

Stowe Trails Partnership Board Meeting Minutes

March 10, 2021 6:00 p.m. – 8:00 p.m.

Location: Virtual



Board Attendees:

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

Quorum present? Yes (8/10)

Other Attendees:

Rachel Fussell	Executive Director, STP
Alex Reiber	Stewardship Coordinator, STP
Erik Timmerman	STP Member and Trail Committee

Item	Notes
Approve February Board Meeting Minutes	<ul style="list-style-type: none"> • February Board Meeting Minutes • <i>Cyril moves to approve the February board meeting minutes</i> • <i>Mike seconded</i> • <i>All approve</i>
Wooden Trail Signage	<ul style="list-style-type: none"> • Currently wooden signs in Adams Camp • Discussed signage outside of the town signs in Cady/Sterling • More so a marketing/merchandising than directionality • Jeff mentioned that all new signage should match the general designs of the ones up in Adams Camp • <i>Roger moves to approve \$1,000 for new signage in Cady/Sterling, signs to be determined.</i> • <i>Andrew seconded</i> • <i>Cyril abstains</i> • <i>All approve</i>
Trail Counters	<ul style="list-style-type: none"> • Charlie's counter is working! • Alex working on a lockbox for new Sterling counter • Mike suggested that we hide the counter or put it in a better place so its less easily seen • Alex asked for feedback on where to put the other 2 counters. • Nik mentioned that a counter on Flo would be helpful to track trail maintenance needs/usage • Cyril indicated that we have some gaps (Haulapalooza and Callagys/Split rock) where we are missing users, this data is very helpful for economic value/analysis. • Mike thought we could easily have a roaming counter instead of just relying on data like Strava and Trailforks. Could also use this roamer to extrapolate how many users are entering through certain areas. • Mike indicated that the locations could be discussed at the trail committee, everyone agreed.
2021 Online Trail Survey Results	<ul style="list-style-type: none"> • See 2021 Trail Survey Results here. • Reviewed the results

	<ul style="list-style-type: none"> ● Cyril reviewed evaluation themes. ● Rachel, you rock!
2021 Event Update	<ul style="list-style-type: none"> ● Annual Meeting <ul style="list-style-type: none"> ○ Mike, Alex, Rachel and Cyril to record and make it accessible by folks. ● 2021 MTB Summit <ul style="list-style-type: none"> ○ April 11th from 130-430 ○ Last year we were going to host at REI, then COVID hit. ○ Main goal is to build relationships with other mountain bike organizations. ○ Hoping to turn it into a spring/fall event and something STP doesn't have to host every time. ● Annual Trail workday <ul style="list-style-type: none"> ○ Similar to last year, weekend or a week where we assign stewards to do the basic cleanup (rakes/trees) of the trails. ○ No BBQ ○ Shooting for first weekend in May ● Summer Trail Work Series <ul style="list-style-type: none"> ○ Fundraising committee worked with ENR to develop a monthly trail work series that a corporate sponsor can submit an RFP and sponsor with food/beverages etc. Works with event promotion. ○ Alex to work on coordinating trail work days to occur in June, July, August. Trail crew will also attend. ○ Outside of Serenity and Adrenaline, some may be in tandem. ● B3 <ul style="list-style-type: none"> ○ Typically last weekend in June but currently not planned due to COVID ● Stowkebury <ul style="list-style-type: none"> ○ Shooting for July ○ Rachel working with WATA to again partner on the event ○ Similar to last year's event (Choose your own adventure) ○ Works great for COVID and certainly seems like something we want to do again in the future ○ Mike asked whether or not it makes sense to make more permanent signs. Something that isn't throwaway. ○ Rachel is hoping to keep the events fresh so we can highlight different areas. ● Leaf Blower <ul style="list-style-type: none"> ○ Bandwidth on events and how much STP is responsible for coordinating has always been the question. ○ Mike proposed the idea of “licensing” B3 and Leaf Blower to corporate sponsors. We would RFP that out. ○ Per user fee that STP would receive for the event. ○ Up to the sponsor to run and coordinate the event. ○ Places the responsibility on the business to help us out. ○ Eric was concerned about the change this may have on the “community” feel in regards to ride members. One of the only times that members are interacting with other members. ○ Mike mentioned that we would continue to have ride leaders, have a presence. ○ General agreement by the board on pursuing this vision for future events. ○ Discussed relationship with SAA, we have a very good relationship however they are not interested in managing events. They will happily promote events and market them but not manage them. ● STP Virtual Challenge <ul style="list-style-type: none"> ○ Rachel has been intrigued by the catamount trail virtual challenge ○ You set a goal (a personal challenge, miles, vertical feet etc.) and get friends/family to support and fundraise. ○ Cyril mentioned that he likes the choose your own adventure and there is a gap in the summer months for this ○ Mike mentioned that it would be good to have “suggestions” regardless.

	<ul style="list-style-type: none"> ○ Rachel said she said we should define a timeframe (month, weeks etc.) ○ Rachel to follow up on pricing/website configuration. ● Bike Raffle <ul style="list-style-type: none"> ○ RFP to keep it fair, to reach out to our sponsors (bike shops) to see if we can get a bike ○ Supply chain issues have been a challenge but hopefully we can get a discounted bike/wholesale ○ Similar to Frank the Welder raffle we did a couple years ago ○ Talked about sponsoring a trip etc. as well. ○ Discussed SLT's current program to round up on hotel guests. ○ We may be able to trade hotel nights here with other partners. ○ Western Sprit. ○ Also discussed relationships with larger entities (Lamoille Valley Ford/Chevy) ○ Kuat Racks, can we do a raffle with volunteer hours (Spring Trail work day) ● Group Rides <ul style="list-style-type: none"> ○ Pending governors guidelines
2021 Trail Crew	<ul style="list-style-type: none"> ● Increase in compensation from 2020 to 2021 for both Grady and Niels ● Providing a bonus if they complete the trail season with STP ● Rachel asked the board to review the contract and raise/bonus document.
Trail Work Tools	<ul style="list-style-type: none"> ● Jeff asked about trail work tools ● We received a list from Niels and Grady, Alex is going to do an inventory as well ● Looking for some new Makita tools, Rouge tools, and an E-bike ● Rouge is going to donate tools for the trail crew! ● Leos Small Engines was mentioned, maybe they will give us a chainsaw. ● Jeff mentioned that Forestry Suppliers is great and we could reach out to them too, especially if inventory on rouge is low ● Mike reiterated that a lot of our tools are working well and are not "garden tools" in particular the fully functional chainsaw. ● Roger mentioned a tool chest, would be great if you are already out riding and want to do a little work. ● Discussed trailer and where we can locate that
ANR Recommendations on Recreational Trail Oversight	<ul style="list-style-type: none"> ● ANR and FPR's recommendations and full letter ● Rachel is recommending that we would not sign on to this oversight agreement. ● Trying to create an alternative program to Act 250 for recreational trails. ● As a small organization we should not support this agreement because if we opt in to it then all of STP's trails will be part of the states umbrella <ul style="list-style-type: none"> ○ Would need periodic inspection and report ○ Report all trails and activity to the state ○ Pre-construction notifications for all trail projects (build and maintenance) ● VTGC is currently writing a letter to the state (commissioner and governor) that STP will be a part of. ● VAST and VASA are very against it.
Business, Partners, and STP Board	<ul style="list-style-type: none"> ● Roger has had many conversations with various folks on the relationship between ENR and STP. ● Roger said that he and Rachel will be inviting the other bike related business in town to join us, we are looking to establish strong partnerships with all stakeholders in town. ● More messaging on board meetings, they are open to the public. ● Nik indicated that they have always been welcome. Roger would like to encourage and invite them. We don't want any businesses to feel like STP is favoring one or other businesses.
Meeting adjourned	8:10 pm

