

VMBA Board Meeting Minutes
 February 7, 2018 6-8pm
 Best Western, Waterbury

Members present:

	Sue Clifford		Wyatt Vargas
	Mike Bell, Chapter Representative	x	Tom Stuessy, Executive Director
x	Melissa Moore, Treasurer	x	Adam St. Germain
x	John Tedesco, Chair	x	Judy Boyd
x	Hilary DelRoss, Co-Chair	x	Brad DeBoer, Chapter Representative
x	Alex Showerman	x	Jeff Dickson, Secretary

Guests: None

Agenda Item	Discussion	Action Items
Meeting Intro	<ul style="list-style-type: none"> ● Welcome and discussion of call-in protocols and preferences for remote meetings ● Action items from January meeting <ul style="list-style-type: none"> ○ 2018 meeting dates discussed, need to be finalized ○ Jacob still would like assistance reaching out to new sponsors, MM is working with him on three new hotel sponsors ○ TS is waiting to upload Velomont presentation to Gdrive for most updated version (keeps changing) 	<p>JT - spearhead final 2018 meeting dates w input from JB</p> <p>HD - will reach out to Jacob for gaps in sponsorship so we can assist</p>
Approval of minutes	<ul style="list-style-type: none"> ● November minutes were approved via email between meetings ● Minutes from January 9, 2018 <ul style="list-style-type: none"> ○ JB moved to approve, MM seconded, minutes approved 	
Administrative Overview	<ul style="list-style-type: none"> ● Chapter Check-Ins: <ul style="list-style-type: none"> ○ JB would like to make stronger connection with Southern VT chapters ○ HD suggested everyone review the chapter list and indicate chapters they're interested in connecting with ● Treasurer's report: 	<p>AS - send around strategic plan email to BOD</p> <p>ALL - review chapter list and indicate which</p>

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	<ul style="list-style-type: none"> ○ MM does not have financials for January yet but met w JT to present guidelines (via email) on VMBA employee benefits which will allow VMBA to be a good employer ○ Also would like to create annual review process for TS ○ Will be auditing VMBA books and closing 2017 on 2/19 or 2/21 ● ED Report: <ul style="list-style-type: none"> ○ TS had a good meeting with State rec team, led to 3 meetings going forward to isolate no-go places, management strategies, and sharing new plan with public ○ Meetings will likely happen before Fest ○ REI grant proposal submitted for Velomont project (\$150k) ○ TS has exciting ideas for new era of building relationships, will workshop it at next BOD meeting ● VOREC: <ul style="list-style-type: none"> ○ TS reviewed purpose/history of VOREC for new BOD members ○ Trails and Greenways Council would like additional items (e.g. Act 250 revision, sustainable funding source) included in VOREC's list of recommendations ○ Act 250 is highest hurdle and easiest fix to building more trail ○ .coms will be invited to a Trails and Greenways Council meeting to better learn about issues important to Trails and .orgs ● Advisory Council: <ul style="list-style-type: none"> ○ BB, TS, and MB met and would like to develop charter for Advisory Council to make it more effective - TS has drafted a charter for BB and MB to review ○ Suggested easing reporting from chapter standpoint and provide template for annual reports ○ Need to demonstrate to chapters that VMBA is reviewing and using info from annual reports ● Ambassador Program: <ul style="list-style-type: none"> ○ SC has received a few more approvals and is reaching out to additional individuals who have expressed an interest. Plans to have a discussion ready for the March meeting. ● Strategic Plan: <ul style="list-style-type: none"> ○ Those interested in Strategic Plan need to meet ● Fest Update: 	<p>you'd like to connect with</p> <p>MM - send employee benefits guidelines to BOD</p> <p>BD and MB - review TS's proposed Advisory Council charter</p>
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	<ul style="list-style-type: none"> ○ Ascutney is excited, things are going smoothly, and is finding ways to incorporate other chapters including guided rides at Upper Valley and Woodstock trials ○ TS met with local sponsorship team, put together better talking points for local business sponsors 	
<p>Deep Dive- Marketing & Communications</p>	<ul style="list-style-type: none"> ● Marketing <ul style="list-style-type: none"> ○ TS and HD are working on document summarizing VMBA's marketing relationship with all other aspects of VMBA ○ TS summarized field (kiosks, shops, etc.) & digital (website, plan your ride, social media, etc.) pieces of marketing strategy ○ TS reviewed website mockup, everyone thinks it looks great ○ Website hopefully ready for launch by 3/12/18 ● Communications <ul style="list-style-type: none"> ○ HD reviewed BOD member responses to anonymous surveys she sent. ○ Re: skills and programs people are excited about include writing/editing, building and supporting member initiatives, chapter support and education of shops/riders, etc. ○ Re: BOD communication methods/channels, everyone is pretty interested in breaking up strategic plan and VMBA office work based on interests, time, and abilities ○ BOD aspires to be dedicated, meaningful contributors to VMBA's work, efficient and effective members ○ JB pointed out that BOD seems to be encouraged or expected to be more involved than many other BOD's - not just an advisory BOD 	<p>ALL - week of 2/26 BOD members are encouraged to review website at VMBA office w/ TS, provide feedback</p> <p>HD - send 2018 marketing initiatives and results of survey</p>
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Next meeting: March 14, Best Western, Waterbury.