

# **PARADISE VALLEY MOUNTAIN PRESERVE TRUST BOARD OF TRUSTEES**

## **MINUTES OF MEETING FOR APRIL 24, 2019**

### **CALL TO ORDER:**

Chairman Fred Pakis called the meeting of the Paradise Valley Mountain Preserve Trust to order at 5:05 p.m. on Wednesday, April 24, 2019 in the Paradise Valley Town Hall Boardroom, 6401 E. Lincoln Drive, Paradise Valley, Arizona.

### **ROLL CALL**

#### **PRESENT**

Bernie Barry  
John Graham  
Joan Levinson  
Fred Pakis  
Phil Schneider  
Teresa Zachariah

#### **ALSO PRESENT**

Duncan Miller, Trust Secretary  
Andrew Miller, Town Attorney  
Council Member Julie Pace  
Council Member Ellen Andeen

### **Approval of The Minutes from February 26, 2019**

**Motion and vote** – After reviewing the minutes of the February 26, 2019 meeting, Boardmember Zachariah moved to approve the minutes. Boardmember Levinson seconded the motion which passed by a vote of 6 – 0.

### **Discussion of Organization Planning and Projects List**

Chairman Pakis proposed, and the boardmembers agreed to, the following goals for 2019:

1. Develop and execute an awareness and marketing strategy to increase Trust acreage by 20%, or 47 properties, by the end of the year.
  - This would include development of a refreshed website with historical information, maps, donation process and timelines, and contact information.
  - Boardmembers reviewed sample websites and discussed creating a separate domain and website for the Trust versus enhancing what is currently on the Town's website.
  - Mr. Pakis agreed to identify an outside creative consultant for assistance with branding and web design.

- Chairman Pakis agreed to work with Duncan Miller to develop a list of targeted donors, draft an introductory letter for the Mayor's signature, and prepare a script for a follow up call
  - Other tasks discussed included assembling a donation packet with:
    - Purpose and history of the Trust
    - Donation checklist
    - List of appraisers and tax advisors
    - White paper on donation by easement vs fee simple \ benefits of donation by easement
  - Media campaign – Council Member Pace offered to write an article for the PV Independent and work with the ASU oral history project to document those who have donated or supported preservation of natural open space.
2. Develop a donor recognition program
- The boardmembers discussed the following to recognize donors:
    - Newspaper articles
    - Plaque or gift
    - Name on a recognition wall or art piece at Town Hall
    - Displaying donor profiles on the website and on digital display boards in Town buildings.

### **Discussion and Possible Recommendation to Town Council Regarding Trustee Vacancy**

Mr. Miller announced that Boardmember Ron Clarke resigned on February 27th. Mayor Bien-Willner asked the Board of Trustees for recommendations to fill the vacancy. Martha Hunter-Henderson previously applied to serve on the board and has expressed renewed interest.

Mr. Pakis moved to recommend Martha Hunter-Henderson for appointment. Mr. Graham seconded the motion which passed unanimously.

The boardmembers also discussed creating “second tier members” or emeritus members to increase Trust involvement and outreach.

### **FUTURE MEETINGS**

June 5, 2019 5:00 PM  
September 25, 2019

### **ADJOURNMENT**

**Motion and vote** – Mr. Schneider moved to adjourn. Ms. Levinson seconded the motion which passed unanimously.

Chairman Pakis adjourned the meeting at 6:50 PM

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Duncan Miller, Secretary