

PARADISE VALLEY MOUNTAIN PRESERVE TRUST BOARD OF TRUSTEES

MINUTES OF MEETING FOR JUNE 5, 2019

CALL TO ORDER:

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

ROLL CALL

PRESENT

Bernie Barry
John Graham
Martha Hunter Henderson
Joan Levinson
Fred Pakis
Phil Schneider attended by telephone conference call
Teresa Zachariah

ALSO PRESENT

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

Discussion and Possible Action on Project List

Chairman Pakis introduced Ryan O'Hara of VYRL, a Scottsdale marketing firm retained to develop new branding, logo, brochure, and donor outreach campaign strategy. Mr. O'Hara introduced other members of the team: Nick Christie, Ari Everett, and Tony Swann.

Mr. O'Hara presented their concepts for branding, media placements, and donor outreach strategies.

The Trustees provided feedback on branding, brochure inserts, and selected a favored design for the new logo. VYRL agreed to develop colored concepts for the logo for approval. There was consensus that the written and video materials should focus on emotional triggers unique to Paradise Valley such as:

- open space preservation
- making a legacy
- joining list of other notable donors and supporters
- can qualify for tax deductions

The Trustee discussed the timeline. There was consensus to push deadlines for the direct mail introductions, newspaper awareness campaign, and past and future donor reception into October. It was felt that October would capture people's attention after the summer holidays and before the holiday party

season. It was also felt that this would give potential donors enough time to meet with their financial planners and complete a donation by the end of the tax year.

The Trustees discussed the proposed Donor Recognition Event to be held at The Sanctuary Resort. Potential donors would be invited to attend the event with past donors to learn how and why they donated.

Next steps were discussed.

- Mr. Pakis would continue to work with VYRL on finalizing the branding, logos, brochures, etc
- Duncan Miller would provide contact information for past donors and assist with the identification of potential donors
- Preparation of Donor Information Packet
- Council Member Pace would coordinate on the children's book and donor recognition art piece

Discussion and Possible Action on Changing Trust Bank Account

Duncan Miller explained that the Trust has funds on deposit with Wells Fargo and the Local Government Investment Pool (LGIP). He said it would be more advantageous for the Trust to close the Wells Fargo account and transfer all funds to LGIP. LGIP tends to pay higher interest than Wells Fargo.

He announced that, in the future, accounts payable and accounts receivable for PVMPT would be handled through the Town's accounting department. This would provide for segregation of duties and internal controls for financial auditing purposes.

Mr. Miller asked to postpone any action on this item to allow for more research on a recent change to the state law governing which entities may participate in the LGIP.

Approval of Minutes from April 25, 2019

Mr. Graham moved to approve the minutes from April 25, 2019. Dr. Zachariah seconded the motion which passed unanimously.

Announcements

Mr. Pakis shared information about the Land Trust Accreditation Commission which is an independent program of the Land Trust Alliance. It seeks to increase public confidence in land trusts by benchmarking standards for governance, stewardship, and financial systems.

Mr. Miller was asked to research the accreditation process and make a recommendation on whether the Trust should consider applying.

Phil Schneider suggested that the Trust consider establishing a “friends of the trust” advisory board. He volunteered to resign from the Trust Board of Directors to open a seat for others to get involved. He would continue to offer support in an emeritus role.

Mr. Schneider departed the meeting at 6:25 PM.

The Trustees supported the idea of creating an advisory group and/or emeritus position(s). It was hoped that Mr. Schneider would remain on the Board until after the donor reception event.

FUTURE MEETINGS

September 25, 2019

ADJOURNMENT

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

Chairman Pakis adjourned the meeting at 6:45 PM

Duncan Miller, Secretary