

Stowe Trails Partnership Board Meeting Minutes

Tuesday, June 21, 2022, 6:00-8:00 PM

Location: Field Guide

Submitted: Leslie Gauff



Board Attendees:

Jeff Kauffman	Mike Waldert	Rachel Fussell
Leslie Gauff	Lucy Nersesian via Zoom	Nik Coffrin via Zoom

Quorum present? Yes (6/9)

Other Attendees:

Carolyn Lawrence, ED	
Carla Quandel	Potential future board member

Item	Notes	To Do
Introductions : Guest, Carla Quandel; and board members	- Introductions were made by the board members and Carla. Carla is passionate about trails and wants to help improve our website and other digital communications. She helped found BAMBA , an org in PA and understands the value of community building between users, landowners, municipalities, and businesses.	
Approve May Board Meeting Minutes	- May meeting minutes - Motion from Rachel to approve, Jeff seconded - All were in favor	
Board transition	- Rob Connerty resigned as Vice President. Open to board members to nominate others or themselves, and elect a new Vice President to fill the rest of Rob's term (1 yr)	- Carolyn to send out an email to the board reminding everyone of this opening and move forward with filling should there be a candidate(s)
Strategic Plan update	- The Strategic plan : We are 6 months into 2022 - Mike: happy to have it as a living document to continually refer to.	

	<ul style="list-style-type: none"> - Rachel: Suggested to check in with partners on a time schedule - Carolyn working on tackling aspects. - Kristen's comments on the doc suggesting STP take on other trail management initiatives like the Pinnacle or Bingham Falls for instance. Is it our job or responsibility to take on but on the other hand, could it be beneficial in terms of collaboration and synergy? - Necessary considerations for STP: funding, resources, time commitment(s), priorities - Some board members see potential opportunities to collaborate but need to consider potential impacts above, perception, and other 	
Trails update -	<ul style="list-style-type: none"> - Trail Committee Update - Carolyn and Nebraska Valley, Velomont: Walter Opuszynski of FPR still doing an assessment on Nebraska Valley rogue trail impact, updated their mapping, and deciding whether the trail will be closed, open, or put on 'probation'. Carolyn will be meeting with Becca Washburn (Director of Lands Administration and Recreation) to find out more. - Mike expressed concern about landowners' stance on this in that area - Lucy concerned about the precedent it might set if the state decided to sanction it - Rachel didn't think FPR would grant probation or agreed bc it <i>would</i> then set a precedent - Landowner Relations. Tony's/Tamarack trails <ul style="list-style-type: none"> - Mike reported rumors regarding landowner dissatisfaction with these trails - There are multiple landowners on both trails - Tap into Dave Wilkens too (one of the landowners) - Carolyn moving forward with the Town, and SCC for additional trails in Cady, i.e. Skidder, and No 9 	<ul style="list-style-type: none"> - Leslie will reach out to one of the Tamarack trail owners in particular who is an advocate for the trail to see if there is any information they can provide to be helpful and for us to then decide to move forward working with and contacting the additional landowners in an attempt to keep/secure access to these trails
Fundraising/ Membership	<ul style="list-style-type: none"> - Update - STP 20% down in membership '22. Most chapters are down 5-10%. Nick Bennette thinks it's largely due to fewer add-ons. How can we boost membership? Ideas: <ul style="list-style-type: none"> - Diversify our tactics - Carla - Member engagement is huge/important - Mike: Get trail running will in the mix - Table at Pinnacle and RC - Nik - how to target those who haven't been members. Sam Gaines made an offer to do a fundraising event/networking event. Carolyn: Kelly Brush has a very successful primary fundraising event - Carolyn: Influencer program idea 	<ul style="list-style-type: none"> - Trail sits! Reminder: Please sign up here - Work with Spruce Peak for a volunteer day and fundraising event - Sign up for IMBA

	<ul style="list-style-type: none"> - Trail Sustainer Program <ul style="list-style-type: none"> - Need to flesh out - Do we need more levels? <ul style="list-style-type: none"> - Leslie and Carla advocated for a \$25k level - Notify Carolyn with your ideas. Please review if you haven't already - Honor/Tribute Gifts - Honorary/Memorial Plan <ul style="list-style-type: none"> - It was decided to move forward as outlined, understanding that this will continue to be a 'work in progress' - Carolyn and Leslie met with Rand Eyberg, Godfather to Teddy Belkind, the 16 yr old hockey player killed in a freak accident on the ice in CT. Teddy LOVED the mtb scene here, was working at RC, mentored by Ryan Thibault and Dylan Conte. Our communications will continue with Rand and family to find their desired way to honor Teddy as per our working doc above. - IMBA membership: Carolyn indicated that joining IMBA Chapter Model would be redundant to our affiliation with VMBA in terms of what we'd receive re resources, benefits, etc. <ul style="list-style-type: none"> - But, their affiliate program would give us access to the Dig In program, a grant program, if accepted we would be matched. <ul style="list-style-type: none"> - Our cost: \$250/yr. to have an opportunity to make \$2k. We will follow through on 	
Finance	<ul style="list-style-type: none"> - Mike: We basically need more members..... Otherwise, we're in a strong financial position. Last year was a really good year - had more limited spending. This would be the 1st year in 6 that we would be down if we don't catch up. We're only behind compared to last year. Mike remains optimistic. - Efforts behind our fundraising (hi donor etc.) to fill in gaps 	
Outreach	<ul style="list-style-type: none"> - 10 Year Cady Hill Celebration <ul style="list-style-type: none"> - Carolyn continues to work on all the details and finalization including Critical Mass Ride - Marketing Plan draft - Shop event collaboration - Trail running 	
Staff update	<ul style="list-style-type: none"> - Carolyn: We still have no candidates. CL will continue to post to PPF and other. Mike: Intern person is a priority 	
Adjourn	8:15 p.m.	

