



**Little Rock Parks and Recreation Commission  
Joint Recommendation from Social Media and Master Plan Committees  
August 10, 2022**

**The Master Plan and Social Media and Outreach committees recommend:**

**LK Smith Motion:** I move to establish a Friends of Parks membership organization to support Little Rock Parks.

- Technical development of the membership structure including banking, online membership, marketing, benefits and membership levels will be assigned to the Chairs of the three standing committees.
- The Friends of Parks will update the Little Rock Parks and Recreation Commission with a report on progress to launch the new organization at each regular Board meeting for the next six months beginning September, 2022.

**Background:** Establishing a Friends of Parks membership organization complements and consolidates current efforts by the Little Rock Parks staff and the nonprofit City Parks Conservancy to raise funds for park improvements, gain volunteers, and recognize individuals who want to support Little Rock Parks. Park Commissioners: Linda K. Smith, Dustin Smith, Ashley Martinez, Sam Ellis, Abby Jennings, and Volunteer Programs Coordinator Karen Sykes met to discuss. Parks Director Leland Couch has endorsed this idea.

**Possible Tiered Membership Structure:**

- Approach LR Parks Commissioners, and top volunteers to be in Founders Circle as first members.
- Ask a few targeted businesses to offer discounts to FOP members.

Level	Membership	Volunteer	Benefit
FOP	\$25	None expected	<ul style="list-style-type: none"><li>• Window Sticker</li><li>• Member Card</li><li>• Annual Appreciation Event Invite</li></ul>
FOP +	\$25	10 hrs/year	<ul style="list-style-type: none"><li>• Above</li><li>• + Family Discount to Paid Park Event</li></ul>
BF/Family	\$100	None Expected	<ul style="list-style-type: none"><li>• Above + ??</li></ul>
BF+	\$100	10 hrs/year	<ul style="list-style-type: none"><li>• Above + ?? + ??</li></ul>
Future Business levels	\$1000		<ul style="list-style-type: none"><li>• </li></ul>

## Logo Ideas:



Option 1



Option 2

## Next Steps

### August

1. Get go ahead from Leland
2. Present to Commission as a Committee Recommendation for a vote.
3. Develop draft membership form with tiers- lks
4. Develop benefits at each tier- lks
5. Develop draft description of purpose of FOP -ashley
6. Develop Logo- Ashley and Leland
7. Request support from City Parks Conservancy Board to use their 501c3, Domain, website, email, and establish separate FOP bank account– lks with Matt
8. Need for membership software like Memberplanet or Wild Apricot- lks
9. Who answers questions that come about FOP?
10. Who follows up with welcome messages? Preset auto messages
11. Who matches and coordinates with Volunteers? Send list to Karen to incorporate?
12. Budget for domain, membership software, printing window stickers, cards, brochures - \$1500/year

### September

1. Set up online presence
2. Test cc processing
3. Load volunteer list as first target

### October

Oct 6 - Launch at Tabling event at Allsop Park  
Oct 22 – Offer FOP at table at HarvestFest