



**CITY OF MONROVIA
WILDERNESS PRESERVE FOUNDATION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: February 9, 2016

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: WPF AR-1

TITLE: Wilderness Preserve Foundation Member Recruitment

OBJECTIVE: Update the Foundation Board on new member recruitment strategies

BACKGROUND: At the January 12, 2016 Board meeting, Staff requested information and direction from the Board related to the next steps for the Wilderness Preserve Foundation.

Specifically, the Board has been working towards answering two operational questions:

- Should the focus of the Wilderness Preserve Foundation remain specific to the Hillside Wilderness Preserve, or should the purpose be expanded to serve a more broad perspective?
- Who should serve as the Foundation Board Members? Should the Commissioners continue to wear two hats, or should others be included on the Board?

The Board was hesitant to make a recommendation related to the next steps for the Foundation as they may not be the future Board members. The belief is new members should be sought and seated allowing this new leadership the opportunity to establish the Foundations purpose. As a result, the Board requested Staff look into recruiting new potential members to serve on the Board.

ANALYSIS: At the end of 2015, Staff reached out to various potential new members including those who previously served on the Trails Committee as well as the Canyon Park Volunteer group. To date, Staff has not been successful with seeking potential new members. It was suggested that new marketing strategies be deployed to garner more interest. Staff has outlined several approaches to increase marketing / promotions of opportunities which will be deployed over the next 90 days.

1. Place Ad in the Spring Monrovia Today

Are you looking for ways to get involved in your community?

Do you have a passion for the Hillside Wilderness Preserve?

Can your professional talents be used to help make a premier community for Monroviaans?

If so, then we have the perfect opportunity for you! The Monrovia Wilderness Preserve Foundation is looking for new members to help guide our future! We are looking to clarify our focus and establish our vision. If you are interested in learning more, please contact Tina Cherry at 626.256.8226 or 626.932.5544 or email at tcherry@ci.monrovia.ca.us.

2. Partner with Nextdoor Commission Liaison to post opportunity
3. Run Press Release
4. Request Council Liaison include in his Council Reports
5. Mention at the Monrovia Community Coordinating Council Meeting
6. Create flyer and post at Canyon Park
7. Connect with staff at Snail's Pace Running store

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8. Promote at the MAP Conference

There may be other strategies Staff should be considering. Staff will be open to suggestions and continue to assess how best to attract interest in the Wilderness Preserve Foundation.

RECOMMENDATION: Staff is requesting feedback from the Board related to the suggested marketing / promotion strategies related to the Wilderness Preserve Foundation member recruitment.

COMMISSION ACTION REQUIRED: There is no formal action related to this item; however, staff is seeking feedback from the Board related to the suggested marketing / promotion strategies related to the Wilderness Preserve Foundation new member recruitment.