

Blowing Rock Appearance Advisory Commission
Minutes
January 7th, 2016

BRAAC Members Attending: Bo Henderson, Curt Andrews, Melissa Pickett, Deborah McDowell, and Jennifer Chick

BRAAC Members Absent: Barbara Wright, Anne Barnes

Staff Members: Scott Fogleman, Jennifer Brown, Chris Pate, and Erin Kegley

The meeting was called to order by Bo at 5:30 pm.

Approve December 3rd, 2015 Minutes- Deborah made a motion to approve the minutes, Melissa seconded it, and it was a unanimous vote to approve.

Budget Update/Annual Fundraising Collection/Hanging Basket Collection- Jennifer stated that BRAAC has not spent any more since the last meeting, and updated the committee about the BRAAC truck stating that it is not yet finished. Jennifer mentioned that she reviewed the money spent for printing and postage in September when the donation letters were disbursed and noticed an issue. In the past BRAAC has spent close to \$3,000 in postage and printing, but this year BRAAC only spent about \$1,700. They discovered that out of the 4,682 residents that typically receive donation letters every year, only 2,642 were sent out in 2015. There are still close to 2,100 that were not sent out. An incomplete electronic mailing list was provided initially. Jennifer stated safeguards will be put in place to make sure this does not happen again. She said the next step is to go through the names and see who we did not send to. Erin is in the process of devising a system to retrieve all names that need donation letters mailed.

Review Fundraising Presentation- Curt stated that after the last meeting he met with Jennifer, Chris, and Erin to discuss the first draft of the presentation for Broyhill Park to the Broyhill Foundation. Jennifer and the team revised the first draft, and Curt presented the second draft of the power point. After the presentation Melissa asked if some of the prices included contracted services. Jennifer stated that, yes, some of the prices have contracted services included and some of the jobs Blowing Rock Town Employees can achieve. Curt mentioned that to add a special bonus to the deal, BRAAC could recommend having an event for recognition to the foundation and family for supporting the projects that were done in the park. All BRAAC members thought the presentation was great. Bo asked Scott how BRAAC will proceed with the presentation. Scott stated that he will create a packet that will include the presentation, and a description of what BRAAC is attempting to do to show Town Council during their retreat and once feedback is received, next steps can be determined. Bo also asked about the funding for Annie Cannon, and if we could use the same format to present Annie Cannon to the family or foundation. Curt said yes, and it would be a great idea to use the same format.

Clean-up Day May 7, 2016 (possibly change the date due to Art in the Park) – Jennifer asked BRAAC if they still want to have clean-up day on May 7th due to the fact that Art in the Park is now the same weekend. All BRAAC members decided to keep it the date of May 7th.

Other Business- Anne emailed Jennifer and all BRAAC members about wanting to talk more about the Legacy Garden project, and voice her concern that BRAAC should still fund the maintenance of Legacy Garden. Scott stated that Anne approached him about the Legacy Garden project and after discussing the subject, they both came to the conclusion that BRAAC's main focus right now just needs to be raising more donations. Curt stated that after the two walk arounds that he did with the Parks and Recreation Department, the money needs to go to the parks around Town because there are a lot of areas that need major attention. Bo agreed, and said that he wants to stick with taking the money away from the Legacy Garden maintenance and put the money towards parks that need attention such as Annie Cannon Garden, Broyhill Park, and Koerschner Park. Bo also mentioned that Broyhill Park needs over \$200,000 for maintenance, while BRAAC has not even addressed the cost of what it would take to fix Annie Cannon, and Koerschner Park, so it does not make sense to spend \$7,500 on private property. Curt asked Chris what specifically needs to be done to Koerschner Park because he is interested in making this an exclusive project for BRAAC. Chris stated that this area should be a focal point since so many people walk by it every day. He mentioned that the Rhododendrons need to be cut back, raked and blown to be cleared out, limb trees, and give it a nice make-over. Curt also asked Scott about the Rotary Stage, and if there is permission to take it down. Scott stated that he needs to ask the Rotary Club next meeting. Melissa asked if there is still discussion about having a joint session with Town Council and BRAAC. Scott stated that it will be discussed during retreat.

The meeting was adjourned at 6:51pm.

The next meeting is scheduled to be held February 4th 2016 at Town Hall at 5:30 pm.