

In attendance: Tom, Hillary, Sue, Melissa, Roger, Wyatt, Alex, John T., Mike called in.

#### Festival:

- Darn tough pulled out of festival 10 days prior.
- Mad River Riders did not submit grant to Chamber of Commerce, decrease in revenue approx. \$8,500
- Attendance of festival low: Perhaps due to competing events, Burlington Beer Festival, also poor weather forecast leading up to the festival may have created unbelievable good forecast for the festival weekend. Also, perhaps Chapter add-on model made people disinterested in the festival.
- Other festival complaints from vendors and attendants: Not a lot to ride from camp spot and venue.
- New ideas: VMBA fest moves around VT, visits multiple clubs over a week.
- Move fest to STAB for 2018/2019
- Move the date of the festival, maybe to 2nd weekend in August
- Move 2018 festival to Lincoln peak...

#### Membership Update:

4213 members and 925 add-ons. Clubs most frequently added are Trapps, Stowe, Fellowship, STAB

#### Conversation about VMBA BOD secretary:

Who will be secretary? Answer, Hilary. Hilary voted in on August 22, 2017 as secretary.

#### Chapter Check ins:

- Roger makes a point: Not a lot of Chapters are responsive to emails
- John T. and Tom S. attended Fellowship BOD meeting. It was eye opening for Fellowship to hear from John T. and Tom S. about VMBA.

Conversation about partnership with CTA, maybe share Admin services between the two?

#### Treasure Report:

- Fest \$ is down
- Want better transparency and predictability of VMBA finances.
- Is VMBA BOD financially responsible?
- Idea: quarterly or monthly finance update to BOD...

#### Chapter Check In:

- WATA is transitioning/evolving to a commercial enterprise
  - how does this influence strategy, sustainability, planning
- It is hard for big chapters to keep up with volunteer trail maintenance and building as they get lots of rider use.
- How does a big chapter change as they grown with VMBA membership?

#### VOREC:

- Question: What is the most pressing thing moving forward: Volunteers are great, but are growing with the pace of outdoor recreation - fear volunteer burn-out.
- Need more donations and grants to keep up with trail use.
- Public forum road trip is planned
- There is confusion about VOREC, is VOREC FPR or is FPR VOREC?
- Goal of VOREC: Turn profit from trail networks?

#### Cabot:

- Stoked about mountain biking
- Proposal to Cabot on Sept 15th
- Use Cabot revenue to generate other revenue generating programs

Idea! Well more of a fact: People that get paid for trail work = better maintained trails.

Bike Raffle is at \$12,000

#### Education Committee:

Focus on:

- a) Outreach
- b) Stewardship
- c) Story of the trail
- d) Trailhead communication
- e) Identify chapters that want to be promoted vs. fly under the radar

#### Ambassador:

- Can we get them Pro Forms
- Tom would like to see proposal to fund Ambassador program
- What can VMBA do to support this program
- not a lot of communication about merchandise, why are some people wearing VMBA club ride shirts and others not?
- There are a lot of missed opportunities for this program.