



Flat Rock Park & Recreation Foundation



FIRST ANNUAL REPORT

October 2014



The Beginning

*What we call the beginning is often the end.
And to make an end is to make a beginning.
The end is where we start from.*

This observation by the great poet, T.S. Eliot, describes the genesis of the Flat Rock Park & Recreation Foundation.

The Foundation came to be at the end of the work to determine the highest and best use of the former Highland Lake Golf Club. It came after a brilliant master plan was designed. And its priorities were clear after the Village Council assessed its budget to ascertain what it might be able to do over the next several years to build out the Park.

While only beginning, the Foundation is pivotal to *Make the Dream Real* -- as our new campaign is called -- and we are delighted to be partners with the Council and the residents of Flat Rock in the journey to transform the 66 glorious acres at our community's eastern gateway into a premier public park for the Village and all of Western North Carolina.

On behalf of the Board of Directors of the Foundation, it is my honor to share with you this report of our first year.

Sally Boyd
President

The Foundation is a nonprofit organization established on June 14, 2013 by the Village and thereafter certified by the State of North Carolina. It received its designation as a 501(c)(3) entity under the Code of the IRS on June 21, 2014.

The Foundation's initial five-member Board of Directors was appointed July 11, 2013.

Sally Boyd ▪ Marcia Caserio ▪ Terry Hicks ▪ Bud Hunter ▪ Jim Kessariss



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First Year Major Milestones

The Board met for the first time on July 22, elected officers and reviewed the articles of its incorporation and its bylaws. The Village of Flat Rock contributed \$10,000 as start-up money so the Foundation could begin taking steps to move forward.

October

On October 14, the Board hosted a presentation entitled, "Fundraising 101" by Lynn Killian, director of development for the Carolina Mountain Land Conservancy, at the Village Hall. It also was attended by the Mayor, several members of the Council, and other volunteers involved in the Park's purchase and planning.

At its October 28 meeting, the Board refined its slate of officers, added two advisors, welcomed the liaison members of the Village Council, and voted to retain a contract professional fundraiser. At this point, the Foundation team consisted of:

Sally Boyd, President
Bud Hunter, Vice President
Terry Hicks, Secretary
Jim Kessariss, Treasurer

Albert Gooch, Council liaison
Anne Coletta, Alternate Council liaison
Duncan Fraser, Advisor
Ron Redmon, Advisor

November

An initial draft of a position description for a director of development was discussed and the outlines were drawn for a budget to fund the position that the Foundation can present to the Village Council for its financial support.

January

The New Year was inaugurated by several important actions: finalization of the budget and position description for a director of development, passage of a motion to empower the board president to hire a part-time director of development, and agreement of the following mission statement for Foundation:

Our mission is to support the development of The Park at Flat Rock by securing funds to protect and enhance green space while providing a place for recreational and educational pursuits, and enjoyment by all.

March

The Foundation won approval from the Village Council for a 3-year budget to support its start-up work and enable it to become self-sustaining.

Advertisement for a part-time director of development was initiated in local papers and on the web site of the Association of Professional Fundraisers for WNC.

Initial plans were discussed for the Foundation's participation in the annual Flat Rock Ice Cream Social, set for June 7th.

April

To replace Marcia Caserio on the Board, following her resignation in order to be more available to her family, the president announced the Village Council's appointment of Ron Redmon to that seat, as requested.

The Allison Development Group was retained by the Foundation to partner in creation of materials for the Ice Cream Social. Members of the Board participated in a design "boot camp" with Erica Allison to identify core themes for branding. Applications for the position of



development director were discussed and acted upon, a list of naming opportunities was reviewed and agreed to, and the Board was briefed by Ed Lastein on the latest version of the preliminary master plan, including the courtyard.



New director of development, Maureen Adams (L) talks with Cam Boyd and Mayor Bob Staton before the ribbon cutting to officially open the perimeter trail and the planting of a tree to mark Earth Day by students of Flat Rock Middle School.



May

The Foundation's plans for the Ice Cream Social were finalized, including an update on design work by the Allison Development Group and their launch of a Facebook page for The Park.

The Board's top three priorities for the next 12 months were identified:

- Hold a fundraising event in the Fall of 2014,
- Establish a policy for handling contributions to name something, and
- Expand the size of the Board, with Council approval.

June

The big event this month was the Foundation's "coming out party" at the annual Flat Rock Ice Cream Social on June 7th -- a huge success by everyone's estimation.

Right: Village residents of all ages listen to Maureen Adams' pitch about the Park at our tent, which showcased architectural drawings of a few future structures and amenities for The Park.



Left: The Park master plan is a popular draw, with or without ice cream!



A second wonderful occasion for the Foundation was the opportunity to host judges from *America In Bloom* at the Park on June 26 during their visit to Henderson County. *America In Bloom* is a nonprofit organization that encourages beautification, historic preservation and volunteerism in communities across the country.

Foundation president, Sally Boyd, tells judge Jack Clase, "This park is a gateway to our village. Everybody is going to see this as they come into Flat Rock and enjoy it."



First Year Donors

The Foundation gratefully acknowledges the generosity of the donors who helped make this first year of operation possible. Thank you for your support of our work and especially for your commitment to help *Make the Dream Real*.

Boyd Automotive

Catherine Baker

Anne Coletta

Terry Hicks

Hunter Corporation

Abraham Kuykendall

Mary Merkle

Pet Source

Ron Redmon & Tom Normand

Seasoned Poets of the Blue Ridge

Village of Flat Rock

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