

Minutes
Volunteer Program Advisory
Board
April 26, 2021
6:30 p.m.-8:30 p.m.
Via Zoom

Mission Statement: "To foster goodwill and community spirit in Fairfax through volunteer activities "

Members in attendance: Geo Taylor, Marcia Custer, Jesse Hoffman, Sam Silverstein.
Staff in attendance: Maria Baird, Recreation & Community Services Manager, Camille Esposito, Marketing & Communication Specialist, Council Member Chance Cutrano

The meeting was called to order at 6:30 p.m. The minutes of the March 22nd meeting were approved.

1) Reports

- **Chair** – Geo stated he would like the Volunteers to gain access to the Volunteer 1:1 Match e-mails. He will reach out to Vice Mayor Stephanie Hellman, and Council Member Renee Goddard to discuss.
- **Treasurer-** Marcia announced there is \$7,800 remaining in both accounts, the Bank of America checking account and the Town's Volunteer budget.
- **Coordinator-** Maria announced she will purchase 8 canopy tents to replace the tents that were damaged at the food pantry operations of the Fairfax Community Church. Maria added volunteers are needed to count bicycles and vehicles on White Hill for a traffic study. Chance will draft language for this request, since he is one of the volunteers.
- **Discussion** -Marcia stated she would like the Volunteers to consider hosting a modified version of the Town-wide picnic, on September 19th. This would be done if the County of Marin Health Order allows outdoor gatherings. She recommended the attendees bring their own picnic lunch, and the Board hire a band to play on the ball field. The topic will be agendaized for next month's meeting.

2) New Business

- a) **Re-painting of mural on Merwin Street** – Geo announced the first clean-up day to prepare the mural for re-painting on April 10th went extremely well. There will be a subsequent event on Saturday, May 8th that will be overseen by Jesse. Jesse recommended reaching out to Fairfax

Lumber for a paint donation towards the mural.

b) Promotion of Town's newsletter- - Camille attended the meeting to help the group brainstorm on ways the Volunteer Board can promote the Town's newsletter. Camille stated the newsletter reaches half of the Town's household's, and has a 40% opening of the e-mail rating. By contrast, the Volunteer's e-newsletter has a 20% opening rate. The Volunteer Board members will reach out via Facebook and other social media to promote postings that are on the Town's Facebook account and e-newsletter. Jesse will promote the newsletter to the Canyon Village HOA, which has 109 members.

The meeting adjourned at 8:00 p.m. The next meeting will be held on May 17th, in advance of the Memorial Day Holiday, which falls on the 4th Monday of May. Topics will include the Town-wide picnic and Art Walk, which is scheduled for Friday, September 24th.