

VMBA BOD Meeting Agenda
 May 23, 2018
 6:00-8:00pm BOD Meeting – Best Western, Waterbury

Members present:

	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 via phone
x	Hilary DelRoss, Co-Chair		Brad DeBoer, Chapter Representative
x	Alex Showerman		Jeff Dickson, Secretary

Guest: Sky Barsch

Agenda Item	Discussion	Action Items
Meeting Intro	<ul style="list-style-type: none"> ● Welcome Sky who may be interested in joining the board ● Dive right into Relationship building, admin moved to second half of meeting 	
Deep Dive- Partner Relationship Building	<ul style="list-style-type: none"> ● Membership revenue up 18.5% YOY this time last year, 34% above expectations ● New take on fundraising. No more using “F” word in board meetings, build relationships instead to lead to financial sustainability going forward, creatively and innovatively. <ul style="list-style-type: none"> ○ based on theory in “Realationshift” by Michael Bassoff - Tom will order a copy for everyone ○ 95% of all funds raised by nonprofits are from individual donors - lawyers tend to be the best first point of contact for connecting with potential donors, VOICe partners, high profile and shiny organizations ○ Out-give the people giving to VMBA with recognition ● Partner exercise to explore how VMBA can out-give its donors <ul style="list-style-type: none"> ○ shift to relationship building ○ pull in same direction ○ have fun 	ALL- write at least 2 thank you cards per meeting

	<ul style="list-style-type: none"> ● Step 1- Identify Stakeholder groups <ul style="list-style-type: none"> ○ members, riders, non-members, sponsors, local businesses, communities with trail networks, landowners, VDTM, VOICe partners, Vermont, non-rider trail users, land and animals (natural environment), colleges and universities, high schools, race teams, chambers of commerce, local elective officials, tourists, regional alliance partners, regional alliance riders, bike manufacturers, event organizers, craft beer sellers, cheese makers, media partners, trail apps, social media influencers, employers, Think Vermont, lodging properties, restaurants, bike shops, ski resorts, rack companies, chapters, auto dealers, philanthropic foundations, employees, hospitals, urgent care, health insurance/health benefit incentives ● Step 2- Identify creative ways to out-give givers in these stakeholder groups (special relationships) <ul style="list-style-type: none"> ○ ex- hand deliver member packets to business employees ○ ex- call out for media partners ○ Chapters- connect with more external chapters in other states or regions <ul style="list-style-type: none"> ■ portal to recognize, share case study resources for chapters about what other chapters have done - highlight success stories, leveraging ■ chapters recognize people in their chapter and posting on social media, nomination for each chapter to recognize a member at annual meeting with a reward or incentive- lodging cert, cash, gift certificates, inspire other chapters to encourage higher levels of participation of membership ■ not connected to volunteer rewards, separate recognition for chapter nominees/winners to stand up “Golden Spoke Awards” ■ sister chapter relationships within and outside of Vermont ○ Sponsors <ul style="list-style-type: none"> ■ Vermont iconic gifts of recognition (VMBA maple syrup bottle) ■ Model after what ski resorts do to recognize manufacturers at trailheads like Jeep day or Subaru days but with Specialized, etc. ■ Host industry trip - How do we reach in to national sponsorships 	
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	<ul style="list-style-type: none"> <ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ Handwritten letters to sponsors ○ Traditional Media Outlets <ul style="list-style-type: none"> ■ provide free content: words, photos and video on a regular basis ■ monthly or regular column content ■ distribution of their media in member packets - last year's special goes in packets ■ distribute at events ■ share with regional alliance partners ■ in-kind support of storytelling- package an experience and approach media providers and pitch it to them (provide logistics, support, beta) ○ Schools and Educational Institutions <ul style="list-style-type: none"> ■ providing helmets or gear (kids in need program) ■ provide recognition to programs that schools have developed ■ connecting managers in school districts for school to school networking, resource sharing ■ pulling in outside supporting entities that could help provide funding for equipment, transportation, etc ■ sponsor clinics- new riders, trail maintenance, etc. ■ sponsor race leagues and non race clubs ● Step 3- What can we do now with current resources? <ul style="list-style-type: none"> ○ What can we establish to pursue a bigger ideas? ○ What can we buy and make work? ● Ongoing relationship building shall be built into agenda for all meetings going forward to continue to work on this list. 15-20 minutes ● Homework- Everyone write 2 thank you notes to someone per board meeting. <ul style="list-style-type: none"> ○ Example of what should be included on note: Their name, your name and who you are (VMBA BOD member), 1 or 2 lines about what VMBA is doing this year (current update that you think may resonate with them), 1 line about something you are excited about (a grand outcome that VMBA plays a role in shaping in Vermont), a thank you for what they did or gave (especially time), invite them to contact you. 	
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Administrative Update	<ul style="list-style-type: none"> ● Succession planning: Sue has stepped off the board but would like to continue leading the Ambassador program ● Succession planning for executive team, whose terms are ending in December 	
Approval of minutes and review of action items	<ul style="list-style-type: none"> ● Minutes from April 18, 2018 <ul style="list-style-type: none"> ○ MM moved to approve, JD seconds, all approve, none opposed, none abstained. ● Action items: <ul style="list-style-type: none"> ○ Events- Richard Tom ride event pulled into VMBA calendar- remind chapters to send in events to Jacob ○ Reach out to your chapters check ins and ask for an updated list of board members email addresses, then send to Allison 	ALL- during chapter outreach, ask for updated email list of all board members and send to Allison
Treasurer's Report	<ul style="list-style-type: none"> ● Tom's compensation package is settled, copies of surveys are available, though confidential. If interested, ask MM for this info. <ul style="list-style-type: none"> ○ Executive team will document the process of annual ED review ● April financials - YTD cash flow is excellent and April saw a big boost from trail openings. Chapters sit on checks, which inflates cash flow. <ul style="list-style-type: none"> ○ Ask Allison about repeat offenders and remind your chapters at check ins. 	ALL- reach out to Allison as part of your chapter check ins
Festival Update	<ul style="list-style-type: none"> ● Main pieces are in place ● Sponsorships up YOY ● Registrations are up YOY ● Marketing collateral, posters, postcards, business cards were all sent out to chapters for distribution locally through members ● VMBA BOD tasks will be determined and shared soon including: Registration, info booth, parking/welcoming vendors, rider packets ● Side note- fest registration is 45% female!!! 	
Strategic plan	<ul style="list-style-type: none"> ● Alex will send out update and dates for next planning session 	AS- send updates and choose date
ED Report	<ul style="list-style-type: none"> ● Pine Hill Park working with IMBA and 4 area chapters to develop a partnership. Potential IMBA ride center. 	

	<ul style="list-style-type: none">• Michigan wants to bring all state and trail organizations together for a peer to peer networking opportunity. November 6th and 7th. Looking for sponsors.	
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Next meeting: June 27, location TBD