

Stowe Trails Partnership Board Meeting Minutes

Thursday, May 12, 2022, 6:00-8:00 PM

Location: Field Guide

Submitted: Leslie Gauff



Board Attendees:

Jeff Kauffman	Mike Waldert	Andrew Volansky
Rob Connerty	Leslie Gauff	Erik Timmerman
Rachel Fussell via Zoom		

Quorum present? Yes (7/9)

Other Attendees:

Carolyn Lawrence, ED	

Item	Notes
Approve March Board Meeting Minutes	<ul style="list-style-type: none">- April minutes- Motion from Jeff to approve, Rob seconded- All were in favor
Ebikes	<ul style="list-style-type: none">- KT Statement<ul style="list-style-type: none">- STP board members felt KT's policy is too restrictive, too detailed with the potential for exposure for us- VMBA trying to figure out an ebike policy- STP stance<ul style="list-style-type: none">- Carolyn will connect with SLT and the Town of Stowe to get an agreement from them regarding the following: STP would allow those who have a disability requiring the use of an e-bike, to be able use on Cady Hill Forest trails. If agreed upon by the CHF stakeholders, STP would need to put messaging on our website, have proper signage for same
Trails	<ul style="list-style-type: none">- Update<ul style="list-style-type: none">- Grady's update from Carolyn - Tom Lapesquer coming soon. Redoing Haulapalooza top to bottom. \$20k estimated amount to do the work- Carolyn: Greg Fatigate happy with the work he's done so far revamping Eagle's Ridge which is intended to be more beginner and adaptive friendly.- Spring Trail Work Day Recap<ul style="list-style-type: none">- Overall a success. About 40-50 people showed up

	<ul style="list-style-type: none"> - Pastries and coffee were donated by Round Hearth and burritos by Ranch Camp - Grady and Niels continue to do prep around the network and projects that didn't get done on TWD - Grady would like to get at least 1 additional trail counter to Maple Run, and then another that can move around in Sterling (cost around \$500 each). There is one on 8-Bridges that Catamount owns <ul style="list-style-type: none"> - Mike motioned to get 2 new trail counters, Rob seconded. All approved - Trail intern candidate wants a full-time position which we can't afford, so decided that we can get creative to supplement without the intern - Mike suggested that maybe Sponsors could back fill the additional hours that we can't pay the intern candidate so the intern ultimately has a full time job - Vote on Landowner Relation Plan <ul style="list-style-type: none"> - Carolyn will send an email to request review and a vote to adopt the above plan
Fundraising	<ul style="list-style-type: none"> - Update <ul style="list-style-type: none"> - Rob: 78 Sponsors, 11 new, 11 didn't reup, some increased their \$\$ level, for a total of just under \$89k vs \$72-k for '21 - Community Supporters: Tracking well for '22. We're ahead of last year at this time, dollar wise, but there's still work to be done to get more CS to pay their memberships (many lapsed) - Short-term we need to engage CS that haven't renewed - Rob wants to focus on setting up a sustaining Sponsor policy so we don't randomly lose sponsors year to year - Carolyn: We can't rely on just Sponsors. CL looking at a High Donor Program, sustaining members (there's a guy who gives \$100 every month for instance) - Honorary/Memorial Plan <ul style="list-style-type: none"> - Everyone approved in a general sense of this plan, including the 'statue' idea for folks to list their loved ones on for no charge, and other options to fit the needs of the folks that are looking to commemorate their loved ones. There was some concern previously to ensure this plan would be equitable, but in general the board agreed to have an assortment of offerings, some of which would have an associated cost, which is standard and commonplace among many organizations. It was agreed that Carolyn and Leslie would fine tune the Honorary plan and circulate to the board for approval.
Finance	<ul style="list-style-type: none"> - Mike: Appreciates everyone's hard work on the fundraising committee. Membership numbers are down and not quite sure what to attribute that to. CL met with VMBA Nick, who Attributes this lag across many chapters to inflation. Some STP board members not so sure about that. Perhaps people are dialing back their add-ons as a cost saving measure - Mike: talk to your friends, get your friends on board - CL: Other orgs in other states tap out at a certain total - Mike said going at a more typical growth level at this point

	<ul style="list-style-type: none"> - Mike re trails: We have approved a little extra work on the trails which is around \$5k, but Mike watching finances a lot more carefully - Erik: suggested putting QR code on the new trail maps for donation (daily membership specifically). - Jeff - Wonders about the age 18 cut off from families. Advocates to include college age kids who are still at home in some cases - Mike: We've never been down membership before. but we're still 13k ahead. Have to look at it a couple of years at a time, not just this spring - Jeff: Put signs up at Trailhead: <i>Have you gotten your membership yet?</i> Carolyn will see if Sarah McShane will allow. Board also discussed putting a sticker and a QR code together on people's windshields at CHF parking for reminder/ease to sign up as member
Events	<ul style="list-style-type: none"> - 10 Year Cady Hill Celebration <ul style="list-style-type: none"> - Will publicize date to get on everyone's calendar - Leslie will track down music
Staff	<ul style="list-style-type: none"> - Hiring update <ul style="list-style-type: none"> - Carolyn: There are a couple of candidates to consider for the part-time communications position. Hoping to make a decision soon. If not successful, Carolyn said she could step in to do on some level.
Adjourn	8:11 p.m.