

Board of Friends of Whitefish Dunes

Meeting Minutes August 21, 2014

Attended by: John Rock, Carl Scholz, Lynn Zawojski, Dale Goodner, Mary Goodner, Chuck Birringer, Janyce Beyer, Brian Penchoff, Max Martin, Kristen Hanson (park representative).

Agenda was approved.

Minutes from the July 2014 meeting were approved.

Treasurer's Report: Chuck made a modification in the budget with \$450 transferred from the Reserve Account to Grooming Equipment Maintenance.

A second modification was made with \$125 going from the Reserve Account to Business Regulation Fees.

Treasurer's Report was approved.

Park Report: Kristen reported that the car count was approximately 350 vehicles (estimated at 1200 people) for the Candlelight Beach Walk.

Beech Bark Disease educational material is available in paper and electronic form.

Old Business:

Candlelight Walk: There was extended discussion regarding lack of volunteers for clean-up. Kristen recommended seeking outside service organizations for assistance during special events.

A motion was made, seconded and carried to form a Special Events Committee to coordinate events. Dale and Lynn volunteered to be on this committee and members at large will be invited to join the committee. Their first task will be to plan the calendar for 2015.

A motion was made, seconded and carried to give the book Whose Butt is it? to Fred's 7-year-old nephew Ben who worked from set-up to take-down at the Candlelight Walk. Thanks Ben!

Fall Work Day: Park Administrator Fred will select a date and time for the Fall Work Day.

Fish Clothing Update: This line of clothing has been selling well. 35 of the 54 shirts have been sold. Another \$600 purchase will be made to increase inventory for the fall.

Hat Sales: Sales have been good. More will be ordered.

New Business:

Historic Preservation Award Winner: Carolyn Rock of Whitefish Dunes State Park received the Wisconsin Historical Society Historic Preservation Award. The Board congratulates her. Janyce recommended that an acknowledgement of this award be posted for visitors to see. Janyce will look into this. It was also suggested that the newspapers Advocate and the Pulse be notified of this award.

Vote in New Board Members: John Swanson and Don Gustafson were accepted onto the Board. John will fill Bill Krause's vacancy with term ending 2017. Don will fill Patrick Fitzgerald's vacancy with term ending 2016.

Book Displays: Brian will talk to Fred about different shelving options.

Nature Center Hours: A concern about Nature Center Hours was brought up, since several Board members have heard park users complain about the visitor center being closed by 3:30 P.M. when crowds of people are still in the park . . . with no access to merchandise, interpretive information, restrooms, and staff.

Extensive discussion regarding customer service resulted, after which the Board issued a resolution that it felt would make a big difference to visitors.

The Board of the Friends of Whitefish Dunes issued the following resolution which passed unanimously:

We, the Board of the Friends of Whitefish Dunes, request the Nature Center hours be modified to include the hours of 3:30 to 5:00 p.m. on Fridays and Saturdays. This modification will result in:

- Positive public relations
- Increased opportunities for visitor education via the interpretive exhibits
- Increased opportunities to provide park information
- Increased sales opportunities

Next meeting: September 18, 2014 4:30 p.m.