

PARADISE VALLEY MOUNTAIN PRESERVE TRUST

MINUTES OF MEETING FOR SEPTEMBER 5, 2019

CALL TO ORDER:

Chair Fred Pakis called the meeting of the Paradise Valley Mountain Preserve Trust to order at 5:10 p.m. on Thursday, September 5, 2019 in the Paradise Valley Town Hall Boardroom, 6401 E. Lincoln Drive, Paradise Valley, Arizona.

ROLL CALL

PRESENT

Fred Pakis, Chair
John Graham, Vice Chair
Bernie Barry
Martha Hunter Henderson
Joan Levinson
Phil Schneider attended by telephone conference call

Teresa Zachariah was not present

ALSO PRESENT

Duncan Miller, Trust Secretary
Andrew Miller, Town Attorney
Jill Keimach, Town Manager
Council Member Julie Pace attended by telephone conference call
Ryan O'Hara, VYRL

Approval of Minutes from June 5, 2019

Mr. Graham moved to approve the minutes from June 5, 2019. Ms. Henderson seconded the motion which passed unanimously.

Discussion of the Art Installation at Town Hall Entryway

Council Member Pace updated the Board on a proposal to commission a sculpture by renowned local artist Ed Mell to recognize past donors to the Trust for their commitment to preservation. The sculpture is a large mountain design atop a base that will include the names of donors. The exact location of the sculpture has not been determined but it will be somewhere near the entrance to Town Hall.

Update on VYRL Marketing Campaign and Approval of Expenditures

Mr. Pakis reported on the progress by the marketing firm VYRL to design and produce informational brochures, build a new website, and produce a video of testimonials from past donors. Copies of the final brochures were distributed to

the members. The Trustees reviewed the draft "Preserved" and "Interest in Preserving" maps of Mummy Mountain, Camelback Mountain, and Phoenix Mountain Preserve. Feedback was provided for changes including the addition of street labels.

In order to complete the website, Trustees were asked to send a photograph and biography to Mr. Pakis so he could forward it to VYRL.

Mr. Pakis recommended that the Trust authorize payment of 50% of the invoice from VYRL.

Motion and vote: Mr. Graham moved to authorize payment to VYRL in the amount of \$6,247.50. Ms. Levinson seconded the motion which passed by the following vote:

Aye – 6

Bernie Barry
John Graham
Martha Hunter Henderson
Joan Levinson
Fred Pakis
Phil Schneider

Nay – 0

Absent - 1

Teresa Zachariah

Discussion and Action on the Donor Recognition and Information Session

Mr. Pakis summarized arrangements for the Donor Recognition and Information Session scheduled for October 9, 2019 from 5:30 – 7:30 PM at the Sanctuary Camelback Mountain Resort & Spa. The focus of the event would be to celebrate former Paradise Valley donors and educate other hillside property owners about the benefits of donation and the process involved.

The event would include remarks by the Arizona Director of The Nature Conservancy Pat Graham. In addition, a CPA specializing in the tax implications of property donation, an appraiser, and the Town Attorney would be in attendance to answer questions.

The Trustees discussed the invitation list and outreach strategy as outlined by marketing consultant Ryan O'Hara. The strategy included printed invitations, telephone calls, and email reminders. Trustees agreed to provide any email and telephone information they might have to Ms. Pace by September 9 and she would aggregate the data. Mr. Pakis would then coordinate addressing and delivering the invitations.

Acceptance of Grant from the Pakis Family Foundation

Duncan Miller announced that the Trust received a \$10,000 grant from the Pakis Family Foundation on June 7, 2019 for general support. He noted that a report must be submitted within one year detailing the use of the funds.

Motion and vote: Mr. Schneider moved to accept the grant from the Pakis Family Foundation. Mr. Graham seconded the motion which passed by the following vote:

Aye – 6

Bernie Barry
John Graham
Martha Hunter Henderson
Joan Levinson
Fred Pakis
Phil Schneider

Nay – 0

Absent - 1

Teresa Zachariah

Announcements

Council Member Pace reported on the children's book about Mummy Mountain being written and illustrated to raise awareness about mountain preservation. She announced that Teresa Zachariah has been working with the Phoenix Mountain Preserve Board regarding a parcel on Mummy Mountain owned by the City of Phoenix Water Department. Options are being considered to preserve the parcel. She stated that she would author an article to be published in the Paradise Valley Independent Newspaper highlighting the reinvigoration of the Mountain Preserve Trust.

Andrew Miller announced that he was contacted by the Arizona Community Foundation, which administers the Anne and Bob Williams Mummy Mountain Memorial Trust, about their policy to sweep funds from inactive trusts. It was agreed that a meeting would be arranged with the Trustees of the Anne and Bob Williams Trust about using the funds to augment PVMPT activities.

FUTURE MEETINGS

September 25, 2019 at 5:00 PM

ADJOURNMENT

Motion and vote – Mr. Graham moved to adjourn. Mr. Barry seconded the motion which passed by the following vote:

Aye – 6

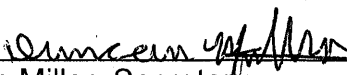
Bernie Barry
John Graham
Martha Hunter Henderson
Joan Levinson
Fred Pakis
Phil Schneider

Nay – 0

Absent - 1

Teresa Zachariah

Chairman Pakis adjourned the meeting at 6:12 PM



Duncan Miller, Secretary