

Stowe Trails Partnership Board Meeting Minutes

June 9, 2021 6:00 p.m. – 8:00 p.m.

Location: Field and Guide



Board Attendees:

	Andrew Volansky	Erik Timmerman
Cyril Brunner	Rob Connerty	Roger Murphy
Leslie Gauff	Mike Waldert	
Nikolas Coffrin		

Quorum present? Yes (8/11)

Other Attendees:

Rachel Fussell	Executive Director, STP
Alex Reiber	Stewardship Coordinator, STP

Item	Notes
Approve May 1 Board Meeting Minutes	<ul style="list-style-type: none">• May 1 Board Meeting Minutes• <i>Cyril moves to approve the May board meeting minutes</i>• <i>Andrew seconded</i>• <i>All approve</i>

Mission, Vision, Purpose

- Discussions last fall, workshop in January
- JEDI council began work in earnest in mid March with a subcommittee to review the existing mission/vision
- How can we modify the mission/vision? Where do we want STP to be?
- What are other organizations/businesses doing, how that's evolved over the last several years.
- JEDI council has reviewed the proposals with all of the board members and has consolidated feedback.
- External members and non-board members provided feedback as well.
- Combined feedback, identified alignment, and found 4 key talking points
 - Dirt” vs “trails” vs “outdoors”
 - “Exist”; “Inspire” (to fill an urge; to arose a need); or “Aspire” (to have ambition, to hope or attempt to achieve); or nothing
 - “World class” vs another term (quite a few of you would prefer to see something other than “world class”). Ideas: Progressive, prime, innovative, destination
 - Economic vibrancy (keep in or is it redundant by virtue of the other Vision statement bullets)
- Nik felt like the board agreed with fundamentals of the organization, remaining points are on the “periphery”
- Dirt” vs “trails” vs “outdoors”
 - “Dirt” may be confusing to future STP employees and the general public. Rob felt like “dirt” was a little too specific/limiting. We want to remain appealing to folks who have never ridden before. Alex felt like it was good language to use in a newsletter, were not “Stowe Dirt Partnership”, we don't do composting. Andrew mentioned he uses the word “earth” with his clients.
 - General agreement on behalf of the board that dirt wouldn't be the best choice.
 - At our core STP is all about trails.
 - For Mike the end result is people enjoying the outdoors, the trails are the means. “Enjoying the outdoors via trails”
 - Cyril and Rob were a big of “trails”. Roger mentioned that SLT is responsible for “the outdoors”.
 - Consensus of the board was to stick with “trails”
- “Exist”; “Inspire” (to fill an urge; to arose a need); or “Aspire” (to have ambition, to hope or attempt to achieve); or nothing
 - Roger put forth the idea of “strive”
 - Erik mentioned “snails exist”, no one a fan of “exist”
 - General agreement that strive
- “World class” vs another term (quite a few of you would prefer to see something other than “world class”). Ideas: Progressive, prime, innovative, destination
 - Wordsmith genius Roger proposed “progressively challenging”
 - Progression was thrown out by Mike
 - Diverse/welcoming thrown out
 - Rob is a fan of world class, it makes people want to come to Stowe. Rob shared that one of his themes with Corporate sponsors is that we bring business to them.
 - Roger threw out what is the goal of the trails, do we want it to be welcoming, do we want it to be.
 - Field of dreams, if you build it they will come. Outerbike, STP decided that wasn't what we were about.
 - What is the takeaway for folks when they leave the trails, what are they saying?
 - Diverse and Fun
 - “A diverse trail network that brings joy to all of its users” was a popular choice
 - Great question for a future survey, what brings you joy, etc.

	<ul style="list-style-type: none"> ○ Cyril shared that he believes that Stowe is a world class destination. ● Economic vibrancy (keep in or is it redundant by virtue of the other Vision statement bullets) <ul style="list-style-type: none"> ○ Mike shared that the work we do promotes economic vibrancy ○ It's not up to STP to make Ranch Camp successful, for Eidelweiss to sell sandwiches, for AJs to sell bikes. ○ What we are doing is getting people here to enjoy the trails/outdoors. ○ We are not doing things like Outerbike. ○ Rachel shared that we are a community development organization. ○ Agreement that we should keep it in place. ● Leslie and Nik to take things back and propose a more final draft to the board next meeting.
E-Bikes and STP	<ul style="list-style-type: none"> ● Trail committee made the recommendation to open Sterling Valley to E-bikes after we gain approval from the Town of Stowe and SLT. ● SLT Stewardship team is very on the fence. Page property (Laurens Loop/peak a view) may be an issue. ● SLT unwilling to take action until the Town of Stowe tells them to. ● Board agreed that SLT, STP, and the Town of Stowe are expecting the other to make a decision ● E-Bike demo day was very informative ● Roger shared that the future may be different ● Class 1 E-Bikes are the focus right now but what do they look like in the future ● Will change a lot about what we do, trails we build, features etc. ● Where do we draw the line, do we draw the line? ● What can we do to prepare for the inevitable ● How do they interact with other users. ● Discussion on etiquette. ● Agreed that communicating to the membership effectively is important. Provide a outlet for folks to get an answer. ● <i>Mike moves to work with the Town of Stowe and SLT to create an E-Bike pilot project and come up with a plan for directionality in Cady.</i> ● <i>Erik seconded</i> ● <i>All approve, Roger abstains as he believes the pilot project won't tell us much about the future.</i>
Board meeting day/time	<ul style="list-style-type: none"> ● Decided to delay conversation as several folks (Nik, Erik, and Rob) had to leave ● Roger mentioned its a good time to talk about whether or not we need a meeting every month and the time/day.
Events	<ul style="list-style-type: none"> ● Stokebury June 26/27 ● Leaf blower , 2 proposals for licensing, one of which is not a sponsor. 3rd proposal may be interested next year.
Trail Committee Update	<ul style="list-style-type: none"> ● Should have an update soon from Niels ● Alex was able to work with Tom Hamilton and move a lot of 3x6s ● Skills park, forester needs a design and plan. SLT will then review. ● Roger is looking to scrape something in , needs some guidance on what trees/shrubs shouldn't be removed. Rachel to send Roger the foresters contact information. ● Rachel is working on an RFP , hoping to have a vote for a budget soon.
Fundraising Committee	<ul style="list-style-type: none"> ● Endowment, Rachel met with Kristen Sharpless (SLT) about how they use theirs. ● Rachel would like to make headway on savings we do have, is there some way we can invest that. ● Board agreed that we need additional funding to set aside for the endowment. ● Brief discussions of assets etc. STP currently doesn't have any. ● Discussed “Stewardship fund” and “investment fund”. May be an opportunity cost (losing community supporters) ● Rachel to work on language/documentation for the future

	<ul style="list-style-type: none">• Mike mentioned if it makes sense to discuss with Sterling Bank, CD (8 months)
Meeting adjourned	8:01 pm