

VMBA BOD Meeting Minutes

May 20, 2019, 6-8 PM

The Reservoir Waterbury

Members present:

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

Agenda Item	Discussion	Action Items
Administrative Overview	<ul style="list-style-type: none"> ● Approval of April Minutes ● Treasurer's Report – via message and financial report John sent in advance of meeting: Overall healthy - revenues are up, expenses are down, anticipating chapter payouts, at 6% of fundraising goal so need to keep momentum up ● Individual membership up 16% YTD, Family up 97% YTD, add-ons up 40% YTD - increase in family numbers represents growth, increase in add on numbers represents strength of system and efficacy of marketing efforts ● Fundraising next steps: make sure thank yous are done so we can move on to next steps with Nancy's guidance next month ● Michael resigned from his board position early for professional reasons ● Follow up on March action items 	<p>All - Make sure everyone is done with thank yous so we can move on to next fundraising step. Including Adam taking on Alex's donors and Jeff checking on status of Mike's donors</p> <p>All - put dates on your calendar for August VMBA meeting in Bennington: Saturday, August 10, with a back up date of Saturday, August 24.</p> <p>Brad - follow up on August meeting location/group ride/joint meeting with BATS BOD members</p>
BOD Turnover and Transitions	<ul style="list-style-type: none"> ● Michael's seat and Alex's chapter liaison seat open, need to fill with 2 new candidates ● John will be moving to Uganda through December, is committed to continuing his role remotely, Michael's secretary position now open, it is preferable to have at least 3 executive members to discuss additional matters, Karly interested in filling in as interim 	<p>Tom has 2 potential candidates in mind - Brad to reach out to 1 and Tom to connect Jeff with the other</p>

	<p>secretary, motion made and passed appointing Karly secretary</p> <ul style="list-style-type: none"> ● Shifting meeting schedule to 4th monday of month to accommodate John and Allison’s schedule to prepare financial updates in advance of meetings 	<p>Karly - connect with Hilary on transition to picking up secretary tasks</p> <p>PLEASE NOTE - NEXT MEETING WILL BE ON JUNE 24th</p>
<p>Committee Updates</p>	<ul style="list-style-type: none"> ● Ambassador kickoff went well - 15 attendees <ul style="list-style-type: none"> ○ Adam did great job setting up pro deals/incentives ○ Invite Grant Weiler to take over VMBA social channels ● Marketing - Swag coming in by end of May <ul style="list-style-type: none"> ○ Hats, fender guards, sell both ○ Coozies - short can, giveaways ○ Cabot bike raffle winner, video for social ○ Addendums on branding document for ease of use with onboarding new staff ● Fundraising - next steps with Nancy next meeting ● Diversity - phone option made participation easier, and bringing in people wherever they are at generates a broader perspective <ul style="list-style-type: none"> ○ 2 main projects- survey follow up to pull stories, translate that into “what does a mountain biker look like” campaign ○ Pull together resources in the state and nation-wide into a tool kit that can be shared with chapters by the end of year/annual meeting, to help with planning rides for next year, training for committee members ○ Danielle working with Will Casella videographer shooting LGBTQIA rides at Millstone with Chris ○ Chris offered to take a role in informing the “what a rider looks like” campaign ● Chapter relations - remember, we agreed to participate/represent VMBA at 2 trail days by end of June (or season!) <ul style="list-style-type: none"> ○ Jeff has been to WATA and FOTW 	<p>All - Remember, we agreed to participate/represent VMBA at 2 trail days by end of June (or end of season!)</p> <p>Danielle - connect Grant with VMBA social channels as well as takeover @ThisisVT channels on behalf of VMBA via VDTM/Nate.Formalarie@vermont.gov</p>
<p>ED Report</p>	<ul style="list-style-type: none"> ● Membership is up 40% this year, price difference has not been an issue, zero negative feedback <ul style="list-style-type: none"> ○ individual memberships total YTD 1622 ○ family memberships total YTD 2236 ○ addons total 1173, ended last year at 1260 	

	<ul style="list-style-type: none"> ○ total 3858 YTD ○ anticipated to top 4k next week ● Victory Hill - not opening this season ● Office staff/Human resources update <ul style="list-style-type: none"> ○ Jacob ramping down in June ○ Have a strong applicant for his replacement - events and outreach - application closing May 24th, hiring early June to accommodate shadowing/overlap with Jacob ○ Programs coordinator posting has been posted- application closing July 1st, hire mid- to late July per grant funding timeline ○ Business manager - position needs to be full time with benefits, take topic to advisory council ● Next advisory council meeting - updates to include: <ul style="list-style-type: none"> ○ Membership numbers ○ Community decision making model, looking for more financial disclosure and decision making in real time, flow chart proposed ○ Act 250 update ○ Staff update ○ Financial transparency - office made P&L available with notes to share with their boards, password protected 	
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Next meeting: Monday, June 24th – The Reservoir, Waterbury VT unless otherwise noted

Upcoming meetings: Monday, July 22nd; Saturday, August 10th in Bennington (August 24th as backup)