

Friends Board Retreat Summary  
Saturday, May 18, 2013

Present: John Williams, Tom Daugherty, Jennifer Rose, Chad Villamor, Linda Miller, Kathleen Blair, DeeDee DeLorenzo; Absent: Marge Penton

We began our meeting at approximately 10:30 AM.

**Advertisements:**

We discussed ways of advertising our group in order to increase membership. We also discussed participating in the Adopt a Highway program, which would provide a sign with our groups name on the roadway in exchange for litter pick-ups twice a year. We are looking at adopting one stretch of highway near the Pintail Slough turnoff and another near the entrance to the Bill Williams River NWR headquarters.

We also discussed engaging persons that we all come in contact with at the Refuge. A suggestion was made that we place our Friends' business cards on vehicles parked at North Dike, Catfish Paradise, and other public access points in the Refuge. When speaking with persons who may be interested in Friends, it was suggested that we mention our programs that might be of interest to them. For example, if we are talking to those who like to fish, we could mention that we are looking at ways to improve the Refuge's launch sites and fishing docks.

FWS has an events calendar and we will try to get our events listed.

We discussed placing 8 x 11 informational signs about Friends on the four (4) Refuge kiosks. We will be putting together a flyer which we will then have laminated and posted. There was also discussion about the need for better signage helping visitors find specific sites on the Refuge.

We will place an ad for Friends on the advertising loop that is seen at the Kingman movie theater between movies.

**Membership:**

We discussed adding a corporate membership option to our memberships. We also discussed the need to recruit more members from Lake Havasu City, Parker, and Kingman. Due to verbiage we decided to check with other Friends groups to see if they have corporate memberships, what they charge, etc. The need to recruit members from Lake Havasu City was discussed. Per Dick's suggestion a few months ago, we will look into putting information about Friends at the LHC Visitors' Center.

We all agreed that we are going to need committees that could address such things as membership and event planning.

## **Friends-sponsored Events:**

Events we discussed:

Friends will co-sponsor a Friends and Family Fun Day, Saturday, October 12, at the Havasu NWR.

A fundraiser at the the movie theater in Kingman. We would like to offer cheese and wine prior to the show, and the movie we are recommending is *The Big Year*. The ticket cost would include a Friends' membership for one year.

We will once again co-sponsor the Lake Havasu water trail clean-up by kayak in September on Public Lands Day. We would like to do the same thing in the spring for the area south of North Dike. Helen Howard has offered the free use of her kayaks for this project.

We discussed sponsoring a fishing derby or carp bowfishing event. The best time of the year for this event would be in March or April.

We discussed having information booths at various community functions. We will be getting calendar information of local events in Lake Havasu City, Kingman, and Bullhead City. Some suggested events were the Winterfest in LHC, AZGFD's Wildlife Fair in Bullhead City, the Golden Shores Fire Department BBQ (2<sup>nd</sup> Sat. in March) and the Mohave County Fair (Oct.).

We discussed the need to improve the look of our "table" at these booths. We would like to continue to run the photo show, perhaps using a computer. It was suggested we could pass out something free like a small flashlight or pencil with our name and website printed on it. We also discussed updating our tri-fold brochure.

During a break in the meeting we were able to get a Square account, so we will now have the ability to accept credit card payments for merchandise and membership fees at events.

We discussed ordering a batch of 50 t-shirts for sale at events. We also determined that the official t-shirt color for volunteers working events would be Galapagos Blue; an opportunity to order the shirts will be sent to the membership in the near future.

## **Projects:**

Projects we discussed include:

- \*A trash clean-up at the Bermuda Restoration area.
- \*Creation of a walking trail with signage at the Bermuda Restoration Area to make the area make it visitor friendly.
- \*Installation of steps at the trailhead at Delta Point, the pullout just north of the BWR NWR headquarters.
- \*Construction of a handicapped-accessible duck blind in Pintail Slough at Blind 3.
- \*Assisting the Refuge with repair or replacement of the red pump at North Dike/Pintail Slough.

Our next Friends' general meeting has been set for June 20, at 6:00 PM, to be held at the Golden Shores Fire Station. The meeting was over at approximately 3:30 PM