

Stowe Trails Partnership Board Meeting Minutes

January 12th, 2021 6:00 p.m. – 8:00 p.m.

Location: Zoom

Submitted: Leslie Gauff



Board Attendees:

Carolyn Lawrence, ED	Lucy Nersesian	Mike Waldert
Rob Connerty	Leslie Gauff	Jeff Kauffman
Erik Timmerman	Nikolas Coffrin	

Quorum present? Yes (8/8)

Other Attendees:

Grady Vigneau	Trails Manager, STP
Rachel Fussell	

Item	Notes
Approve December Board Meeting Minutes	<ul style="list-style-type: none"> December Board Meeting Minutes Rob moved to approve the December board meeting minutes Jeff seconded All in favor Passed
Welcome Carolyn Lawrence as STP's new Executive Director!	<ul style="list-style-type: none"> The board welcomed Carolyn, and expressed how excited the board is to have her as the new ED. Carolyn thanked the board, and indicated how excited she is to be in the position and work for and with STP
Strategic plan meeting 29th 2 p.m.	<ul style="list-style-type: none"> Decision to have on January 29th, 2 pm - 6 pm Shooting to do 'in person'. Jeff said we could use Meg's office (thank you Meg!) Carolyn and board members working on a plan for the meeting <ul style="list-style-type: none"> Board members chime in with topics
Trails update	<ul style="list-style-type: none"> Grady reported: <ul style="list-style-type: none"> Post holing signs are up On top of tool inventory We received \$4,500 of 5k we asked for for skills park - VMBA grant Stowe Conservation Commission meeting: Grady, Mike and Andrew and indicated all went well. SCC are thrilled with what we're doing and asked what they can do to support. X-walk by Cady Hill? Additional needs? Mechanized grooming in Cady: will take under advisement, will look at the master plan etc. to help make determination They would love to see a lot more data from us like Alex was collecting, plus membership. We should do license plate counts at trail sits, etc. The more the better.
Fundraising Rob	<ul style="list-style-type: none"> Donations so far in '21 for '22: \$7k +/- <ul style="list-style-type: none"> Mostly, if not all 1st timers, and/or unsolicited Rachel: SMBA - will be a sponsor at high level, but not Epic (which was more a result of helping with more support presuming Covid pressure would be great) Membership/Sponsor drive '22 is underway, pre-season appeal has gone out

	<ul style="list-style-type: none"> ● <i>Need to get all the trail businesses to commit to sponsorship bc of their 'commercial' use of the trails</i> <ul style="list-style-type: none"> ○ <i>through one on one approach vs letters</i> ● <i>Rob doing action calendar, letters, timeline</i> ● <i>Potential for a March 1 appreciation party, introduce Carolyn, etc.</i>
Budget update Mike	<ul style="list-style-type: none"> ● <i>We are doing very well at growing STP, and are in a good revenue position to support</i> ● <i>Sponsorship and membership dollars need to remain a constant amount to continue with the work we have planned and have committed to</i> <ul style="list-style-type: none"> ○ <i>Sponsors and members both increased last year</i> ● <i>We are asking for 9k this year from the Town of Stowe vs \$7,500 we've been getting for operational</i> ● <i>We've done well with grant revenue</i> <ul style="list-style-type: none"> ○ <i>Grants - 10k for '22 already</i> ● <i>Merchandise sales were up (largely the Alex effect w trail sits as well as the signs from Cyril)</i> ● <i>Nik asked if 'inflation' had been considered as part of the budget</i> <ul style="list-style-type: none"> ○ <i>Mike: Most big expenses are already fixed (employees, trail builds, etc), so that in general prevents too much 'unknown' inflation. Some places where increases are known (Bookkeeping, for example) have been accounted for already.</i>
Events	<ul style="list-style-type: none"> ● <i>Uberwinter - 2/22. Volunteers needed. LG, LN,</i> ● <i>Stowe Derby: Waiting to hear from them about what they need</i>
Backyard Kiosk	<ul style="list-style-type: none"> ● <i>ENR wants a nice kiosk.</i> ● <i>We need to discuss with Sarah McShane</i> ● <i>Cost?</i> ● <i>Where does it fall as priority?</i>
Kristen Sharpless meeting with LG	<ul style="list-style-type: none"> ● <i>Kristen had reached out to connect after Rachel left to keep communication going</i> ● <i>Very good and constructive meeting</i> ● <i>2022 marks 10-yr anniversary of the Cady Hill project. Kristen encouraged and collaborative, celebratory, public facing opportunities between our 2 orgs</i> ● <i>With increased recreation use do we all need to look at educating "new" users. Safety issues surrounding same?</i> <ul style="list-style-type: none"> ○ <i>Infrastructure impacts</i> ● <i>Collaboration and communication. Where are there opportunities for us to do more together</i> ● <i>Look at potential opportunities together for a more sustainable, connected, community plan (i.e. better transportation opps through biking, ie kids getting to school safely</i> <ul style="list-style-type: none"> ○ <i>Strategic meeting topic?</i> ● <i>Mutual gratitude expressed for our partnership</i>
Advisory Council Grady, Carolyn	<ul style="list-style-type: none"> ● <i>Trail database sharing with VMBA</i> <ul style="list-style-type: none"> ○ <i>Time and effort for us?</i> ● <i>Emergency infrastructure? Communication to emergency services</i> <ul style="list-style-type: none"> ○ <i>We do have our intersection #'s</i> ● <i>We should fine tune our plan with Stowe Mt. rescue</i> ● <i>Mike: We are working on improved trail mapping which now notes intersection #'s as Emergency Locations</i> ● <i>Standards across the state through VMBA?</i>

Quality youth program Rob	<ul style="list-style-type: none">● <i>Stowe High School Quality Youth Development Project reached out wanting to engage throughout the community through associating with non-profits</i><ul style="list-style-type: none">○ <i>Desire to become board members to add a new perspective, engage Stowe's youth, learn about orgs, leadership, etc.</i>● <i>Rob will look at bylaws to see if possible</i>● <i>Rob will speak with QYD and come back with a recommendation but he sees it as a great opp for them and us</i>
Meeting adjourned	7:45 pm