

Agenda for Special Called Meeting of Oxford Trees, Parks, and Recreation Board

November 10, 2020

1. Call to order

2. Approval of Agenda for 11/10/2020

3. Approval of Minutes from 10/13/2020

4. Writing our Vision, Values and Mission Statement

a) Definitions

b) Rough draft

c) Editing

d) Final draft

5. Vacancy on Board- Replacement

a) Revisit issue as spelled out by TPR,

b) Suggestions

Trees, Parks and Recreation Board (TPR) – City of Oxford, GA

Minutes of Meeting October 13, 2020

Community Room, Oxford City Hall (Via Video Conference)

At 5:08 PM, Chairman Ready called the meeting to order.

Attendance

Present – Members: Cheryl Ready, Michael Rogers, Nakeisha Cummings, Anderson Wright, and Theresa Eady.

Laura Gafnea, Director of Community Relations, Oxford College

Laura McCanless, City Councilmember

Matthew Pepper, City Manager

Absent – Members: Mike McQuaide and Linda Allen were absent.

Jody Reid, Utility Superintendent

Seth Hawkins, GFC Community Forester

Beryl Budd, City Arborist

Agenda for Meeting: Upon motion of Ms. Eady, seconded by Mr. Rogers, the agenda for the October 13, 2020 meeting was adopted. The vote was 5-0.

Minutes of Meeting held August 11, 2020: Upon motion of Mr. Rogers, seconded by Ms. Eady, the minutes for the meeting held on August 11, 2020 were adopted. The vote was 5-0.

Status of Work Plan, 2020, Beryl Budd: Mr. Budd was unable to attend the meeting. The Board will continue the discussion on the 2020 Work Plan at the next meeting.

Reports and Updates:

1. Mitchell Street Park – The Board discussed the installation of a bench in Mitchell Street Park. Mr. Pepper will join Ms. Ready for a site visit to Mitchell Street Park to determine a location for the bench. The Board reached a consensus to purchase a bench like those found in Asbury Street Park.
2. George Street Park (Split Rail Fencing) – The Board discussed the replacement of the existing split rail fence at George Street Park. Mr. Pepper explained that the city has had difficulty finding a contractor that met the city's insurance requirements. He reassured the Board that they will continue contacting other fence contractors. In addition, the Board discussed how trash has been left in and around the gazebo. Mr. Pepper will ask the Public Works team to clean up the trash and notify the Police Department to patrol the area. In addition, he will share the concerns with Ms. Gafnea so she can inform the students.
3. Emory Street Survivors – The Board did not discuss any items related to the existing trees on Emory Street from the city's water main upgrade project in 2014.
4. Asbury Street Park Little Library – Ms. Ready shared that the Little Library has been highly successful. In addition, she asked that the Board help Ms. Barbara Cole manage the volume of books stored at the library.

5. Whatcoat Street (Cherry Trees) – The Board discussed possibly replacing the cherry trees the city recently removed. They expressed concern about replanting along Whatcoat Street without knowing the city’s plans to develop that corridor. The Board will consider other locations for planting as they learn more of the city’s plans for Whatcoat Street. In addition, the Board discussed the importance of working on their master plan for tree planting as well as updating the tree inventory with help from the Forestry Commission.
6. Arbor Day Donation – Ms. Ready reminded the Board that they will make a \$50 donation to the Arbor Day Foundation.

Pruning Issues: Mr. Budd will continue to update the city’s pruning list for the FY2021 Budget. The Board will review the list at their next meeting.

Moore Street Sidewalk Project: Mr. Pepper reported to the Board that a fiber company removed a section of the sidewalk to access their line. In the coming weeks, the fiber company will replace the section of sidewalk.

Budget/Inventory: Ms. Ready shared with the Board a proposed budget for the goals that they would like to accomplish in FY2021. The proposed budget included funds for tree planting, structural pruning, crown pruning, arborist fees, and other items. The Board will continue the discussion at their next meeting.

Tree City/Growth Award Report: Ms. Ready shared with the Board the criteria to earn the Tree City USA Growth Award presented by the Arbor Day Foundation. She asked the Board to consider items that she could include in the application for next year’s award. The Board will share ideas with Ms. Ready before the next meeting.

Concerns and Announcements:

- Ms. Ready recommended that the Board have a called meeting at 5 PM on Tuesday, November 10th to discuss their mission statement and goals, meeting schedule, tree pruning plans, Arbor Day, and the Tree City Growth Award.
- Ms. Eady recommended that the Board begin meeting every month starting in January 2021. She expressed that the Board has several important goals to accomplish and meeting each month will ensure that they are on track. The Board agreed. Mr. Pepper requested that the meeting be held on a different day of the week than Tuesday. Before the end of the year, the individual Board members will share their availability with Mr. Pepper. They will finalize the new date before the end of the year.
- Ms. McCanless expressed a concern with English ivy growing around one of the large oak trees planted near city hall. The Board discussed how to properly remove invasive species.
- The Board discussed their level of involvement with Asbury Street Park. They decided that the Board would take a hands-on approach to managing the plantings and other items related to the park. They recommended that the Ginkgo trees that were planted in the park be replaced with a native species of tree. The Board expressed the desire that the park contain all native trees and shrubs. The Board will request that Mr. Budd recommend a native variety for a replacement tree. In addition, The Board will request that Mr. Budd write a recommendation that the Board will share with the City Council.

Adjournment: Upon motion of Mr. McQuaide, seconded by Ms. Eady, the Board voted to adjourn the meeting at 5:53 PM. The vote was approved 4-0.

Next meeting will be November 10, 2020.

MISSION , VISION AND VALUES STATEMENTS

The mission, vision and values statements for an organization are far more than slogans on a wall – they should be sincerely held beliefs that guide the organization’s path. Clear and compelling mission, vision and values statements define the organization, by communicating why the organization exists (mission), where the organization is going (vision) and what it stands for (values). The Leadership of every organization should regularly review the mission, vision and values of the organization which they steward to be sure they are relevant, meaningful and current.

WHAT IS A MISSION STATEMENT?

A mission statement is a brief, powerful statement of the reason the organization exists. It uses bold, clear and memorable language, inspiring people to support the work being done by the organization. It often explains why the organization was founded, along with what it actually does in terms that convey the organization’s values. Mission statements look at what can be accomplished today. Examples: “to create a more informed public”, “to optimize health, well-being, and independence”, “to provide stimulating, diverse, and enjoyable encounters with original works of art”

It answers these key questions:

- What do we do?
- For whom do we do it?
- What is the benefit?

WHAT IS A VISION STATEMENT?

A vision statement is the guiding image of success for the organization, highlighting its hopes and ambitions for the future. It is part emotional, intending to inspire people to imagine a better future, and part rational, presenting a view of the future that everyone can believe in. Examples: “A world without Alzheimer’s disease” “Leaving a healthy planet for our children and grandchildren” “Every child reading by age six”

It answers these key questions:

- What does success look like for our organization?
- How will the world be different if we succeed in our mission?
- What makes our organization unique?

WHAT IS A VALUES STATEMENT?

A values statement represents the core beliefs of the organization that inspire and guide its choices in the way it operates and deals with people. These values should be imbedded in both the mission and the vision and part of all internal and external communications. Example: “artistic excellence; access for all; and musical friendships;”, “respect, communication and transparency”, “continuous learning, constant improvement, and a commitment to



quality”

It answers these key questions:

- What are the key values that guide our organization?
- How will we define and implement these values for our organization?
- Do they inspire pride and bring out the best in us?

EXAMPLES

GOODWILL INDUSTRIES OF AMERICA

Our Mission: Goodwill Industries International enhances the dignity and quality of life of individuals, families and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work.

Our Vision: Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.

Our Values:

- **Respect:** We treat all people with dignity and respect.
- **Stewardship:** We honor our heritage by being socially, financially and environmentally responsible.
- **Ethics:** We strive to meet the highest ethical standards
- **Learning:** We challenge each other to strive for excellence and to continually learn.
- **Innovation:** We embrace continuous improvement, bold creativity and change

THE NATURE CONSERVANCY

Our Mission: The mission of The Nature Conservancy is to conserve the lands and waters on which all life depends.

Our Vision: Our vision is to leave a sustainable world for future generations.

Our Values:

- Integrity Beyond Reproach
- Respect for People, Communities, and Cultures
- Commitment to Diversity
- Tangible, Lasting Results

THE SMITHSONIAN INSTITUTION

Our Mission: The increase and diffusion of knowledge

Our Vision: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world



Our Values:

- Discovery: Explore and bring to light new knowledge and ideas, and better ways of doing business
- Creativity: Instill our work with imagination and innovation
- Excellence: Deliver the highest-quality products and services in all endeavors
- Diversity: Capitalize on the richness inherent in differences
- Integrity: Carry out all our work with the greatest responsibility and accountability
- Service: Be of benefit to the public and our stakeholders

MONADNOCK COMMUNITY HOSPITAL

Our Mission: We are committed to providing excellence in community healthcare.

Our Vision: We will provide an environment of healing that inspires people to achieve a higher level of health and well-being.

Our Values:

- Care
- Collaboration
- Openness
- Trust
- Excellence
- Performance
- Accountability
- Discipline



Mission Statement

Definition of Genre

Any institution—whether it is a government organization, non-profit, or for-profit—mobilizes a body of people to achieve a specific set of goals. When formulated precisely into words, these goals become a mission statement. The basic structure of a mission statement contains the following information:

- WHO the organization is (e.g., name, type of agency)
- WHAT it does
- For WHOM it does these things (possibly defined by a community or geographical area)
- HOW the WHAT is accomplished

Beyond simply communicating purpose, mission statements also express the motivation behind this purpose. The principles that motivate and guide an organization's actions ground its overall message and as such are an important part of the mission statement.

Uses of the Mission Statement

The length of a mission statement often reflects how the organization hopes it will function. Some organizations prefer to post a brief mission statement, of only one to two sentences in length, so it can be more easily memorized and repeated. Other organizations use the mission statement as an opportunity to articulate critical information about their purposes and goals to investors and the general public; these statements may be a paragraph or a full page in length. Often, a short tagline or motto is written with longer statements to summarize the mission in a succinct and catchy way. Regardless of length, a mission statement should always work to inspire action. It should send a message to existing or prospective supporters compelling them to buy, donate, vote, etc.

As a part of an organization's outward presentation, the mission statement is an essential public relations tool. It educates members of the community about the organization's cause and serves as a beacon to attract new people and resources. A for-profit business may find it difficult to attract investors if it lacks a well-constructed mission statement. The IRS requires a clear statement of purpose before it grants tax exemptions to non-profits.

In addition to communicating outwardly, a mission statement works reflexively to improve its organization in a number of ways. Specifically, a strong mission statement can: create a sense of shared meaning among coworkers; unify a body of people with diverse talents and opinions; clarify criteria for new initiatives; set priorities for the use of limited resources; motivate staff, board members, or volunteers; and strengthen an image or brand.

MISSION STATEMENT (WHY YOU EXIST)

A one-sentence statement describing the reason an organization or program exists

This should be a practical, tangible tool you can use to make decisions about priorities, actions, and responsibilities?

NEEDS TO...

- ...be clear and simple (most aren't)
- ...avoid elaborate language & buzz words
- ...easily explained by others
- ...not be confused with a **vision** statement
- ...be recognizably yours

1-5 WORD ANSWERS

What type of entity/program? Is this important?

(e.g. a nonprofit, volunteer program, event, business, etc)

Why do you exist? (problem/needs)

(e.g. Millions lack access to safe water)

What's the broadest way to describe the work?

(e.g. Providing clean drinking water)

For whom do you do this work?

(e.g. To people without access)

Where do you work? (geographic boundaries)

(e.g. in developing countries)

EXAMPLE MISSION STATEMENTS

charity: water is a non-profit organization bringing clean, safe drinking water to people in developing nations.

HandsOn Network inspires, equips and mobilizes people to take action that changes the world.

View a list of 50 great mission statements

<http://topnonprofits.com/mission-statements/>

VISION STATEMENT (DESIRED END STATE)

A one-sentence statement describing the clear and inspirational long-term change, resulting from your work.

These should be practical, tangible tools you can use to lead your group or organization in achieving quality results

NEEDS TO...

- ...be clear and simple (most aren't)
- ...avoid elaborate language & buzz words
- ...easily explained by those involved
- ...not be confused with a **mission** statement

QUESTIONS TO CONSIDER



What needs to be changed?

What are the major issues or problems?



Why should issues be addressed?

What are their costs to the involved parties?



What are the strengths and assets?

Both of org/program and those being served



What is your dream end-state?

In a perfect world, what would this look like?



What would success look like?

Specifically for this particular project/organization

EXAMPLE VISION STATEMENTS

No child in our city will go hungry to bed in the evening.

HandsOn Network's vision is that one day every person will discover his/her power to make a difference.

View a large list of example vision statements

<http://topnonprofits.com/vision-statements/>

CREATING A VOLUNTEER MANAGEMENT PROGRAM A COLLABORATION BETWEEN



NONPROFITS



HandsOn
NETWORK

POINTS
OF LIGHT



If you share this resource please link to
<http://topnonprofits.com/vision-mission>



topnonprofits.com



handsonnetwork.org



pointsoflight.org



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