



Invest Today.  
Benefit Tomorrow.

RHPF Advisory Board Meeting/Glencairn Gardens Education Center  
March 28, 2023 – 8:30 AM  
MEETING MINUTES

**“The RH Parks Foundation is dedicated to preserving, enriching and maintaining cultural, environmental, and recreational facilities and programs in our community.”**

Board members present: Toy Rhea, Counslo Bowie, Melissa Cassell, Kathy Wilson, Angie Perry, Jimmy Freeman, Jan McCoy, David Williams; PRT staff members present: Becky Adams, Lisa Nunez

WELCOME: Rhea welcomed everyone, opened meeting at 8:33AM. Reviewed 1/24/23 meeting minutes. Freeman motioned to accept, Wilson seconded, unanimously approved.

FINANCIAL REPORT: Adams – As of Feb 28, 2023 RHPF funds are rebounding; balance reflects \$20K from last ask.

#### SPONSORSHIP DEVELOPMENT:

- Year-end mailer was a success w/ over \$27,800 received in donations; excited because we had new donors solely from mailing.
- Will be showcasing sponsorship opportunities w/ more visibility (60x80' tenting, raised platform w/ skirting, Chef Rob will cater); Catherine and Amelia are inviting sponsor prospects to get people excited and attract more sponsors for 2024 World BMX event. Rhea—What are sponsor levels? (\$5,000 & \$10,000)

2023 Fund-Raising Event: Adams--Event must be planned around PRT calendar for support from PRT staff. Discussed doing low-country boil @ velodrome in November, but unsure if any fund-raising event can happen before BMX World in 2024. Cassell-I'm already being asked about our next event. If we don't do something this year we'll lose the momentum we've gained. Maybe a small event in the fall - Make it easy, kid-friendly, bring in a food truck? At Cedar Crest to show new playground and let people know the Foundation contributed? Wilson—Some people will never come to see BMX-we need to reach different sectors of population who have other interests, by going to other locations. Cassell—Also discussed a scavenger hunt in the summer to get people out to lesser-known parks, using social media; or have an adult movie at Fountain Park paired with something more upscale for donor base? Williams—Can Martin (Lane) get food trucks somewhere after Food Truck Friday ends? He has contacts and logistics in place - we can make it easy by using what's already in place. Freeman—What about entertainment? Cassell—What about the balance bikes for kids that the City has?

Adams—This type of event is great for awareness of what RHPF does, but I don't think it would capture donors; maybe something special at Miracle Park could. Freeman—Definitely don't wait to wait until next year. [Consensus of board is to pick a date in the fall and have more discussion on the event at next meeting]

**NEW BUSINESS:**

- RHPF 2022 Accomplishments/2023 Goals Reviewed: Wilson motioned to approve as written, Cassell seconded. Will present at next Rec. Commission meeting.
- 501-C3: Rhea--Approached David Knoble in Feb. about applying for us to get own 501-C3 for Foundation, but no progress has been made. Cassell volunteered to do application, but stated a CPA must be used to file return. Freeman motioned to procure Melissa Cassell to take over application process, Wilson seconded, and board unanimously approved with consensus that she will be paid.

PRT project needs list: Adams—Rhea Faris retired and his duties are being split by Kevin Lynch and Jesse Holliman. The PRT dept. compiles a list of needs each year, and I expect to have it by the next meeting. Garnet has a list of items needing replacement for Rec-in-a-Box program; Maybe this could be our next event? Bring the truck to a park and promote what Rec-in-a-Box program and RHPF are about. Rhea—This program is getting lots of attention and Foundation needs to get as much press as possible. We don't need to sit on the money - We can slowly whittle it down by spreading visible projects out. Williams—Who has the wish list? (John Taylor) I agree that we need to start using funds, and in places that don't already have a budget (such as Glencairn).

Raising awareness of RHPF: Bowie--Choose from different areas around the community and highlight the improvements RHPF contributed – on things that can be seen and there's more impact; maybe do brochure. Williams--Can we put QR code on signs? Example: Put QR code on Miracle Park sign so people can donate directly. Adams--Need to be careful about putting on a sign owned by City of Rock Hill property, but we can investigate. Rhea--Can we put something in monthly PRT newsletter or utility bills? Adams--Will check with Laurie (Helms). Perry--Can we contact businesses with cold calls? I like doing that. Adams—We can get the Chamber's new business list and work from it on ongoing basis.

**UPCOMING:**

- BMX Carolina Nationals this weekend, Fri 3/31 – Sun 2/2; expect 2000 riders
- Under Armor event will be here for a long weekend April 28-30
- Volunteer Dinner 5/16 @ 5:30 PM
- Rock Hill Park (on Lake Wylie near dam) expected to be May 4 @ 3:00 PM
- Nike in June
- Adidas here two weekends in July
- Masters Track Nationals at Velodrome, and ESPN Ocho Games in August
- S. Atlantic Conference in November

**FUTURE MEETING:** April 25<sup>th</sup> at GG Learning Center; Adams will send out reminder date for rest of year, to be held at Learning Center. Meeting adjourned at 9:32 AM