

Minutes  
Riverwalk Funding Committee  
June 2, 2008  
Chamber offices

Present: Darrel Novacek, Jim Miller, Joe Ferguson, Mark Hall, Lonn Atwood, Al Mittan, RJ Baker, Dan Mauk

The committee discussed the informational brochure being designed to assist fundraising. Ferguson suggested the board and committee members be listed in an insert page, as those names continue to change, leaving the color brochure to carry the main message. We decided to include photos from Pella, IA and San Antonio, TX with an asterisk noting the source of the photo is an example of our possibilities. Lonn will distribute a draft via email before taking it to Affiliated Foods Midwest for printing and Affiliated's contribution will be noted in the brochure.

Atwood and Miller will present the concept to the Eagle's Club tonight (6/2/2008) and the group discussed the amount of the "ask" for the various community groups. Three other presentations have been scheduled by Atwood. Atwood designed a very attractive thank you card to be sent to donors. Ferguson suggested the language include this is a project of the Riverwalk Committee affiliated with the Greater Norfolk Economic Development Foundation, which is the 501c3 we are using.

Hall suggested we develop some larger format materials for display at locations such as the Museum, Senior Center and Library. The area county fairs may also be a good bet for a display or booth.

The Selection committee will present a recommendation to the board regarding their selection/recommendation of HDR, tomorrow (6/3/2008) at Reeder's Originals.

The group discussed names sought to help solicit funds, which stands at about 17 to date, and timelines for additional solicitation; decisions will be held until our next meeting. Atwood will contact Tim Brogan to join the effort. Ferguson also suggested Chad Barnhall, who has purchased Midwest Music, as a potential person to call on.

Ferguson suggested we may need gap financing as some of the pledges will be over a 3 to 5 year span. The group also discussed the need for city of Norfolk involvement, both financially and with staff.

Submitted by Dan Mauk