



## **Friends of the Petaluma River**

**We promote appreciation of the Petaluma River  
and protect the vitality of its natural resources**

### **Celebrating our First Year: milestones & memories**

**Oct. 2005** - First “Tidings” e-mailed announcing the end of the Petaluma Riverkeeper program and the intention to form a new “Friends of the Petaluma River” organization.

**Nov. 11** - The Argus publishes an article on the transition.

**Winter 05 - 06** - Advisors meet to decide the direction and set goals for the new organization. *Celebrate & Conserve* is chosen as a motto. Initial donations recd. to start Friends.

**Feb 27** - Our first public function; a presentation by respected environmental artist Patricia Johanson; celebrating the book “Art & Survival”; about her work in Petaluma and around the world. Hosted by the Sheraton.

**Feb. 28** – We receive our first grant; \$2000 from the No. Ca. Environmental Grassroots Fund, for general support.

**Mar. 3** - “Tidings” officially begins electronic posting as monthly newsletter. A goal of 100 “charter” members set.

**Mar. 31** - We announce the launch of a wonderful website [www.FriendsofthePetalumaRiver.org](http://www.FriendsofthePetalumaRiver.org), built by volunteers.

**April 06** - Our beautiful brochure and bookmarks are printed; just in time for an Earth Day table at Whole Foods and for our “Boat Float” in the Butter & Eggs parade.

**May 06** – The fundraising “Sunset/Full Moon River Cruise” donated by Dolphin Tours is a smashing success. Our story is told in the SF Chronicle on May 25<sup>th</sup> with a full page article by Paul McHugh and photos by Scott Hess.

**May 06** We began working with small boat rowers, sailors, and paddlers to create a Small Craft Center for Petaluma.

**May 19** – The first “Nautical Mass” is staged on a rainy Fri. evening. It proves to be a “splashing success”; prompting regular 3<sup>rd</sup> Friday flotillas throughout the summer.

**June 06** – Friends holds a family “Mess About in Boats” on Jun. 18<sup>th</sup> and it proves to be a big hit, especially with the kids, who find that messing about in the mud is fun too.

**July 06** – Our first public meeting is held in PRBO’s new community/conference room. Our dream of a floating headquarters is announced and a \$10,000 challenge grant is offered by 2 key supporters! We have until Labor Day to meet this match.



A beautiful 30 x 36 river map and 2 sided water proof paddle map are published by Friends for public purchase.

We also begin offering an attractive line of “River Wear”; including fleece vests, hats, and windbreaker jackets.

The Redwood Landfill expansion issue makes the papers as the Press Democrat quotes Friends director David Yearsley and credits local environmental pressure as successful.

**July 27** – Friends hosts State Assembly candidate Jared Huffman for a river tour and lunch with other river activists downtown. He offers help in pursuing a River Parkway for Petaluma. Other projects are also discussed.

**Aug. 06** – We began work with the Sequoia Paddle Club and consultant Susan Starbird to collaborate on a regional water trail grant that will go to the Coastal Conservancy to develop a comprehensive study of potential access sites.

**Aug 06** - The deadline for the special “Challenge Grant” is extended to Sept. 18<sup>th</sup>. We are getting closer to reaching our goal of \$10,000.

**Aug 06** - Friends receives the full time use of a 21' Mako power boat from Baykeeper to support our work.

**Sept. 06** – We exceed our Challenge grant goal on the final day with a flurry of last minute donations!

We have a great day with Friends display at the Petaluma Progressive festival, gaining over 2 dozen new members and fulfilling our first year goal of 100 Charter Members.

**Oct. 06** – Our educational horizons expand as we begin working with the “Petaluma River Rangers”; and after school enrichment program from McNear School organized by member Darcy Aston.

**Oct 20<sup>th</sup>** – Friends celebrates our first year with a festive event! First edition of “Milestones and Memories” printed.

