

VMBA Board Meeting Minutes  
February 18, 2019 6:00-8:00 pm  
The Reservoir, Waterbury

Members present:

x	Jeff Dickson, Chair	x	Karly Moore
x	Hilary DelRoss, Vice-Chair	x	Danielle Poirier
x	John Ringer, Treasurer (phone)	x	Judy Boyd (phone)
x	Michael Bell, Secretary	x	Nancy Lukes
	Brad DeBoer, Chapter Representative (phone)	x	Adam St. Germain
x	Alex Showerman, Chapter Representative	x	Tom Stuessy, Executive Director

Guest:

Agenda Item	Discussion	Action Items
Welcome and Visitor Introductions	All Present, No Guests	
Administrative Overview	<ul style="list-style-type: none"> <li>● Approval of January Minutes – unanimous success</li> <li>● Treasurer’s Report – draft budget adjustments made, increasing net income ~\$11k inclusive of Jacob’s departure &amp; partial overlap to new hire (likely in June); Still includes original fundraising goal; Program Coordinator fully budgeted but expected to only expend ½ due to timing; Conine grant progressing, this expected revenue not reflected in budget.</li> <li>● Some concerns voiced regarding fundraising goals. Tom assured BOD that ability to cover expenses won’t be negatively impacted in the event that fundraising goals are not met.</li> <li>● 2019 Budget Approval – passed unanimously</li> </ul>	
Building the Best BOD	<ul style="list-style-type: none"> <li>● Donor Stewardship topic. (Docs in Slack)</li> <li>● Importance of Thank You!! Levels of thank you are valid incentives to increase giving. ALL should receive handwritten note.</li> <li>● Show Impact – what where donations go. Newsletters to donors.</li> <li>● Engage people – group rides. Chapter events. Trail days.</li> <li>● Discovery – find out about the individuals.</li> <li>● Teeing up for the next ask.</li> </ul>	All – create a prospect list that can be shared and compiled at the

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	<ul style="list-style-type: none"> <li>● Review 5 Points of Contact.</li> <li>● Donor Management software?</li> </ul>	<p>next BOD meeting</p> <p>Tom – previous donors list posted to gdocs (without \$ amts).</p> <p>Tom and Nancy to meet to go over calendar.</p> <p>All – review list to determine individuals BOD members would like to take on.</p>
<p>Committee Discussion</p>	<ul style="list-style-type: none"> <li>● Marketing – leveraging social channels and emails; membership price increase messaging, reinforcement of Ambassadors program.</li> <li>● Gov’t Policy – Act 250, Tom believes they are getting close to finding an exemption relative to trails. FPR will drive testimony. Also NRB and Conservation committees are joining T&amp;GCouncil and Forestry in conversations. Act250 Commission wants final recommendation by March 1.</li> <li>● Diversity – had meeting, 10+/- attendees incl. non-riders. Time needed to shape deliverables, draft survey being vetted to get a better sense of who are the riders and what are their stories – social media/msging campaign oriented: “What does it mean to be a rider in VT”; determining where want to go and how to make resources available. Next mtg March 19</li> </ul> <p>Identifying Committee Goals – POC for each:</p> <ul style="list-style-type: none"> <li>● Marketing/Ambassadors – Karly/Dani</li> <li>● Diversity – Judy</li> <li>● Gov’t Policy – Jeff</li> <li>● Chapter Liaisons – Brad (in absentia)</li> <li>● Development and Fundraising -</li> </ul>	<p>Each Committee – identify 2-3 goals to accomplish by end of June</p> <p>Chapter Liaison – add Slack channel to let BOD know if anyone goes to chapter BOD meetings or trail days. Create coordinated calendar of chapter mtgs or trail days as part of goals.</p>

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Old & New Business	<ul style="list-style-type: none"><li>• Tom's Review &amp; 2019 Compensation summary</li><li>• Fatbiking Challenges – Land Use agencies inconsistencies; Attempts to develop statewide guidelines and implementation plan (WATA)</li></ul>	

Next meeting: Monday Mar 18 – The Reservoir, Waterbury VT