

Stowe Trails Partnership June 2023 Board Meeting Agenda

Wednesday, June 14, 2023

6:00PM - 8:00PM

Location: SAA Conference Room (second floor of the SAA building, 51 Main Street, Stowe, VT)



Board Members Present: Lucy Nersesian, Erik Timmerman, Leslie Gauff, Mike Waldert, Jeff Kauffman, Rob Connerty, Nik Coffrin, Chandra Richter, Andrew Volansky

Board Members Absent: Jeff Barden

Guests: Taylor Wielage, Kendra McGuire, Jeff Elbaum

Staff Present: Carolyn Lawrence, Grady Vigneau, Mike Hamberg

Item	Notes
Approve May Meeting Minutes	<ul style="list-style-type: none"><li>- <a href="#">May minutes</a><ul style="list-style-type: none"><li>- Jeff motions</li><li>- Lucy seconds</li><li>- All in favor</li></ul></li></ul>
Welcome Chandra!	<ul style="list-style-type: none"><li>- Welcome Chandra!</li></ul>
Welcome Mike!	<ul style="list-style-type: none"><li>- Welcome Mike!</li></ul>
Finance	<ul style="list-style-type: none"><li>- Update</li></ul>
Operations	<ul style="list-style-type: none"><li>- Board update</li><li>- <a href="#">Strategic Plan finalization</a></li></ul> <p>Rachel stepping down but can always be a resource. She asked that board members keep this confidential for now. Carolyn wants to finalize the strategic plan. The biggest change was adding continued trail maintenance as a goal. CL wants to vote if everyone reviewed. Will help her and the board guide work. Everyone should read, and then everyone vote by Thursday and Friday. How do we want to distribute? Paper or digital. Mike proposed doing something like our Annual Report w a QR code to read the whole thing. CL will put some more thought into it and then we'll vote.</p>
Trails	<ul style="list-style-type: none"><li>- SLT S&amp;A Approval<ul style="list-style-type: none"><li>- CL received new approval letter including but we will have to revisit all the structures in 4 yrs. Sam von Trapp still needs to sign. Once</li><li>- Will then give comments about reworking the structures and trails</li><li>- Women's volunteer work will continue again for Adrenaline</li><li>- Reach out to Sam about ownership change for more details about what that means for who owns the land</li></ul></li><li>- How do we appropriately warn people of the S&amp;A/Hardy Haul intersection?<ul style="list-style-type: none"><li>- Signage or a cowbell that rings when someone rides onto the rock roller to let climbers know that someone is coming down?</li></ul></li></ul>

- "Look uphill" signs.
- A ton of warning signs leading up to the intersection for folks on Hardy Hall that are 10-feet apart so people won't miss them
- Need signs on all sides of that intersection
- Add a trail counter to S&A
- Make skinny wider so folks don't have to concentrate as hard and will be able to pay more attention to the intersection
- Perry has no signs - ask Nick B about signage protocol or standard?
- Consider a reroute for Hardys
- Add this convo to the next Trail Committee agenda
- Bears in CHF
  - Rec comm will replace garbage cans at CH parking. A couple of solutions floating around:
    - Closing Eagle Ridge (how effective) Bears are moving around. Avg bear moves 50 miles a day
    - Mike says signage
    - We can report to F&W but would likely lead to the euthanization of the bears
    - Garbage everywhere is a big problem
  - Another social post:
    - No dogs
    - Bring bells and other things to make noise
    - Stay away from the cubs
    - Share case studies from other towns that have dealt with this? Help with general awareness of "do not stop to say hi to a cub"
  - Add temporary signs for bear awareness in the parking lots and at the intersection for Charlie's Eagle Ridge
- E-Bike Plan
  - Approved! Conservation Commission wants to work on a PR plan
  - We are the 1st chapter to get formal full approval where it was once forbidden. CL has a framework, Sarah M will share with Con com. Rob: part of the messaging needs to include membership....
  - Contact AC partners about this and landowners
    - SVT, Bartletts, etc
  - Consider not moving forward with a PR plan for members but rather internally for stakeholders and sponsors
    - Make it clear they're not allowed in AC, SHF, Trapps
    - FAQ on webpage
    - NO social
    - Talk to VMBA about hard launch in November
    - Make it clear it's only Class 1
    - Letter to bike shops
    - Letter to stakeholders and landowners to let them know, ask them if they have questions. Let them know the flood is coming and we need to build an ark
  - Need to talk to SVT and Kurt about this and let him know it's happening. Rick could be a great resource - he would help Sam see the \$ value of allowing e-bikes
- Pipeline skills area update
  - CL did a site walk with Chris Jolly, supportive of the idea. Sewer easement to be aware of. Chris will await a site plan for us. This is for a more advanced skills/progression area. Some thing to session. Grady: Niels and

	<p>Grady can go look at and make a general assessment, to start. Grady and Niels will move forward with a rough plan.</p> <ul style="list-style-type: none"> <li>- AV: Haula and Connector possibility should be a priority, over Pipeline skills? Andrew and Grady will go walk to look at feasibility for location(s) for connecting for Sterling Connector.</li> <li>- Pinnacle Ski &amp; Sports skills area update <ul style="list-style-type: none"> <li>- CL met with Spencer and Josh to potentially develop a skills park. they're excited to work with us. Installing an ice cream stand. Josh will talk to Sarah to get versed with what permitting might be required. Lucy reminded we will need to get a land owner agreement prior to any construction.</li> </ul> </li> <li>- Lower Haulapalooza and Sterling Connector update <ul style="list-style-type: none"> <li>- Walk trail corridor with Grady and ask TC members if they want to come in JUNE separate from TC meeting</li> <li>- Once we have a map, bring it to Paul (do NOT wait for SLT to get their shit together) and explain to him that he could allocates Haulapalooza as the open space necessary for Lot 5 redistribution rights</li> <li>- Could be capital improvement project!!</li> <li>- Aim for 2023</li> <li>- Find out who has great relationships with Paul and who he trusts. Deb and Mike Martin have a great relationship with him. Maybe bring Ryan Percy into this too?</li> </ul> </li> <li>- Stowe Village Inn connector trail update <ul style="list-style-type: none"> <li>- Grady and CL will meet with Chris Jolly to understand feasibility. SVI owners would allow for parking. We have .8 mi left of trail development in Cady (Act 250).</li> </ul> </li> <li>- Rob: what is the value to ridership and STP? <ul style="list-style-type: none"> <li>- Mike: direct connection to the village. Additional public access point.</li> </ul> </li> <li>- Other things to consider like cost, parking, etc., but CL will find out from Chris Jolly whether it's even a possibility.</li> <li>- Erik T. re Pinnacle skills, concern it may seem like it's Pinnacle's, not STP's, and not..... <ul style="list-style-type: none"> <li>- Pursue discussing meadow location that Ampersand owns (to the right of Pinnacle)</li> <li>- Utilize Leslie and Andrew connections with Kenny (GM of Green Mountain Inn) to get this ball rolling</li> </ul> </li> </ul>
Outreach	<ul style="list-style-type: none"> <li>- Trail Sits <ul style="list-style-type: none"> <li>- Email sign up sheet to board</li> </ul> </li> <li>- Velo Stowe</li> <li>- Do we want to sponsor a hole for a member tournament at the Stowe country club golf course for exposure? If they don't charge a ton of money could be worth it for awareness (e.g. Kirkwood tournament, member guest tournament, member tournament)</li> </ul>
Fundraising/Membership	<ul style="list-style-type: none"> <li>- Membership outreach - have board continue to encourage folks they know that ride to become members</li> <li>- Concern about capping out on sponsorship and membership dollars so looking to revamp value proposition for whole organization and distilling that down to VPs for sponsors and donors <ul style="list-style-type: none"> <li>- Focus on how to engage the CSs and higher level donors that would support us at a higher level compared to the sponsors</li> <li>- But still double down on members too (trail sits, etc.) <ul style="list-style-type: none"> <li>- E.g. specific asks for projects we have coming down the line</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"><li>- Mike Hamberg: had a lot of success working with Realtors because they're backed by large banks. Banks too. (Realtors want to promote themselves)<ul style="list-style-type: none"><li>- Find these businesses that are not as local</li></ul></li><li>- Nik to attend next Fundraising Committee</li><li>- Consistent communication and touch points for our businesses and members</li><li>- Pursue complimentary sponsorships for folks that haven't taken advantage of that - follow up with these folks</li><li>- Bartlett event<ul style="list-style-type: none"><li>- Friday June 30 from 5pm - 8pm</li><li>- Group ride followed by music and free food/beverages</li></ul></li></ul>
Adjourn	8:05pm