

ROANOKE
VALLEY
PRESERVATION
FOUNDATION

Work Plan / 2014



Introduction

The work of the Roanoke Valley Preservation Foundation (RVPF) shall be distributed between three committees - Advocacy & Education, Development, and Public Relations. Each committee shall be comprised of members of the Board of Trustees, in addition to interested members of the community, and lead by a Chair or Co-Chairs. The Chair(s) shall be responsible for scheduling committee meetings, setting agendas, and reporting progress to the Board of Trustees. Staff will serve as support for all committees. This document contains a description of each committee's purpose, responsibilities, members, and work plan.

1. Advocacy & Education Committee

Purpose:

To facilitate and support preservation efforts and education in the community.

Committee Responsibilities:

- Facilitate or lend technical support to targeted preservation projects.
- Recognize sites threatened by demolition, neglect, or incompatible development with an Endangered Sites List.
- Recognize outstanding preservation efforts in the community with Preservation Awards.
- Work with local, state, and national organizations to promote preservation friendly legislation, programs, activities, and planning documents.
- Create and coordinate a partner network (Preservation Partners) with area organizations that have similar or overlapping interests.
- Provide educators with tools to help teach historic preservation and conservation to the areas youth.
- Provide training seminars to area professionals, residents, elected officials, etc. on preservation related topics.
- Develop and promote self-guided walking, biking, and driving tours.

Members:

All members of the Board of Trustees.

Work Plan:

Refer to Table 1: Advocacy & Education Committee Work Plan.

Subcommittees:

- The Little House Project: Jillian Papa (Chair), Ruth Doan, Deedie Kagey, Linda Harrison, Norma Jean Peters, Paige Falls
- Historic Plaque Program: Whitney Feldmann (Chair), George Kegley, Jillian Papa, Judy Harrison, Lucas Thornton
- Greenway Marker Program: Alison Blanton (Chair), George Kegley, Doris Hansel, Lucas Thornton, Linda Harrison, Daniel Dart
- Endangered Sites/Preservation Awards Committee: George Kegley (Chair), Ruth Doan,

Alison Blanton, Joey Moldenhauer, Rob Logan, Cathy Watson-Bloch, Judy Harrison

- Ride Solutions Tour: Alison Blanton (Chair), Judith Harrison, Karri Atwood

2. Development Committee

Purpose:

To cultivate supporters and funding for the RVPF.

Committee Responsibilities:

- Coordinate all fundraising efforts of the RVPF including solicitations of monetary contributions, in-kind donations, grants, commercial sponsors, ect.
- Recommend a draft list of new and re-appointed Trustees and slate of Officers for the upcoming year, once confirmed with nominee.
- Coordinate volunteer recruitment and training.
- Plan and coordinate all annual events including fundraisers, Historic Preservation Month activities, and the Annual Meeting and Awards Ceremony.

Members:

Alison Blanton (Chair), George Kegley, Whitney Feldmann, Ruth Alden Doan, Jillian Papa, David Parr, Whitney Leeson, Karri Atwood

Work Plan:

Refer to Table 2: Development Committee Work Plan.

3. Public Relations Committee

Purpose:

To cultivate a recognized and respected public image for the RVPF.

Committee Responsibilities:

- Oversee the production of all publications, press releases, etc, of the RVPF to support the efforts of the other committees and to ensure quality control.
- Manage content of the RVPF website and social media pages.
- Ensure RVPF brochure is readily available at area kiosks, activities, and events.
- Represent and promote RVPF at area events.
- Produce a bi-annual newsletter.

Members:

Jeanne Bollendorf (Committee Chair), Linda Harrison, Ellie Rigby, Evie Slone, Daniel Dart

Work Plan:

Refer to Table 3: Public Relations Committee Work Plan.

Table 1: Advocacy & Education Committee Work Plan

No.	Action	March ~ May	June ~ Aug.	Sept. ~ Nov.	Dec. ~ Feb. '15	TBD	Lead Committee Member
Special Projects							
1.1	Virginian Railway Passenger Station.	•	•	•	•		Blanton
1.2	Gainsboro History Walk.	•	•	•	•		Slone
1.3	Villa Heights.	•	•	•	•		Blanton
1.4	Boones Mill Train Depot Restoration.	•	•	•	•		Bollendorf
1.5	City Cemetery Clean-up.					•	Mills
1.6	Mountain View Greenhouse/Carriage House.					•	Slone
Endangered Sites & Preservation Awards							
1.7	Produce and present Endangered Sites List.	•					Kegley
1.8	Produce and present Preservation Awards.			•			Kegley
1.9	Create standards and application for community to nominate endangered sites and preservation awards.	•		•			Mills
Government Relations							
1.10	Monitor state and federal House and Senate sessions. Provide comments on preservation related legislation.	•			•		Mills
1.11	Monitor the public hearing agendas of local government Councils, Boards, and Commissions. Provide comments on preservation related issues.	•	•	•	•		Mills
Education							
1.12	Identify and interpret historic sites along the Greenway System through a master plan, walking tour brochure, and physical markers.	•	•	•	•		Blanton
1.13	Develop and promote lesson plan for 2 nd graders to celebrate 70 th anniversary of 'The Little House' by Sandra Lee Burton.	•	•	•	•		Papa
1.14	Create and implement Historic Plaque Program.	•	•	•	•		Feldmann
1.15	Collaborate with RideSolutions to create historic sites bike route in City of Roanoke and surrounding communities.	•					Blanton
1.16	Create exhibit on the history of the gasoline station in partnership with the Virginia Museum of Transportation.	•					Bollendorf
1.17	Lead or participate in Tax Credit Workshops.	•					Blanton
1.18	Encourage attendance of staff and/or Board members at educational events and conferences.					•	Blanton

Table 2: Development Committee Work Plan

No.	Action	March ~ May	June ~ Aug.	Sept. ~ Nov.	Dec. ~ Feb. '15	TBD	Lead Committee Member
Financial Support							
2.1	Solicit monetary contributions from individuals by including a donation card and personalized note in RVPF Newsletter.	•		•			Committee
2.2	Create a guide to preservation-friendly businesses.	•	•	•			Mills
2.3	Explore becoming a recipient of the Roanoke Natural Foods Co-op's 'Give Up' program.	•					Committee
Nominating							
2.4	Contact Trustees whose term will expire at the end of the year and confirm re-appointment where determined appropriate.			•			Committee
2.5	Recommend a draft list of new and re-appointed Trustees.			•			Committee
2.6	Recommend a draft slate of officers.			•			Committee
2.7	Create standards, description of responsibilities, and application for Board of Trustees and Officers.	•	•				Mills
Event Planning							
2.8	Historic Preservation Month: History Ride & Marker Unveiling	•					Blanton
2.9	Fundraiser: Gas Station Dinner/Lecture 'Eat Here, Get Gas' or 'Gas from the past, fuel for the future'. (June 2014)	•					Blanton
2.10	Fundraiser: Pints for Preservation (Fall 2014).		•	•			Papa
2.11	Annual Meeting & Awards Ceremony (November 2014).			•			Kegley
2.12	Fundraiser: Downton Abbey Premier Party (2015).		•	•	•		Mills
Logistics							
2.13	Determine operating budget for 2015.				•		Committee
2.14	Determine work plan for 2015.				•		Committee

Approved April 4, 2014 by RVPF Board of Trustees

Table 3: Public Relations Committee Work Plan

No.	Action	March ~ May	June ~ Aug.	Sept. ~ Nov.	Dec. ~ Feb. '15	TBD	Lead Committee Member
Web Presence							
3.1	Maintain RVPF website and social media pages with up-to-date information.	•	•	•	•		Mills/Dart
3.2	Update webpage to make compatible with all web browsers.	•	•				Dart
3.3	Create Technical Resource Library on RVPF website.					•	Committee
3.4	Create Archives on RVPF website.					•	Mills
Marketing							
3.5	Create comprehensive list and contact information for all media outlets in the Roanoke Valley.	•					Mills
3.6	Update RVPF logo.	•	•				Dart
3.7	Design and fabricate RVPF banner to be used at promotional events.			•			Committee
Partnerships							
3.8	Create partner network (Preservation Partners). Determine areas of joint programming, share news, link website/social networking pages, etc.					•	Mills
Community Outreach							
3.9	Produce bi-annual newsletter.	•		•			Mills
3.10	Review and update mailing list.	•					Mills
3.11	Distribute rack card to area visitor centers, museums, libraries, parks & recreation facilities, etc.	•					Committee
3.12	Determine annual schedule of promotional events and costs.	•					Committee
3.13	Create supply box for promotional events.			•			Mills
3.14	Attend civic group meetings to promote the RVPF and attract supporters.	•	•	•	•		Committee
Logistics							
3.15	Determine operating budget for 2015.				•		Committee
3.16	Determine work plan for 2015.				•		Committee

2014 RVPF Budget – Approved April 4, 2014 by RVPF Board of Trustees

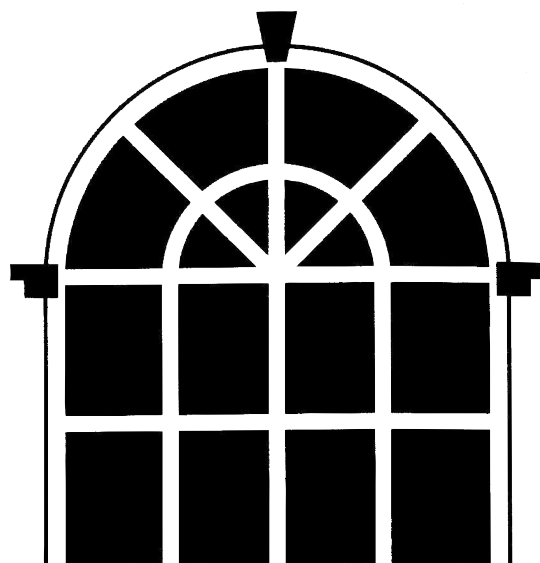
Expenses:

Item	Funding Source	FY 2013	FY 2014
1. Administration			
1.1	Administrative Coordinator Salary – January 2014 through December 2014	\$6,000	\$6,000
1.2	Continuing education for staff and/or board members	\$500	\$500
2. Advocacy & Education Committee			
2.1	Printing: Downtown Roanoke Walking Tour Brochure	\$0	\$1,000
2.2	Preservation Award fabrication	\$219	\$300
2.3	Sponsorship of preservation related activity in the Roanoke Valley	\$500	\$500
2.4	Historic Plaque Program	\$850	\$850
3. Development Committee			
3.1	Fundraiser: Downton Abbey Premiere Party	\$2,800	\$6,190
3.2	Fundraiser: Gasoline Station Lecture	\$0	\$2,600
3.3	Fundraiser: Fints for Preservation	\$0	\$1,000
3.4	Event: 2013 Annual Meeting	\$0	\$300
3.5	Mailings: Event invitations and donor thank-you letters	\$100	\$100
4. Public Relations Committee			
4.1	Printing: Bi-annual newsletter	\$400	\$400
4.2	Postage: Bi-annual newsletter	\$400	\$400
4.3	Mailings: Address labels, donation cards, printed return address letter and card size envelopes, sealing tabs	\$50	\$200
4.4	Promotional events	\$15	\$50
4.5	Promotional event materials: banner, RVPF display board, RVPF information binder	\$0	\$400

Total Expenses: \$20,790.00

Item	FY 2013	FY 2014
1.	\$2,840	\$3,000
2.	\$2,300	\$9,000
3.	\$2,207	\$7,000
4.	\$1,400	\$1,500
5.	\$20,430	\$290

Total Revenue: \$20,790.00



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Roanoke Valley Preservation Foundation

The Roanoke Valley Preservation Foundation is a non-profit, 501c3 organization created for the purpose of promoting the preservation of the historic, natural, and cultural resources of the Roanoke Valley.

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