

VMBA Board Meeting Minutes
 January 9, 2018 6-8pm
 Best Western, Waterbury

Members present:

x	Sue Clifford		Wyatt Vargas
x	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 and Secretary	via phone	Brad DeBoer, Chapter Representative
x	Alex Showerman	x	Jeff Dickson

Guests: Jacob Grossi

Agenda Item	Discussion	Action Items
Meeting Intro	<ul style="list-style-type: none"> ● Welcome to new board members and introductions ● Established ground rules: <ul style="list-style-type: none"> ○ ELMO (Enough, Let's Move On) ○ Don't go too far off track, keeping to agenda and time ○ Items can be added to agenda with notice via email to JT ○ If you're cc'd on an email it's an FYI, it's sent directly to you it's seeking your response ● Review mission statement: <ul style="list-style-type: none"> ○ VMBA's primary purpose is to create meaningful connections between people that share a passion for Vermont singletrack. (via https://vmba.org/organizational-recordsactivity) ● Meeting schedule to be finalized via email <ul style="list-style-type: none"> ○ including meetings in Bennington and Killington DH 	ALL- review meeting schedule and make recommendations
Approval of minutes	<ul style="list-style-type: none"> ● Minutes from November 7, 2017, need to be approved (last working meeting before December annual meeting) <ul style="list-style-type: none"> ○ All members who were on the board in November to provide input and approval via email. 	HD/ALL- send draft minutes to members who were at the Nov meeting for their approval/edits via email

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Administrative Overview	<ul style="list-style-type: none"> ● Elected new officer to fill Secretary position: <ul style="list-style-type: none"> ○ JD volunteered, JB nominated, ASG seconded, all in favor. Jeff will take over the position starting at February meeting, rounding out the executive team. ● Treasurer’s report: <ul style="list-style-type: none"> ○ Condensed version of December 2017 P&L report shared with group, MM will make expanded report version available for additional detail. Fest now also has separate P&L report ○ Will discuss ambitious income goals for 2018 to coincide with staff reviews, compensation and benefits, marketing increases, MM proposes to continue to increase cash reserve account in 2018 ● VMBA Office: <ul style="list-style-type: none"> ○ TS reviewed VMBA staff job responsibilities, seeking to focus on how to work as a team on stewarding some extra tasks while still progressing existing programs ○ Jacob shared awareness that there is strong interconnectedness within touchpoints ○ Board can check VMBA.org events calendar to see which events Jacob is most likely going to be at so we can connect and leverage our time in support of VMBA and chapter events, ○ Jacob needs help bringing in sponsorship or contact names/ideas for sponsors (need lodging at \$1250/year, one restaurant and one guide service for each of 5 VT regions), create value for guide services to plug into VMBA model. ● VOICe overview: <ul style="list-style-type: none"> ○ Provides access for businesses to policy and advocacy conversations, using quality of lifestyle for recruitment and growth, incubator activities ○ Meetings are open for all usually held at Trapp Bierhall ● VOREC overview: <ul style="list-style-type: none"> ○ TS reviewing draft of recommendations committee will make to governor ● Advisory Council: <ul style="list-style-type: none"> ○ Serves as sounding board of chapter reps on VMBA initiatives, formerly acted as governing body of VMBA before separate VMBA BOD formulated to address issues more applicable for statewide advocacy, council represents chapter interests, TS and MB are will set the next meeting date and 	<p>HD- send JD minutes template</p> <p>MM- load expanded version with additional detail to Gdrive before meeting, fest budget</p> <p>*Explanation of VMBA strip may need to be included with next member mailing</p> <p>ALL- Send Jacob contact names/ideas for sponsors</p> <p>*Take conversation offline about what sponsorship of chapters vs. sponsorship of VMBA means, symbolically vs. pass through dollars</p> <p>TS &MB- share next Advisory Council meeting date and agenda with BOD when available</p> <p>TS- upload VELOMONT</p>
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	suggested agenda topics (Velomont, chapter trail grant distribution)	presentation to Gdrive
Deep Dive- Ambassador Program	<ul style="list-style-type: none"> ● Goal of Ambassador Program: seeking people who want to be a driver of VMBA mission, strategic plan, fill roles that help fill gaps between high level advocacy and boots on the ground local engagement ● Managed by SC, 1st year goals: revitalizing excitement around chapters/locals, as resource for chapters to have representation in program to help close gap between chapter boards and ridership ● 2nd year goals: seeking suggestions for ways ambassadors can continue to close gap without being overextended, identify gaps that ambassadors can help fill, perhaps tiered levels of involvement <ul style="list-style-type: none"> ○ Researching incentives (outside of VMBA budget) to add value to participants on different tiers (pro codes, etc.) ○ Sent out end of year email with a few basic prompts to current ambassadors and board to gain insight ○ VMBA milestones we're working on this year plus ideas for how ambassadors could propel membership, festival(s), raffle, social ○ Perhaps use Trailforks tool for engagement ○ Who are our stakeholders, what they mean to Vermont, how to offer creative thank yous for these founders and supporters, recognition 	<p>presentation to Gdrive</p> <p>ALL- Let SC know chapter needs for filling gaps</p> <p>ALL- read SC emails and provide feedback on program</p> <p>SC- resend end of year email to prompt board to provide feedback plus original list of asks</p>
Deep Dive- Strategic Plan	<ul style="list-style-type: none"> ● Who are our stakeholders, what they mean to Vermont, how to offer creative thank yous for these founders and supporters - recognition ● AS reviewed visual draft of strategic plan (3-5 year plan) ● Extended mission statement: To ensure the sustainable future of mountain biking in Vermont and to thoughtfully promote the best riding in the Northeast by serving as the central hub for advocacy, education and event support. ● Values: <ul style="list-style-type: none"> ○ Sustainably constructed open access trails. ○ Playing a key role in protecting Vermont's landscape through building an aware and connected riding community ○ Maintaining excellent working relationships with riders, chapters, sponsors, and partners ○ Representing the interests of riders through working in concert with public and private land opportunities 	<p>AS- select a date to collectively make updates to plan based on interest and availability and maybe some fat biking, probably in Feb.</p>

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	<ul style="list-style-type: none"> ● Plan drills mission and values down into Core Competencies and strategies identified to reach key targets in each category: <ul style="list-style-type: none"> ○ Advocacy ○ Conservation and Access- Preserve the historical bedrock of riding in Vermont while simultaneously embracing the realities and opportunities of the day ○ Community- Work with members, volunteers, and businesses to cultivate mountain bike culture and foster the trails as a social, cultural, and economic resource. ○ Organizational Sustainability- Sustain a fiscally strong organization by responsibly balancing outreach, advocacy, trail building and fundraising efforts. ● For 2018: development discussion to include relationship between chapters' and VMBA's operations so we're not competing, work on formalizing relationship (think about snowflake model), think about big picture goals and yearly goals <ul style="list-style-type: none"> ○ Strategy moves fast and we could stand to shoot higher/longer than 3-5 years. ○ Some ideas for new targets could include exploring putting a number of mile of new trail as a trail advocacy organization, etc. ○ Annual strategic plan retreat, evaluation, succession planning for executive team (2 year terms) ○ Incorporate and measure benchmarks 	
Chapter check-ins	<ul style="list-style-type: none"> ● Did not get to this topic 	ALL- Chapter assignments should be updated to reflect new members

Next meeting: February 7, Best Western, Waterbury.