

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

VMBA BOD Meeting Minutes

March 18, 2019, 6-8 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)
	Michael Bell, Secretary	x	Nancy Lukes
x	Brad DeBoer, Chapter Representative (via phone)	x	Adam St. Germain (via phone)
	Alex Showerman, Chapter Representative	x	Tom Stuessy, Executive Director

Agenda Item	Discussion	Action Items
Administrative Overview	<ul style="list-style-type: none"> ● Approval of February Minutes ● Treasurer's Report – Income is at a good level as membership is up YOY from 2018, grant income is level, donations are down \$3k relative to last year due to fewer VOICe members, expenses are on target, DH in VT income close to \$8-10k in receivables outstanding plus outstanding VDTM grant ● Conine grant moving along 	
Building the Best BOD	<ul style="list-style-type: none"> ● Conversation about whether, after a couple months of practice, we should continue to use Slack as the primary communication tool among the board and including guests from outside the organization on the platform. <ul style="list-style-type: none"> ○ Slack best practices: don't use Slack to post or share sensitive or confidential info/documents such as financials or donor info - we can continue to share those via Google Drive, if necessary. To save documents or work from the same version of a document, link to the Google doc or spreadsheet saved in the Google drive. ○ To communicate directly with a person, tag <i>@theirname</i>, or to talk to whole group, tag <i>@channel</i> at the beginning of your post or else they will not get a notification of the message. 	<p>Alex - give Danielle admin permissions on Slack so she can help maintain user groups and default channels</p> <p>All - everyone practice posting in your</p>

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	<ul style="list-style-type: none"> ○ Use Slack to post notes, follow a conversation, or catch yourself up in conversations you may have missed ○ Be sure to check your notifications and be sure your settings are set to receiving notifications ○ Daniell and Karly are available to answer any questions about using Slack - take advantage of their offer if you have issues ● Stewarding Existing Donors <ul style="list-style-type: none"> ○ Each board member was provided a fundraising toolkit folder and list of past trail fund donors and annual fund donors including resources to refer back to throughout the donor stewardship process: <ul style="list-style-type: none"> ▪ 5 points of contact so we remember to engage donors with info about what we're doing with the money: Thanks, Show Impact, Engage, Discovery, Tee up for Next Ask -can use this info to categorize contacts for future mailers, future stewardship ▪ Walk through on how to write a thank you letter and a sample letter (in left inside pocket) ▪ Donor stewardship process as a reminder (in right inside pocket) ▪ Nancy will share a 2019 donor stewardship plan and points of contact opportunities as a quick reference guide ▪ Nancy will share a master calendar that outlines operational and promotional activities from the office's perspective throughout the year to align the board with what staff are working on, what the marketing team is promoting, upcoming events ○ Look at the donor lists from 2018 and 2019 in the corresponding tabs at the bottom of the spreadsheet linked below. Your name has been added for donors that you need to thank (only one should go to each household, please cross reference last names and addresses) with a handwritten thank you note. Donors who have not given since 2017 (lapstoners) will get a separate targeted message at a later date so you can ignore the list on the 2017 tab for now. <ul style="list-style-type: none"> ▪ https://drive.google.com/file/d/151kiW42XEmHjNq05CXGxYwZ_mzIRq2wo/view ▪ Tom will get you any missing addresses ○ Planning calendar for the next quarter includes marketing and donor talking points, look for a link in the marketing and fundraising Slack channels. Also, look to the forthcoming 	<p>Slack committee channel to the whole group (hint: begin your post by tagging @channel)</p> <p>Nancy - share all the documents from the toolkit folder into the fundraising Slack channel</p> <p>All – check the spreadsheet on G drive, put your name next to 26 names and write a thank you note to each one and mail by end of month (or within 2 weeks from the date you get their mailing address).</p> <p>Thank you for the thank yous!</p> <p>Next Marketing Committee meeting - finalize brand</p>
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	VMBA Brand Guidelines document from the marketing committee	guidelines and marketing calendar
Committee Updates	<ul style="list-style-type: none"> ● Each committee reported out goals they created for Q1/2 ● Marketing: <ul style="list-style-type: none"> ○ Created content calendar to outline promotions for the year and which channels will be used ○ Karly met with Jacob to look at Facebook advertising, lots of room for improvement to get cost down and reach a larger audience through targeted advertising, VMBA hasn't utilized FB advertising to drive membership since 2016, allocating advertising dollars this year ○ Creation of brand guidelines document- Karly to put together for all to have. ○ Messaging to help with committee goals - diversity, fundraising, etc. Other committees should flag marketing once their goals are identified ○ Redesign email templates to match look and feel with website - part of Cabot partnership ○ Creation of plan around marketing section of budget after calendar is out - to include FB advertising and boosting posts ○ Seeking b-roll video footage assets from chapters to be generated into short cuts or teasers for social media - work to be done by DRVN ○ Review ambassador program - Adam is on board to take lead of the program with the help of very enthusiastic volunteers to create more hype via intra-ambassador competition, promo codes or awards through some incentives from our partners, especially around selling raffle tickets <ul style="list-style-type: none"> ▪ The last ambassador info available is saved in the G Drive: https://drive.google.com/drive/u/2/folders/0B6g6JKFC96OsalhSLXVJN2xZUzQ ● Fundraising: <ul style="list-style-type: none"> ○ Thank yous ○ 2nd level touch points in conjunction with the marketing message ○ Distill mission statement into discussion points so we can create an elevator pitch <ul style="list-style-type: none"> ▪ Work with marketing committee to develop talking points 	<p>Tom - give Jeff admin access to Facebook channel so he can edit posts</p> <p>Chapter Relations– add on 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> <p>Adam - meet Tom after Crossfit to look at past ambassador list/resources and brainstorm ideas to get ambassadors excited via a promotional item for ambassador to give out</p> <p>Brad - identify some weekend dates for a BOD meeting in</p>

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	<ul style="list-style-type: none"> ● Chapter relations: <ul style="list-style-type: none"> ○ Every board member attend at least 2 chapter trail days before June 30th with at least one being outside your home chapter ○ Help develop coordinated calendar which includes chapter board meetings, trail days, other events that VMBA board members could attend on chapter level <ul style="list-style-type: none"> ▪ Should we have a board member on site to help renew members - reference field kit for signing up new/lapsed members ▪ Pair up a chapter board meeting with a VMBA board meeting and include a ride this summer ▪ Extend offer to incorporate more disconnected or chapters to connect with VMBA BOD ● Diversity: <ul style="list-style-type: none"> ○ Near term - ongoing work to refining language in a survey to be sent to members to answer question about what do riders look like in Vermont, to leverage for marketing and outreach ○ Long term - develop chapter toolkit with resources about messaging and content, examples of how to talk about mountain biking in Vermont being open to all ○ Tomorrow's committee meeting is postponed, a new date will be determined once there has been more feedback on survey and shared via Slack channel ● Gov't Policy: <ul style="list-style-type: none"> ○ Nothing new to report 	<p>Bennington - perhaps Saturday, August 24?</p> <p>Judy - will notify Diversity committee members that meeting is postponed and solicit feedback on survey, all survey questions are posted in Slack for anyone to view and comment on</p>
ED Report	<ul style="list-style-type: none"> ● VMBA community decision making model: <ul style="list-style-type: none"> ○ Effort to be more communicative with chapters ○ NOTE: please refer to VMBA as "the office" instead of saying "VMBA is working on something". The latter language separates us from chapters instead of bolstering collaboration ● Member materials: <ul style="list-style-type: none"> ○ Jacob sent brochure draft to marketing committee for review ○ Tom is hiring someone to help stuff chapter materials from up to 20 chapters into member mailings ● Bike raffle: <ul style="list-style-type: none"> ○ Confirmed Yeti through OGE ○ Cabot Reward Volunteers bike is confirmed 	<p>All - decision making model document is with Alex and Brad, who will share it with everyone to review once it's ready</p>

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Next meeting: Monday April 22 – The Reservoir, Waterbury VT unless otherwise noted