

VMBA Board Meeting Minutes
 October 4, 2017
 Best Western, Waterbury

Members present:

- Sue Clifford (via phone)
- Mike Bell, Chapter Representative
- Melissa Moore, Treasurer
- John Tedesco, Chair
- Hilary DelRoss, Co-Chair and Secretary
- Alex Showerman
- Wyatt Vargas
- Tom Stuessy, Executive Director

Guests: John Atkinson, ED of the Mad River Riders and Gerry Nooney of Sugarbush Resort

Agenda Item	Discussion	Action Item
Approval of minutes	<ul style="list-style-type: none"> ● A motion was made to approve the minutes from August 22, 2017, which will be posted on vmba.org for public viewing. 	<ul style="list-style-type: none"> ● TS
2018 Festival location	<ul style="list-style-type: none"> ● The festival saw declining attendance both by riders and sponsors in 2016 and 2017 and the BOD seeks to identify the best possible host location to bolster and grow the festival in 2018. ● John Atkinson, ED of the Mad River Riders and Gerry Nooney of Sugarbush Resort shared their thoughts about what the festival could look like if it were hosted by the MRR for a 3rd year in the Mad River Valley in 2018. ● Following their presentation, the BOD discussed the option as it was presented before voting. ● A motion was made to move the festival to another venue for 2018, all in favor, none opposed, 1 obtaining. ● Next steps - Tom will speak with the STAB board of directors about the feasibility of hosting the festival at Ascutney in 2018. 	<ul style="list-style-type: none"> ● TS, MB
Treasurer's report	<ul style="list-style-type: none"> ● Melissa is working with Allison to restructure the reporting of financial status to include a very detailed version for executive and strategic planning, and a simplified overview format to report to the board. 	<ul style="list-style-type: none"> ● MM
Membership update	<ul style="list-style-type: none"> ● Membership continues to increase: 2210 individual, 643 families (2125 members), 947 add ons. 	<ul style="list-style-type: none"> ● -

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VOREC update	<ul style="list-style-type: none"> ● 3 of 7 public forums have taken place so far with high turnout and positive feedback collected at each. ● Feedback is being compiled as it is collected at forums and via online submission form. ● Please attend as many of the remaining forums as possible. Schedule at: http://fpr.vermont.gov/VOREC. 	<ul style="list-style-type: none"> ● ALL
Marketing opportunities	<ul style="list-style-type: none"> ● Tom was invited to present about the Vermont state mountain bike model to Norway's economic development agency (Innovation Norway). Alex will work with Tom to write a press release about this amazing opportunity to showcase the work done by Vermont's dedicated riding community and with Hilary on distribution. ● Tom has a meeting with Cabot when he returns from Norway to discuss the potential to revise their sponsorship. 	<ul style="list-style-type: none"> ● TS, AS, HD
VOICe	<ul style="list-style-type: none"> ● Next meeting scheduled for October 25. 	<ul style="list-style-type: none"> ● -
Raffle	<ul style="list-style-type: none"> ● This year the bike raffle raised more funds (total \$2200) than anticipated with a boost from paid social media posts. 	<ul style="list-style-type: none"> ● -
ED report	<ul style="list-style-type: none"> ● Historic Act 250 rule change, educational opportunity to show how deregulation is a good thing for recreation in Vermont, lawyer hired to ensure the language accurately describes the change. ● Upcoming items of note include: <ul style="list-style-type: none"> ○ Annual fund launches next week, materials will be mailed, digital information to be shared with each of our networks, ○ Sponsorship platform and shops program going through revisions, ○ Trail grant announced to chapters, applications due Nov 3, ○ Annual meeting date TBD, first week of December, ○ Upcoming marketing activities include RFP for website re-skin, securing member benefits for 2018, restructuring the festival format in 2019 and beyond. 	<ul style="list-style-type: none"> ● TS, ALL

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BOD nominations	<ul style="list-style-type: none">● RM stepping down. Need to fill BOD with at least one chapter representative.● It would also be of interest to have a member with fundraising and non-profit experience, perhaps even a non-rider trail user.● Spread the word with each of our networks, as we'd like to host interested parties as guests at next meeting and vote them in at the annual meeting● Share names of leads and contact info with John to reach out.	<ul style="list-style-type: none">● ALL
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Next meeting: Tuesday, November 2nd at the Best Western Waterbury, with call in option that JT will share when he distributes the meeting agenda.