



Commission Agenda Report

City of Kalamazoo

FROM: Mike Schlack, Friends of Recreation Board Chair
Prepared By: Frances Jewell, CPRP Parks and Recreation Managing Director

SUBJECT: 2007 Friends of Recreation Board Annual Report

The Friends of Recreation Board, submits the following 2007 Annual Report.

2007 FRIENDS OF RECREATION BOARD ANNUAL REPORT

Board Members

Mike Schlack, Chair	3/01/08	Mary Brown	3/01/09
Mary K. Viegelahn Hamlin	3/01/08	Maureen Krause	3/01/09
Orlin Loen	3/01/08	Ian Kennedy	3/01/09
David Carrigan	3/01/10	Alfrelynn Roberts	Ex-officio
Milton Wells	3/01/10	Frances Jewell	Ex-officio

In 2007, the Friends of Recreation Board met on 11 occasions. During the year, the Friends discussed and participated in many decisions, making recommendations on several issues. Major Board decisions included:

- The Board authorized entering into a contract for assistance in the implementation of the Communications/Image Plan, not to exceed \$3,000.
- The Board unanimously authorized the release of \$16,000 of "Grantmaking Value" from the Municipal Recreation Endowment to assist in the purchase of an appropriate vehicle for Parks and Recreation (\$12,000) and to provide additional funds for marketing materials and the Golf Outing (\$4,000).
- The Board unanimously approved to make LaCrone Park the 2007 signature fund raising project for Friends.
- The Board continued working with a Public Relations Specialist in developing an image plan to build public awareness of the Friends' missions and goals. The activities included: Friends Night was held at the Kings Game June 30; an article and editorial were featured in the Kalamazoo Gazette on August 1; Channel 3 conducted an interview but had limited coverage; the Board participated in the Parks and Recreation "Trunk or Treat" on October 27; and arrangements were made for Board members to speak at various service organizations.
- Reappointed two Board members
- Held the 11th Annual Golf Classic Fund Raiser

- Held the second Annual Holiday Gathering fund raiser

The Friends of Recreation remains committed to Parks and Recreation's operations and programs. Our goal is to help the City continue to provide an outstanding parks system (over 680 acres) and recreational programs serving participants in youth development, after school programs, aquatics safety and fun, family fun, programs for active adults (55 and older) and programs for people with and without disabilities together. Friends of Recreation was organized to fund future recreation and park development opportunities for all, through the Kalamazoo Municipal Recreation Endowment.

2008 Friends of Recreation Meeting Schedule

Friends of Recreation meetings are held the 4th Tuesday of the month at 4:30 pm in Mayors' Riverfront Park Community Room (except where noted below).

January 22	July 22*
February 26	August 26
March 25	September 23
April 22	October 28
May 27*	November 25
June 24	December 23

* Youth Development Center