnadeau@maine.rr.com; capeclrk@maine.rr.com; cepwdir@maine.rr.com; mmccart2@maine.rr.com; tinah@maine.rr.com; info@fortwilliams.org; jrowe1@maine.rr.com; cetm@maine.rr.com; sparkhurst@townandshore.com
Subject: Re: FWAC 11/16 draft minutes

Dan, great job.

Couple of comments.

1. I think you are close on the adjourn time, 8:45P is fine.
2. Based upon your e-mail to me, assume you will add the Commission's thanks to Jim Rowe and best wishes as he moves "up" to the Town Council.
3. Somewhere on the 2nd page, probably about halfway down and perhaps at the end of the 2nd bullet in the 2nd group of bullets, we should add that "The Commission requested that they be made aware of and invited to the FWCF meetings where they have the discussions mentioned with the outside consultants for those FWAC members who care to participate for the purpose of broadening their knowledge." Doesn't have to be those exact words, but something along those lines.

My real concern on #3 is that if a consultant is going to make a recommendation, such as the "easement", it would be nice if someone from FWAC heard it early in the conversation and could fully understand it, as well as voice support, concerns, etc, before the "horse gets out of the barn."

Chuck