

Trails For All (TFA) Meeting Minutes
11SEP18: 1730, Regular Board Meeting
SILPT Conference room
Approved 02/OCT/2108 Special meeting

a) Board Members Present

John Anderson (JA)
Kate Vickery (KV)
Mark Dembosky (MD)
Paul Parsons (PP)
Clint Smith (CS)
Janet Smith (JS)
Herb Kober (HK)

b) Introduction

PP commented upon the motivations and benefits of TFA volunteers. He briefly reviewed the early organizing and grant applications process and reported that the grantor has been impressed by the progress made by TFA.

c) Previous Meeting Minutes Approval

A motion was made by KV and seconded by JS to approve the 14AUG18 meeting minutes and place them on the TFA Google Drive: Approved unanimously

d) Treasurer

HK pointed out that he needs approved TFA minutes noting his role as treasurer in order to gain access to the TFA bank account. He has researched local accounting firms and found the local firm Sangre Solutions to be most suitable. He also determined that at the present time, TFA accounting can be done at low cost and might well be supported by tools in the Google Drive system, already used by TFA. HK reported that the current TFA cash balance is \$1719.15.

PP suggested that HK be authorized to further investigate Sangre Solutions as a source of financial support. Motion made by JS, seconded by MD. Motion approved unanimously.

e) Bylaws

MD presented suggested changes to the Bylaws eliminating reference to the "Fiscal Sponsor" in Articles 1-3 and 14 -1. Other Bylaws texts were discussed regarding meetings, documentation and best practice for the office of the Treasurer.

MD made a motion to approve only the changes to the Bylaws regarding the Fiscal Sponsor. JA seconded. Motion passed unanimously.

MD volunteered to draft proposed Bylaws changes addressing the other issues raised during discussion.

Secretary Note: The Bylaws were originally drafted assuming that TFA would operate as a subsidiary of an existing 501(c)3 organization. After researching the possibilities, the TFA board decided to operate as an independent entity with its own incorporation and 501(c)3 status. See the 2018-07-10 minutes.

f) Communications

Nichole Parsons (NP), who had presented a communications plan at the last TFA Board meeting, reported that the TFA domain name, URL and WEB page are now functioning.

NP presented a 3 part report:

1. Branding/Logo.

- are linked to the culture and values of the organization
- help TFA communications focus on the values
- help TFA build support groups by defining services, generate compelling and relevant stories and foster clear communications

The existing Custer County logo was discussed and determined to be of use when TFA is cooperating with other county organizations but not used to represent TFA as such.

MD made a motion that the values used to support TFA branding should be those already promulgated in the TFA Master Plan and Bylaws. JA seconded. Motion approved unanimously.

2. Media

a) Monthly News Letter (via email)

- Events and dates
- Stories from the field
- Cooperation with other organizations
- Resources
- Inspiring quotes exemplifying TFA values
- Links for detailed information

b) Post-Board meeting newsletter (via email)

- Published within 2 weeks of the meeting
- Meeting highlights
- Events

c) Facebook: same content as the Post-Board newsletter

d) Wet Mountain Tribune: Trail guide

TFA and the editor of the Wet Mountain Tribune (Jordon Hedberg, JH) have discussed creating periodic "trail Guide" articles. The board discussed the nature of the articles (just facts, just impressions or a combination of the 2) as well as the need for a template. PP will discuss the issues with JH

3. Content creation

NP enumerated the various forms of information considered so far:

- Newsletter
- Post-meeting update

- Trail guides
- Facebook
- Web page
- Business cards

The discussion touched on the functions of each form, typical content (facts, stories, etc) who is likely to create the content, the need for volunteers, the need for training in creating the media (FB, web page, etc). PP asked NP to write up the issues and conclusions.

Chuck Zieh who was present at the meeting, pointed out that the minutes, bylaws and master plan were not available to the general membership. MD proposed that the Secretary be given the task to insure that the minutes, bylaws, master plan and other documents as directed by the Board are given in a timely manner to the board approved WEB developer for access by the public. HK seconded the motion. Motion approved unanimously.

MD and NP (the current WEB developer) to coordinate ASAP.

g) Insurance

JS reported that the underwriter of the insurance proposed by Hubb insisted the policy must include accident insurance given the nature of TFA. The board agreed. The present yearly price is \$1478/Yr. KV made a motion that JS proceed with buying the insurance as stipulated. JA seconded. Motion approved unanimously.

h) Funds

PP stated that it was too late this year to apply for finds from the Westcliffe Town Trustees. TFA will do so next year. TFA did not find it suitable to apply for funds this year from the Conservation Trust Fund (CTF) but will consider doing so next year. The use of corporate matching funds and the Spirit Campaign were discussed.

Secretary note: The Spirit Campaign is an annual Custer County enterprise to raise funds for local 501(3)c organizations. It is conducted by the Wet Mountain Valley Community Foundation.

PP reported that TFA has received a gift of high-visibility gear, safety goggles, etc worth \$300. Tom Dimler stated he has ordered such items for his store.

i) Next Meeting/Adjourn

PP announced the next regular meeting for 09OCT18 at 1730/1900 at the San Isabel Meeting Room. Motion made by JS and 2nded by KV to adjourn. Passed unanimously