

## Friends of Midway Board Meeting

Saturday, May 7, 4:00 – 5:30 pm

The Springs

Attending: Kathie McCarthy, Bob Wooler, Pat Locke, Bill Locke, Walt Kehoe, Priscilla Kehoe, Christine (staff at Midway).

### > 1. [June 4](#) watershed plantings and workday at Midway:

The day was organized as an event with the Chautauqua Watershed Conservancy to plant a buffer on the Midway lakeshore. Once this task has been completed, and as long as we're at the park, some sprucing up for the season can take place – primarily raking and painting. Once we determine the specific projects and the tools that are on hand for it, we can e-blast our list and go out on Facebook to rally more volunteers.

- To do:
- 1) Establish specific objectives for the day with Kate by 5/13. (Bob)
  - 2) Blast out an appeal across the Friends network 5/14-15. (Bob)
  - 3) Show up on June 4 to do the work and record with photos. (All)
  - 4) Issue press release to memorialize the event and preview the FOMSP season by 6/6.

### > 2. Sponsorships and donations for [July 4](#) fireworks

Although there may be funds in the state budget to support fireworks at Midway on July 4, efforts are being made to get \$6,000+ in donations and sponsorships for the fireworks event. Shults Auto is being targeted for \$5K, various other businesses for the rest. There is potential for private donations from Maple Springs residents, the FOMSP list, and our personal contacts.

- To do:
- 1) Get an update on the status of sponsorships and prospects from Kate. (Bob)
  - 2) Review and/or add to the list of possible area business sponsors – identify connections and contacts. (Bill)

May) 3) Mail an appeal for sponsorships; follow up with calls for visits to businesses. (late

4) Mail and/or e-mail an appeal for donations from individuals. (late May-early June)

### > 3. Campaign for carousel restoration

The Friends have identified two elements of the restoration that we would like to focus on: restoration of the rounding boards (illustration panels) and restoration of the horses. We will start fundraising efforts in earnest this year for those elements of the restoration.

To do:

1) Determine with the artist a cost for the restoration of the rounding boards. (Kathie)

2) Work with park management to determine the costs and logistics of the horse restoration.

3) Design a campaign with a brochure, website landing page, etc. to generate donations. Integrate content from the fireworks campaign for a lay-in panel for a single 2011 campaign piece. (Bob)

4) Launch the carousel campaign in conjunction with the first "Friends" Day at the park – July 24 with press, mailing, handouts at the event, etc.

### > 4. Planning for July 24 and August 20 "Friends Days"

We will host "Friends" days at Midway on Sunday, July 24 and Saturday, August 20. Dues-paying members on our list as of those dates will get discount rides and discounts at the gift shop. Mike the Balloon Man will be at the park on July 24 and we will sponsor a Skee-ball Roll-a-thon. On August 20, we would like to have a couples reunion of couples who met at Midway ( and perhaps subsequently married). This will be a great press item and can generate lots of publicity. It would be great to have a story booth that day to record couples' stories, perhaps a radio remote, Mike and Janis Walsh, and some music (perhaps a dance??).

To do:

Promote the Friends Days in the fireworks donations mailing which will also be a call for paid memberships. (Join now and perhaps make an extra donation to support the fireworks...) -late May

> 5. Organizational updates and coordination with Midway and NYS Parks.

We met recently with Kate Gross, the new park manager, and Angela Berti, the NYS Parks public relations specialist. They like our website more than theirs and would like to use ours as the first string for their information and embed a link to the NYS Park page and their Facebook page.

Our 501(c)(3) application is under review by the IRS.

We have a new e-mail newsletter/communications template with design features like the website for more snappy looking communications.

We have a supply of brochures we need to stash around the area at literature stands, etc. Everyone should take a supply and coordinate spots to drop.

Finances:

FOMSP has received \$2,663 in donations from 43 people/organizations since we began last August 1. We have a balance of approximately \$200 right now, having spent the rest on the website, brochure printing, and the IRS fee.

> 6. Other Business

Walt will forward a design for embroidered polo shirts which we can promote as a premium (gift in exchange for membership) at levels of \$200 or higher. His donation will stake the Friends to an initial supply.

Respectfully Submitted,

Bob Wooler