

## VMBA BOD Meeting Minutes

June 24, 2019, 6-8 PM

The Reservoir Waterbury

Members present:

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

Guests: Kim Stinson

| Agenda Item             | Discussion  | Action Items  |
|-------------------------|---|---|
| Administrative Overview | <ul style="list-style-type: none"> <li>● Approval of May Minutes - Jeff motioned to approve, Nancy and Hilary second</li> <li>● Treasurer's Report: Overview               <ul style="list-style-type: none"> <li>○ Current Operating Income: \$174,158</li> <li>○ Total Revenue - \$338,421.04</li> <li>○ Expenses: \$ 166,505.34 (in line with budget)</li> <li>○ Membership - 2 - 77% over budget                   <ul style="list-style-type: none"> <li>■ Individual: , 45% higher than last year</li> <li>■ Family:</li> <li>■ Add-Ons:</li> </ul> </li> <li>○ Individual memberships are not growing at as high of a rate as families</li> <li>○ Grants: \$29,400 - Lintillac and Chapter Designated Grants</li> <li>○ State Grant: \$26,000, not invoiced yet</li> <li>○ Donations: \$35,302 (all included)                   <ul style="list-style-type: none"> <li>■ Individual Donations: \$4,107</li> </ul> </li> </ul> </li> <li>● Treasurer's Report: Staffing               <ul style="list-style-type: none"> <li>○ Bookkeeper being added (this is taking these responsibilities out of Alison's role) - 9 hours a month - \$4,000-\$4,250 - this is not costing any</li> </ul> </li> </ul> | Brad - Planning the August 10 meeting in Bennington |

|                              |  |   |
|------------------------------|--|---|
|                              | <p>more in salary due to changes in Jacob's position</p> <ul style="list-style-type: none"> <li>○ Jacob is finishing after NEMBA fest with Chrissy taking over <ul style="list-style-type: none"> <li>■ We have some work to do making up some dollars with the raffle</li> </ul> </li> <li>● Treasurer's Report: Lobbyist expenses are up \$2,500, but budget is being moved from outside contractor's line item to account for this <ul style="list-style-type: none"> <li>○ This accounts for about 1.25% of total budget which we don't see as being a 'substantial' percentage as indicated by IRS</li> <li>○ Needed for act 250 work</li> <li>○ Recommendations to commissioner are ready</li> </ul> </li> <li>● Treasurer's Report: Chapter Payouts: \$105,000 <ul style="list-style-type: none"> <li>○ There was a delay in chapter payouts do to a reporting issue with the backend of the membership platform</li> </ul> </li> <li>● August 10 Board Meeting in Bennington, we will be inviting the Southern VT chapters to join (group ride and meeting) <ul style="list-style-type: none"> <li>○ Ride at 10:00/10:30am</li> <li>○ Meeting and food around 1:00pm</li> </ul> </li> <li>● Interim BOD Members to fill spots <ul style="list-style-type: none"> <li>○ Kim is being considered to fill one of the empty board seats, she is attending as a guest today.</li> <li>○ Max MacDonald Max has offered us Image Relay services with the BOD is interested in</li> <li>○ We are exploring other options or possibly leaving the seats open</li> </ul> </li> <li>● Instagram: Grant did a takeover for a week which went really well <ul style="list-style-type: none"> <li>○ It would be great to provide more guidance - this can be added to Brand guidelines as well</li> <li>○ There was an idea to see if there is someone who can take it over during NEMBA Fest</li> </ul> </li> </ul> |   |
| <p>Building the Best BOD</p> | <p>Stewarding</p> <ul style="list-style-type: none"> <li>● Nancy recaps what our goal is - creating relationships so that we are connecting multiple times a year, not just when we need money</li> <li>● How can we integrate the work of the Marketing committee? <ul style="list-style-type: none"> <li>○ Promotional videos underway: bike raffle, membership, general</li> </ul> </li> </ul>  | <p>Tom - Reach out to chapters for an update on the grant projects and photos</p> <p>Tom - Put call out to chapters to share their trailwok photos and stories.</p> |

|                             |  |  |
|-----------------------------|--|--|
|                             | <ul style="list-style-type: none"> <li>○ Nancy has an idea to do some video/photos of trailwork to show the dollars at work and</li> <li>○ Let's get some videos/photos to share. We can ask them to share video and photos and find some on their Facebook pages</li> <li>● Next Steps: Email to past donors that we have thanked - informing them about the work that is happening because of their donation <ul style="list-style-type: none"> <li>○ Content for the email: <ul style="list-style-type: none"> <li>■ How your donation donors make a difference?</li> <li>■ A few photos of trail work</li> <li>■ Link to blog post about this</li> <li>■ Include CTA in the bottom of the blog</li> <li>■ This will go out from BOD members</li> </ul> </li> </ul> </li> <li>● Danielle brought up the idea of doing a brochure similar to what Kingdom Trails does showing donor impact</li> </ul>  | <p>Tom - putting together draft blog and email content. Share with Marketing committee and Nancy for review.</p> <p>All - Send before the next meeting</p> |
| <p>Committee Discussion</p> | <ul style="list-style-type: none"> <li>● Marketing/Ambassador <ul style="list-style-type: none"> <li>○ Promotional videos are underway</li> <li>○ Swag is selling well so far, people like the navy hats</li> <li>○ We are putting together a marketing budget</li> <li>○ We will be doing some family-centric videos</li> </ul> </li> <li>● Diversity <ul style="list-style-type: none"> <li>○ Judy has been looking into diversity training options, she found 2 options (CT strategies - starts at \$4,000 &amp; Worktrain - more affordable option that would be training as well as a working session working with the survey results and the goals that the diversity committee set up) for this (focusing on implicit and explicit bias)</li> <li>○ Board agrees that it is worth the expense to use Worktrain for diversity training (potential date of July 29)</li> </ul> </li> <li>● Development/Fundraising <ul style="list-style-type: none"> <li>○ Tom is exploring having businesses create their own grants that chapters can apply to, the company chooses the awardee and employees can assist with the trailwork - there are some businesses that have already expressed some interest</li> </ul> </li> </ul> |  |

|                               |   |   |
|-------------------------------|---|---|
| <p>Old &amp; New Business</p> | <ul style="list-style-type: none"> <li>● How can we increase visibility of the board? <ul style="list-style-type: none"> <li>○ Name tags?</li> <li>○ Cards that we can give out to people on the trails with information about the organization</li> </ul> </li> <li>● Tom's Mid-Year Review - the executive board met last week to go through Tom's goals and his feedback about performance</li> </ul> <p>Executive Director's Report</p> <ul style="list-style-type: none"> <li>● HR Update: <ul style="list-style-type: none"> <li>○ Stephanie assisted with envelope packing</li> <li>○ Brought on a bookkeeper to take over that part of Alison's role</li> <li>○ Chrissy is taking over Jacob's role</li> <li>○ We have some great applicants for the program coordinator role (full-time)</li> </ul> </li> <li>● Trails and Greenways council is meeting with FPR (re: SCORP) &amp; VOBA</li> </ul> | <p>Tom - get quotes on name tags and postcards, and circle with Adam about suggested content</p> <p>Karly - send John the marketing projected spend</p> |
|-------------------------------|---|---|

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

Upcoming meeting: Saturday, August 10th in Bennington (August 24th as backup)