

## Friends of the St Croix USVI National Parks

### Board only meeting

09 February 2017 called to order at 4:00 p.m. by Julie San Martin

<b>Present</b>	
Julie San Martin	Susan Wall
Sara Dykstra	George Pereira
Rick Starr	Angie Pereira
Nina York	

Agenda item: Banking report and SWOT analysis (Julie)

- Julie reported that the Group has \$240 in the bank.
- Julie received an email that indicated that Eastern National no longer operates in the USVI. Is this true?
- Julie and Rick shared their SWOT (Strengths, Weaknesses, Opportunities, Threats) analyses
  - S and W are internal to the Group
  - O and T and external to the Group
  - The rest of the Board is to complete their own SWOT and then all the reports will be compiled

Agenda item: Lecture series (Susan)

- Susan shared the schedule through August – the next few months are set, beyond that the options are flexible

Agenda item: Jazz in the Park and Salt River reports (George)

- At Jazz in the Park on 2/2/17, \$447 was collected!
- A permit is not needed for each event – saves \$120/event
- 1500 people at Salt River in January
- Over \$1400 has been collected in the donation box at SR between October and January 31
- Project Promise has continued and working better with the visitor center

Agenda item: Communications update (Rick)

- Rick would like to share articles on history/stories about NPS to include on social media – website and Facebook
- Email openings are at 35% - good!
- Facebook posts get about 700 views

Agenda item: What's up with the Danes (Nina)

- Is there a Park Service in Denmark and a Friends group that could be our counterpart? Nina will look into this.

Agenda item: Signage (Sara)

- Two types of signs were presented: a dry erase sandwich board and a display easel
- If we are going to print posters for each lecture the easel may be best because it has a protective sleeve on it. This would protect the posters from the weather.

Meeting adjourned at 5:00 p.m.

Minutes submitted by Secretary, Sara Dykstra