

OPEN SPACE ALLIANCE
ANNUAL REPORT
July 2012 – December 2012

The last Annual Report was written for fiscal year July 2011-June 2012. Then the fiscal year was changed to become January through December. This Annual Report represents activities through December 2012.

The Finance Committee prepares the annual budget for Board approval and monitors it during each fiscal year. The 2012 Budget was prepared in late 2011 with input from the Open Space Visitor Center Manager and other OSD personnel and subsequently approved by the Board of Directors. The Committee revisited the budget in mid-year 2012 and amended it as necessary to meet the needs of the Alliance.

The Nominating Committee recruited three new board members and lost two other members. It is OSA's loss that Steven Hamp is moving out of town.

A View With Room has been a fund raiser for the Alliance for six years. At first, it was a partnership between the OSA and the Plein Air Society. Over time, Plein Air and OSD did the planning. Sale of paintings has declined. Plein Air has decided to take a break.

Web management changed from implementation to maintenance mode. Actions taken:

- On-going monthly updates are made to the calendar as the Visitor Center activities are announced.
- A detailed guide was produced explaining how to get the current events to show on the home page, how to update the calendar and to expire old events.
- For the PHPlist tool, a user guide was created which explains how to create and update a list on the list server.
- In the last quarter, an interactive map was added to the website to identify open space and provide directions to the more popular areas.
- The OSA logo was redesigned and the website was updated to include the new logo.
- An evaluation tool for e-commerce packages was established and a review of several leading e-commerce packages was performed in anticipation of the startup of the gift shop.
- A new page for policies was added to the website.

In addressing the 2012 Goals, a major effort was made in this period to strengthen membership. Several practices were tried. Reminder cards to expiring members proved to be the most successful. It generated 40 renewing members and 12 new members.

The OSA worked to build its volunteer pool. A pool of volunteers trained by OSVC but not committed to serving was contacted with self-addressed stamped return envelopes. This action resulted in zero new volunteers. OSA plans for the new Gift Shop to draw more volunteers.

Meanwhile, the OSD has built over the years a large volunteer base which enjoys trail/outdoor work. For example, National Trails Day counted 200 volunteers. National River Cleanup counted 173 volunteers. The OSA supports these activities by donating food and workers from the board.

Gift Shop Committee reports that the Agreement with the City is in its final drafts. There is a Business Plan. The Open Space community was invited to participate in naming the Shop. Over fifty creative names were suggested. The name chosen is Open Space Gift Shop.

Memorials in Public Open Space were defined and refined. The Memorials Policy was approved by the board in October 2012. It includes an Options Menu and a Maintenance Contract. This is posted on the OSA website for public reference.

Get Into Open Space, a program of getting elementary students into the outdoors, counted 225 students and 49 adults in the spring of 2012. None were reported from July to December 2012. This includes elementary classrooms and one high school group.

The Alliance partners with the Open Space Visitor Center in Special Events, Art Exhibits, Fee-based workshops, publication of the Haiku booklet, honey sales dedicated to a beekeeping program, and Gift Shop development.