

STARTING WITH 'WHY'

<p>Lucy Why does STP Exist?</p> <p>Build and maintain multi-use trails for all members of the community. To educate and inform and provide access to our network.</p>	<p>Leslie Why does STP Exist?</p> <p>To serve the community with mt. bike and multi-use trails</p>	<p>Roger Why does STP Exist?</p> <p>To build and maintain trails for community members and visitors Provide Access to beautiful spaces Provide Solitude/Reflection space Build COMMUNITY (all definitions) FUN-FUN-FUN Promote Stowe</p>	<p>Mike Why does STP Exist?</p> <p>To build and maintain trails for all interested users in the community. To help create long lasting solutions</p>
<p>Cyril Why does STP Exist?</p> <p>To build and maintain world class multi use trails to allow anyone to utilize the trails and also to provide access/programs to encourage trail use.</p>	<p>Andrew Why does STP Exist? Build more trails Maintain what we have Connect networks ...and have fun doing it... Connect people Challenge skills and raise blood pressure.</p>	<p>Nik Why does STP Exist? Build and sustain a world class trail network that is a destination for mountain bikers throughout VT and the NE and be an asset to the community.</p>	<p>Rob Why does STP Exist? Build and enjoy community. Provide challenge and opportunity for accomplishment to riders, other users. Fitness, exercise, challenge.</p>
<p>Jeff Why does STP Exist?</p> <p>To build, maintain and advocate for multi-use trail networks in and around Stowe. To be part of the broader trail community in the state of vermont</p>	<p>Evan Why does STP Exist?</p>	<p>Alex Why does STP Exist?</p> <p>To create more opportunities for people to connect with the outdoors and experience mountain biking in Stowe</p>	<p>Rachel Why does STP Exist? To connect people to dirt</p>

LOOKING BACK ON 2020

<p>Lucy</p> <ul style="list-style-type: none"> - People really realized and understood how valuable our trails are and contributed, whether financially or with time - Got a lot of compliments from everyone - Trail crew was necessary & amazing - Built amazing new trails and pushing boundaries - was able to raise money/stay on budget, raise more than we needed - moved forward on planning for connecting networks 	<p>Leslie</p> <ul style="list-style-type: none"> Dealing effectively with Covid Creating workable successful budget Hired trail crew Hired Alex Member/donor relationships Private property owner relationships Jedi committee Sponsors acquired in adverse conditions New trails Trail committee!!! 	<p>Roger</p> <ul style="list-style-type: none"> Gave people someplace to escape to Normalcy Great addition of trails/features Provided many volunteer opportunities Rose to the challenge of inclusion Two paid trail crew members Arranged for Alex to join us! Created more relationships with private landowners Worked closely with other VMBA chapters Great communication with members/user 	<p>Mike</p> <ul style="list-style-type: none"> We survived! We expanded staff We took advantage of good volunteer availability We need to figure how to get corporate sponsors back Chased Grants well
<p>Cyril</p> <ul style="list-style-type: none"> ● Active volunteer trailwork year ● Trail Crew! ● Trail Committee and general board structure ● SKINNIES (yeah)_ ● Drop in corporate sponsors but achieved financial stability ● Successful grants (PPP, VMBA, and Ranch Camp!!) ● Another successful trail built on private land ● Stoked on Stowbury 	<p>Andrew</p> <ol style="list-style-type: none"> 1. New event!! Stowbury 2. Paid Trail Crew 3. Volunteer trail building - socially distanced 4. Upped the bridge building game 5. SIGNS!!!! 	<p>Nik</p> <ul style="list-style-type: none"> Provided a tremendous asset and “relief” to our members and trail users during an incredibly challenging year, an outlet for fun and escape from day to day challenges. Added new trails..trail crew and new full time employee! Can’t comment on what the objectives were... 	<p>Rob</p> <ul style="list-style-type: none"> Families working and riding together. Trail crew, Alex and all they bring to the trails & organization. Bright spot in otherwise very challenging year, locally and globally. Strong communication w/in organization. Increased STP visibility locally.

<p>Jeff Had to adapt and change direction. Maybe didn't focus exactly how we originally intended. Loved the trail crew, heard great feedback. Became a huge part of the community "fix" for Covid. People really appreciated STP. Drove economic activity for Stowe.</p>	<p>Evan</p>	<p>Alex -Continued maintenance and expansion of trail network -Development of new event format within covid restrictions -first paid employees (myself and trail crew) -began JEDI work and cohosted a community event</p>	<p>Rachel -hire our first full-time stewardship coordinator - two trail crew hires - committees that are robust and working towards common goals. - Working and thriving COVID</p>
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<p>Lucy START: 1 Monthly group rides for beginners/women/etc 2 increase co-chapter communication/planning/etc 3 STOP: 1 Tuesday group rides 2 B3 in it's previous incarnation 3 KEEP: 1 TRAIL CREW! 2 more skinnier skinnies(damn you cbrunner9@gmail.com) 3</p>	<p>Leslie START: 1. More interface with businesses and bizs that leverage our trails for \$ benefit 2. bike for kids/kids on trails program for less advantaged 3 More PR in Stowe Reporter about what we are doing-more recognition/info and Lots of biz owners read STOP: 1 2 3 KEEP: 1. Trail sits and ambassador efforts (do more) 2. Hi donor & sponsor appreciation gatherings 3. Trail Crew!</p>	<p>Roger START: 1 Group Rides for a variety of users (teens, for example) 2 Expand beginner terrain 3 On-trail ambassadors (riding/route tips) STOP: 1 2 3 KEEP: 1 reaching out to other chapters 2 Adding features 3 Humility 4 Expanding board diversity</p>	<p>Mike START: 1 Beginner Loops 2 Trapps 2.0 3 Figuring out how to get real movement on the donation/grant front STOP: 1 2 3 KEEP: 1 B3 - mostly what it delivers to the non-traditional member of STP (i.e. a non- year round resident) 2 the Staff Pumping 3 the Board Pumping</p>
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<p>Cyril START: 1 - Group Rides 2 - Program for kids/those who cant afford a bike rental/guided experience 3 - Expansion of Trapps</p> <p>STOP: 1 - The amount of time spent by Rachel on Leaf Blower (non-covid year) 2 - COVID 3 - Delaying/not planning for parking shortages</p> <p>KEEP: 1 - Pushing the envelope on trail building and maintenance 2- pursing easy trails (pump track, Trapps, Charlies entrance) 3 JEDI Work 4 working with other chapters (WATA)</p>	<p>Andrew START: 1"discover our trail network", no-drop group rides 2merge critical mass ride with StowkBury event... 3</p> <p>STOP: 1virtual mtgs 2 3</p> <p>KEEP: 1events 2trail comm 3raising the bar on trails/progression</p>	<p>Nik START: 1continue to push inclusiveness and diverse access 2 Community rides 3 sponsor demo days...</p> <p>STOP: 1???</p> <p>2 3</p> <p>KEEP: 1building great trails 2partnering with community 3providing access to a diverse rider set</p>	<p>Rob START: 1Learner and progression terrain 2On-trail ambassadors consistently, uniformed and visible 3 Better parking 4 engage non member riders to join</p> <p>STOP: 1Free Rachel from less important tasks 2 3</p> <p>KEEP: 1 All commitees emulate trail committee. Taking initiative, all the while consistently communicating to board thru ED 2 Trail signage 3</p>
<p>Jeff START: 1 large corporate supporters 2 larger state lobbying presence 3</p> <p>STOP: 1 not a stop but consider impact of overuse/congestion 2 3</p> <p>KEEP: 1 trail crew 2 building new trails 3 embedding deeply in community</p>	<p>Evan START: 1 2 3</p> <p>STOP: 1 2 3</p> <p>KEEP: 1 2 3</p>	<p>Alex START: 1 Figuring out ways to engage people outside of the immediate stowe area 2 Developing more beginner friendly riding areas / trails 3</p> <p>STOP: 1</p> <p>KEEP: 1 Trail crew to keep up with trail maintenance 2 working on developing JEDI Initiatives</p>	<p>Rachel START: 1 2 3</p> <p>STOP: 1 2 3</p> <p>KEEP: 1 2 3</p>

LOOKING FORWARD: Os & Ts

<p>Lucy</p> <p>Opps: Connecting all pods Velomont SMR</p> <p>Threats: - Infrastructure - Parking/etc a la Kingdom - running out of room/land - victims of our success with overcrowdedness</p>	<p>Leslie</p> <p>Opps:</p> <ul style="list-style-type: none"> ● Trapps ● Beginner access ● Adaptive ● Grants ● More partners ● More fat bike opps <p>Threats</p> <ul style="list-style-type: none"> ● Trail congestion ● Dogs in Cady ● Weather ● Perception we're getting too big, bringing too many to the trails ● 	<p>Roger</p> <p>Opportunities: Engage with all the new riders Trapps partnership Relationship with RC and their "campus" (Dave Sautter's word)</p> <p>Threats Congestion Upkeep with increased usage No wet weather options (armored trail?)</p>	<p>Mike</p> <p>Opportunities: Trapps Little River Beginner Terrain</p> <p>Threats: -VMBA just creating new chapters in every corner -Dealing with State Government -getting Landowners to move faster than molasses -SMBA usage being received in the wrong way by non-bikers</p>
<p>Cyril</p> <p>Opportunities</p> <ul style="list-style-type: none"> ● Stowe Mountain Resort (nordic center) ● Velomont ● Trapps ● Any trails other than the intermediate ones we have ● Expansion of trail crew <p>Threats</p> <ul style="list-style-type: none"> ● Tom Jackman Retirement ● Parking ● Act 250? Trapps? ● Stewardship Committee standstill ● Bolton Valley (primarily related to SMR, maybe) 	<p>Andrew</p> <p>OPs Trapps Velomont</p> <p>Thr Act 250 Maintaining the volume of new trails/bridges/etc E-bikes</p>	<p>Nik</p> <p>O's: -Continue to demonstrate value prop to community and local businesses for fundraising -Get more riders to join -partnership with Trapp's -build new trails in existing networks -Brownsville -Sterling connector</p> <p>T's: -Covid and potential financial impacts on members and donors -over crowding on trails -trail abuse from irresponsible riders</p>	<p>Rob</p> <p>Opportunities:</p> <ul style="list-style-type: none"> - Passion w young riders, families to grow #'s - Land access - New business sponsor partners <p>Threats;</p> <ul style="list-style-type: none"> - Over used trails - Conflicts betwn users - Barrier to entry, equipment price for new riders, families - Land access

this is an opportunity)			
<p>Jeff</p> <p>Threats: trail congestion/misuse Losing landowners State regulations</p> <p>Oppty: Trail corridor connectedness Growing revenue Expanding our political clout at the state and town level</p>	<p>Evan</p>	<p>Alex</p> <p>Opportunities: -New trails on Trapps land -Velomont proposal / expansion -engaging and getting more diverse users in our trails -fatbiking partnerships and expanding opportunities -trail pod connections</p> <p>Threats: -Covid -Private land owners that do not want trails or are wishy washy, and other land restrictions -trail congestion -lack of diversity in Stowe and VT -Tom Jackman retiring</p>	<p>Rachel</p>

STP's BHAG

<p>Lucy</p> <p>A family from out of town can come and stay here for 2 weeks and every individual in that family can ride a different trail network every day that fits their skill level and need.</p> <p>An entire network that consists only of skinnies and nothing else.YESSSSSS</p>	<p>Leslie</p> <p>Trail connections throughout town with easy access for everyone, with bike racks at any business who wants them, bike lanes on the roads to reach access points, shuttle with bike racks. Every business has a way to sign up members or take donations</p>	<p>Roger</p> <p>Stowe becomes a bike town, with easy access points, from the Mountain to the village for all users to enjoy.</p>	<p>Mike</p> <p>Riding from the Octagon to apres beers at the Backyard</p>
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<p>Cyril</p> <p>The most creative, diverse and inclusive trails in the world supported by the Stowe community.</p> <p>Also skinnies</p>	<p>Andrew</p> <p>Lift serve(SMR), e-bikes(cottonbrook), family friendly(Nordic Center), tech-gnar biking(Mixed throughout) CH/AC/Sterlg/Elmore/TFL destination of New England. Hotels, restaurants, arts, quaint village AND BEER...we can have it all. And yes, skinnies too. How about Jumps and drops!?!?</p>	<p>Nik</p> <p>Get people that might not otherwise be into mountain biking on a mountain bike</p> <p>Make Stowe THE mountain bike destination of the East with some of the best trails in the country with some of the most mileage (maybe from maternerships with Nordic, Trapp's, resort and state??) - without overcrowding maybe?</p>	<p>Rob</p> <p>100 mi of connected trail pods Equally addressing all rider ability levels 10 full time trail crew 10 seasonal trail ambassadors 2500 members 15 MTB destination lodges w full MTB facilities on site, bikewash, storage, etc w trail access</p>
<p>Jeff</p> <p>Running ride centers in partnership w/ Trapps and SMR Nordic Center and the Town of Stowe (Morrisville, Hyde Park) that are considered the best in New England and top 10 MTB travel destination in the US.</p> <p>You gotta be either big or small but not medium!!</p>	<p>Evan</p>	<p>Alex</p> <p>A trail network that is known world wide as a destination providing ample opportunities for anyone interested in mountain biking, regardless of ability, race, or economic status, etc.</p>	<p>Rachel</p>

WINNING MOVES

<p>Lucy</p> <ul style="list-style-type: none"> - infrastructure/parking - beginner rides /events /education to plant the seed and create joyful experiences for new riders - beginner trails / pump track - <p>Network dedicated to skinnies (great idea Lucy)</p>	<p>Leslie</p> <ul style="list-style-type: none"> • Securing more access to build more trails via partnerships with SLT (i.e. securing mtb use on future props to be conserved); and Trapp and Vail • Securing additional parking & infrastructure • Working w new partners to highlight 	<p>Roger</p> <ul style="list-style-type: none"> -Trailside presence for STP -skill development trails/park -partnerships with organizations like Fresh Air Fund/Special Olympics/JobCorps -create a trailbuilding school in partnership with SMBA 	<p>Mike</p> <ul style="list-style-type: none"> -Expensive: having a Welcome Center -Less: Increasing Trail Sits <p>Expensive: Accessing State Land between Mountain & AC Less: Developing relationship with Trapps; Mapped access through Strawberry Hill</p>
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	JEDI opps and objectives and goals and creating new access messaging re same		Expensive: Paved Pump Track Less: Dirt Skills area
<p>Cyril</p> <ul style="list-style-type: none"> • Documented infrastructure/parking plan • Trapps 2.0 - Outdoor Center (STP Welcome Center), easy trails, pump track, flo trails, destination for e-bikes, huts/lodging etc. • State approval of new trail projects (Velomont or AC/SMR) • Recognized as a leader in justice, diversity, inclusion and equity. 	<p>Andrew</p> <p>Ideas on paper - Master Plan. Family friendly zone Progression zone Double black diamond zone Parking Show connectivity E-bike zone Fatbike approved zone/trails Central ride center brick and mortar</p>	<p>Nik</p> <p>Complete full network loop Brownsville > sterling > Adams > Cady</p> <p>Physical presence for STP (building? Yurt?) to encourage recruitment, and provide education and resources</p> <p>New rider events / demo days</p>	<p>Rob</p> <p>You can do it ROb! Yea baby.</p> <p>Every level of rider having that experience in the parking lot RM described = enough achievable challenges at every level of trail</p> <p>Skill building area for all levels And beginner trails w skill development on trail</p>
<p>Jeff</p> <p>Pump track 3-5 miles of beginner trail 3-5 miles of ebike trail Brownsville multi-use expansion Partnership w/ Vail to run a ride center at nordic center...STP will fund/build 500 new members</p>	<p>Evan</p>	<p>Alex</p> <p>-Setting and reaching a goal for mileage of easier / beginner friendly trails (high impact although could potentially be expensive)</p> <p>-perhaps setting goals for all difficulties in network, if we want equal amounts of difficulty options, assessing our trails and aiming for about 30% easy / accessible terrain, 30% intermediate, and 30% expert</p> <p>-Plan to have all three trail pods connected within 3-5 years, then hold off on trail</p>	<p>Rachel</p>

		<p>growth for a few years to observe and address any issues that may arise in terms of parking, maintenance, etc.</p> <p>-Partnerships that will encourage diversity of users</p>	
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TARGETS for 2021 (#1-3)

<p>Lucy</p> <ul style="list-style-type: none"> -Infrastructure plan -keep or add additional employees as we grow to allow Rachel to focus on core targets -repeat Americorps hires -outreach to new riders/JEDI/rides and other small manageable 'events' to increase stoke 	<p>Leslie</p> <ul style="list-style-type: none"> • Securing more hi level donors & sponsors • Solidifying financial and resource partners i.e. land owners • Additional staff and volunteers 	<p>Roger</p> <p>Identified space and fundraising for skills park/pumptrack</p> <p>Data regarding riders v. members</p> <p>Increase % of corporate supporters (based on the n of total businesses in town with physical presence)</p>	<p>Mike</p> <ul style="list-style-type: none"> -Repeat AmeriCorps program -Outreach to folks who can become Ambassadors -Securing convenient location for Skills Zone -Developing Relationship with State -Work on Go's and No's for E-Bikes
<p>Cyril</p> <ul style="list-style-type: none"> • Documented infrastructure/parking plan • Compensation/Benefits for employees. • Velomont proposal sent to FPR with state by the end of June 2021 • 1 formal engagement with each private 	<p>Andrew</p> <ol style="list-style-type: none"> 1. Document/develop a master plan 2. Start & finish S&A 3. 	<p>Nik</p> <p>JEDI - land inclusive language in our mission statement</p> <p>Really tactical - get 20 riders to come ride STP trails that might not otherwise</p> <p>Take a leading roll across VMBA for our inclusivity efforts with other clubs following our lead</p>	<p>Rob</p> <ul style="list-style-type: none"> - Minimum 1 formal engagement with every corporate sponsor and community supporter, eg trail ride and party (great idea) - Engage every new business as STP sponsor - Grow membership 10+

landowner			
<p>Jeff</p> <p>Secure spot for pump track</p> <p>Define beginner route on master trail plan and begin phase 1 of build (3 phases)</p> <p>Define route for e-bike and complete phase 1 of routing</p> <p>Increase members by 200</p> <p>Using 2019 figures increase sponsorship revenue by 15%</p> <p>Identify 1 "Super Corp Sponsor" for \$50K level</p>	<p>Evan</p>	<p>Alex</p> <p>-Secure location, plan, and build 3 miles of beginner / easy trails</p> <p>-Develop 3 partnerships that will enhance JEDI objectives (Fresh air fund, abenaki tribe members, working with Mirna, etc)</p> <p>-Maintain 2 person trail crew and AmeriCorps member for 3 years, perhaps aim to add one more staff member</p>	<p>Rachel</p> <ul style="list-style-type: none"> - Weekly trail sits scheduled and planned out for summer trail season - 1 new mile of beginner trails/skill areas identified - AmeriCorp member for the next three years - Communication and personal outreach to every landowner we work with -

MAIN FOCUS in 2021

<p>Lucy</p>	<p>Leslie</p>	<p>Roger</p>	<p>Mike</p>
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Cyril	Andrew	Nik	Rob
Jeff	Evan	Alex	Rachel

INITIATIVES in 2021 (#1-3)

Lucy	Leslie	Roger	Mike
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Cyril	Andrew	Nik	Rob
Jeff	Evan	Alex	Rachel