

# Stowe Trails Partnership Board Meeting Minutes

February 10, 2021 6:00 p.m. – 8:00 p.m.

Location: Virtual



## Board Attendees:

Evan Chismark	Andrew Volansky	Lucy Nersesian
Cyril Brunner	Rob Connerty	Roger Murphy
Leslie Gauff	Mike Waldert	Jeff Kauffman
Nikolas Coffrin		

**Quorum present?** Yes (9/10)

## Other Attendees:

Rachel Fussell	Executive Director, STP
Alex Reiber	Stewardship Coordinator, STP
Nate Freund	ENR LLC
Ryan Thibault	ENR LLC
Erik Timmerman	STP Member and Trail Committee

Item	Notes
Approve November and Strategic Board Meeting Minutes	<ul style="list-style-type: none"> <li>• <a href="#">November Meeting Minutes</a></li> <li>• <a href="#">Strategic Meeting Minutes</a></li> <li>• <i>Cyril moves to approve the November and Strategic board meeting minutes</i></li> <li>• <i>Roger seconded</i></li> <li>• <i>All approve</i></li> </ul>
Open Discussion with ENR LLC	<ul style="list-style-type: none"> <li>• Nate Freund and Ryan Thibault joined for a discussion</li> <li>• Quick introductions</li> <li>• Now that the backyard area is being revitalized how can STP and ENR LLC work more closely together to promote the business and expand/enhance trail use</li> <li>• Should the Backyard join as a corporate sponsor, or is there a more effective "Hybrid" plan that would incorporate all funds paid to STP from our family of businesses to get us to a higher tier?             <ul style="list-style-type: none"> <li>○ Should the backyard join as a sponsor or is there a more effective/hybrid plan that may work better for STP.</li> <li>○ ENR not looking for a special program but believe that a healthy competition is good for STP. Should they raise Ranch Camp and take from MTBVT, what works best?</li> <li>○ Concerns on keeping things equitable for all of the corporate sponsors and not putting STP in an awkward position.</li> <li>○ ENR wants to keep all logos and brands visible (Ranch Camp, MTBVT, Backyard)</li> <li>○ Fundraising committee to discuss further</li> </ul> </li> <li>• Does STP have thoughts on exploring options (fundraising and otherwise) for creating directional trails to Charlie's/ Backyard lot. Is it feasible? Is it a non-starter? What can we do to research possibilities? Is this viewed as a mutually beneficial initiative or purely to the benefit of Ranch Camp/ Backyard? We would love honest and open dialogue on this initiative. What is STP's ideal situation for Charlies Trailhead ( Backyard Parking lot)? We like to work on some clear and</li> </ul>

	<p>concise plans and communication and guidelines for riders/ trail stewards/ STP/ friends and family. How can we effectively push messaging together?</p> <ul style="list-style-type: none"> <li>○ Working with Golden Eagle currently on a landowner access agreement</li> <li>○ Once snow melts we intend to begin flagging and working with ENR on what the corridor looks like.</li> <li>○ Concerns from ENR LLC on folks hanging out in the parking lot and disrupting the business. Concerns re: liquor license.</li> <li>○ Looking for accessibility and also some downhill options etc.</li> <li>○ Kiosk opportunities, up until November we were struggling with even getting a kiosk out there.</li> <li>○ Need to be able to maintain any new trail that we build</li> <li>○ Parking lot currently owned by Morarity condominium association. 56 spots currently owned by Ranch Camp/Backyard.</li> <li>○ ENR LLC expects to expand the lot (has overgrown over the years).</li> <li>○ ENR LLC to send STP some language/guidelines around parking</li> </ul> <ul style="list-style-type: none"> <li>● We feel Ranch Camp is the business that we own that has a mission closest to the core of STP and Trails initiatives. Are we communicating regularly and effectively? Are we represented as a whole as owners, and is the board represented as a whole during communications? What's the best way to communicate moving forward? Are we working effectively together when opportunities arise? <ul style="list-style-type: none"> <li>○ Evan recognizes the challenge of managing the board relationship and business relationship</li> <li>○ Roger indicated that yes the trail does end at Ranch Camp/Backyard but it also gives great access to AJ's and Doc Ponds. May be some difficulty in getting others to also hop on board and help fund the trail.</li> </ul> </li> <li>● What are the Summer 2021 Ranch Camp/ Backyard/ MTBVT/ Sushi Yoshi initiatives? What are the benefits and detriments to STP, and how can we align on mutually beneficial programs? (any interest in MTBVT/ STP cobranded apparel?)</li> <li>● Ranch Camp/ Backyard/ Sushi Yoshi has strong relationships with beer/ liquor/ Non Alcoholic distributors as well as relationships with Bike Brands and food distributors. How can we use our resources from these distributors to benefit STP volunteers/ trail initiatives? <ul style="list-style-type: none"> <li>○ ENR LLC lots of opportunities for Beer/Food for volunteer projects</li> <li>○ Cyril mentioned we have a huge volunteer project (Serenity and Adrenaline) where this would be great</li> </ul> </li> <li>● What are the summer 2021 (and beyond) key initiatives for STP ? More riders on trails? Trail maintenance? New builds? Rider awareness? How can we help...?</li> <li>● VMBA seems to be always knocking on our door. We are looking for feedback on STP's views of their initiatives. Does it detract from STP? Also, We have info on a good program on the works that we can share...</li> <li>● STP and ENR agreed that a further conversation is likely needed to dig into some of these questions. We ran out of time.</li> </ul>
<p>2021 Annual Budget</p>	<ul style="list-style-type: none"> <li>● Rachel worked hard on a budget over the last month. Mike and Nik have reviewed.</li> <li>● <a href="#">LINK TO BUDGET</a></li> <li>● Mike shared the proposed budget with the group and reviewed “line by line”</li> <li>● Current revenue streams and COVID situation have informed the general picture</li> <li>● Reviewed income, in general things are expected to stay roughly the same between FY20 and FY21</li> <li>● Expenses - In general we should be able to do what we want to do regarding trail projects (Sterling Connector, trail crew, Serenity and Adrenaline)</li> <li>● Getting to a \$150k income organization would make FY22 much more comfortable from a cash flow standpoint.</li> <li>● Mike stressed that we as an organization really don't want to be in a position where we are having an issue meeting payroll.</li> <li>● Rob indicated that there is a huge opportunity (community sponsors) given all of the folks who have moved to Stowe in the last 12 months.</li> <li>● <i>Cyril moves to make a motion and approve the FY21 budget as proposed</i></li> <li>● <i>Roger seconded</i></li> </ul>

	<ul style="list-style-type: none"> <li>• Rob asked whether or not we can gain some intelligence from corporate sponsors/etc.</li> <li>• Nik asked if we could wait until the end of the meeting</li> <li>• Cyril mentioned that the budget and cash flow will change within 5 minutes after we approve the budget, the primary purpose of the budget is to establish a baseline</li> <li>• <i>All approve</i></li> <li>• Leslie mentioned that Rob has absolutely been crushing it with corporate sponsors :)</li> </ul>
VBMA Post Cap Discussion	<ul style="list-style-type: none"> <li>• <a href="#">See Options HERE</a></li> <li>• Board generally agreed that the cap is not needed</li> <li>• Rachel to provide updated numbers to the board for just STP (link above is just for all VMBA chapters)</li> </ul>
Executive Director Annual Review	<ul style="list-style-type: none"> <li>• <a href="#">ED Evaluation</a></li> <li>• <a href="#">ED Evaluation Themes</a></li> <li>• Cyril reviewed evaluation themes.</li> <li>• Rachel, you rock!</li> </ul>
Executive Session	<ul style="list-style-type: none"> <li>• ED Compensation</li> </ul>
<b>Meeting adjourned</b>	8: pm