

VMBA BOD Meeting Minutes

April 22, 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	x	Judy Boyd
	Michael Bell, Secretary	x	Nancy Lukes
	Brad DeBoer, Chapter Representative	x	Adam St. Germain
x	Alex Showerman, Chapter Representative	x	Tom Stuessy, Executive Director

Agenda Item	Discussion	Action Items
Administrative Overview	<ul style="list-style-type: none"> ● Approval of March Minutes ● Treasurer's Report – Revenue is in good standing as membership is up YOY, family and add-ons are up while individual memberships are down a little from 2018, expected grant income is level, donations are still slightly down relative to last year due to VOICE members not being invoiced yet, expenses are on target, plus VDTM grant is still outstanding ● Conine grant is moving along ● Alex resigned from his board position early for professional reasons 	
Building the Best BOD	<ul style="list-style-type: none"> ● Stewarding Existing Donors <ul style="list-style-type: none"> ○ Check in on Thank Yous <ul style="list-style-type: none"> ▪ Most BOD members have sent their thank you notes, but emails are still in the works ○ Nancy shared another document to add to our toolkit folders with ideas for next touch point/thank yous: <ul style="list-style-type: none"> ▪ Tell them with a quick note ▪ Share pictures of recent success ▪ Share a thank you video 	<p>ALL- Finish mailing and emailing thank you notes by May 1st and mark off those you sent at: https://docs.google.com/spreadsheets/d/1I3oyDKngbAHjNfzixAJuBarPr2NVVgDN56Og3jwZki4/edit#gid=543311945</p> <p>Adam- Steward/thank the donors assigned to Alex on</p>

	<ul style="list-style-type: none"> ▪ Send something donors can hold in their hands ▪ Show them in person ○ Keep these ideas in mind as you attend trail days (before and after photos of trail work, quick videos for social media, etc.) 	<p>the spreadsheet until a new member joins</p>
<p>Committee Updates</p>	<ul style="list-style-type: none"> ● Ambassador: <ul style="list-style-type: none"> ○ Kick off party Thursday, May 2 at Bluestone Waterbury ○ Announced on Facebook group ○ Adam tried to create an App to collect ambassador info, has Sue’s contact info now to follow up with last year’s ambassadors ○ Identifying incentives and outline criteria/responsibilities ● Marketing: <ul style="list-style-type: none"> ○ Getting swag- hats, coozies, mud fenders ○ Use coozies as freebie, hats ambassadors/branding ○ Created content calendar to outline promotions for the year and which channels will be used - everyone add events and notes as you hear about them ○ All other committees should flag marketing for help with messaging once their goals are identified ● Chapter relations: <ul style="list-style-type: none"> ○ Judy attended STP annual meeting, spurred discussion about emergency fund, reserve, and a lessons learned tool kit for emergency fundraising for smaller chapters <ul style="list-style-type: none"> ▪ Chapter resources available will be compiled when new programs manager comes on board including a major storm response registry ○ Pair up with a BATS board meeting with a VMBA board meeting and include a ride this summer ● Diversity: <ul style="list-style-type: none"> ○ Tom shared raw data from ~200 survey responses, Judy will review and disseminate findings digitally with the rest of the committee, then determine next steps toward 	<p>Marketing Committee - Create a separate Slack for the Diversity committee</p> <p>ALL - add events and notes to marketing calendar as you learn about them to inform the content that VMBA shares: https://docs.google.com/spreadsheets/d/1t5stxTK3m0t8L3mSQdcBlcOCgLSa3vImjUGCAasDhKo/edit#gid=1144843469</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>Judy - to spearhead major storm response resources</p> <p>ALL - Fill out this doodle poll with your availability for a summer meeting in BATS country: https://doodle.com/poll/nt8863km63ndpzhy</p> <p>Diversity Committee - Judy -Work with Tom and Christine to set up an online meeting to review data and discuss next steps</p>

	keeping members engaged and development of toolkit	
ED Report	<ul style="list-style-type: none"> ● Velomont Update: <ul style="list-style-type: none"> ○ Discussion on planning process and future of trail, suggestion for Advisory Committee members to have opportunity to weigh in ● Conine Grant update: <ul style="list-style-type: none"> ○ VMBA requested funding to cover new program coordinator base salary, which will be spread in two payments over two years so timing of the new hire is critical ○ Jacob's last day is earlier than expected, end of June ○ Board fundraising goals are critical to closing gap in grant timing ● Chapter kick off party successes: <ul style="list-style-type: none"> ○ VMBA attended 5 events in 4 days, \$14k in memberships ● Refocusing ED efforts: <ul style="list-style-type: none"> ○ New program coordinator will alleviate time spent on tasks that are more admin-related so that Tom can refocus on strategic work 	<p>All - think about a statement to share with Velomont group about VMBA's participation and delineation of responsibilities</p> <p>Tom - share program coordinator job posting with BOD, let BOD know of any tasks that we can take off your plate until new hire is onboarded</p>
Old/New Business	<ul style="list-style-type: none"> ● BATS Trail Grant: <ul style="list-style-type: none"> ○ Closing of SVC, where BATS was awarded a \$5k trail grant to rehab trails, leads to discussion about Trail Grant requirements with respect to Land Access Agreements/Easements ● Vermont Tourism marketing opportunities available for VMBA and Chapters: (SEE BELOW for DETAILS and LINKS) <ul style="list-style-type: none"> ○ @ThisIsVT Twitter/Instagram takeover - chapters/ambassadors may divide running the channels in one week spans this summer/fall (GUIDELINES ATTACHED) ○ Image and Video Asset Sharing - the state seeks imagery for social media and video development, share your stills and b-roll using a simple upload form and be featured in promotions to out of state audiences ○ Stay to Stay Weekends - a State of Vermont worker relocation program invites vacationers to meet with employers, realtors, and locals. 	<p>Hilary - develop copy for VDTM resources (SEE BELOW),</p> <p>Tom - share VDTM opportunities in next chapter newsletter (SEE BLURBS BELOW)</p>

	This summer/fall we will host mountain bike themed events in Woodstock and St. J/NEK with guided rides.	
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Next meeting: Monday May 20 – The Reservoir, Waterbury VT unless otherwise noted

Vermont Tourism Opportunities

@ThisisVT Takeover

The Vermont Department of Tourism and Marketing (VDTM) relaunched their popular @ThisisVT Twitter and Instagram handles with a new focus: each week a different Vermont organization, regional chamber, group, or association will run the handle, showcasing what best represents their slice of Vermont. VMBA Chapters and ambassadors are eligible to take over these channels in one week increments this summer and fall and directly reach 20,000 followers. For guidelines and to sign up, email Nate.Formalarie@Vermont.gov.

Share Your Images

VDTM also welcomes the opportunity to feature your photos in their social media, advertising, and website promotions. Share your still images and video b-roll to be featured in marketing efforts that reach out-of-state audiences. Upload your images using the Vermont Photography Submission form along with the standard release form found at VermontPartners.com (Use URL: <https://accd.vermont.gov/tourism/promote-your-business>)