

VMBA Board Meeting Minutes  
September 12, 2018 6-8pm  
Best Western, Waterbury

Members present:

			Wyatt Vargas
	Mike Bell, Chapter Representative	x	Tom Stuessy, Executive Director
x	Melissa Moore, Treasurer		Adam St. Germain
x	John Tedesco, Chair	x	Judy Boyd
x	Hilary DelRoss, Co-Chair	x	Brad DeBoer, Chapter Representative via phone
x	Alex Showerman	x	Jeff Dickson, Secretary

Guest: Karly Moore

Agenda Item	Discussion	Action Items
Administrative Overview	<ul style="list-style-type: none"> <li>● Minutes from June 27, 2018               <ul style="list-style-type: none"> <li>○ MM moved to approve, JD seconds, all approve, none opposed, none abstained.</li> </ul> </li> <li>● June Actions items:               <ul style="list-style-type: none"> <li>○ AS received 3 responses to his strat plan survey</li> </ul> </li> </ul>	ALL - Respond to AS's survey (SERIOUSLY)
Festival Overview	<ul style="list-style-type: none"> <li>● Festival Debrief               <ul style="list-style-type: none"> <li>○ TS reminded everyone the Fest is a major use of Jacob's time throughout the year and does not result in comparable income</li> <li>○ AS noted VMBA is a trails organization not an event organization and the Fest takes too many VMBA resources for a single event that is not necessarily in our wheelhouse                   <ul style="list-style-type: none"> <li>■ BOD generally agrees</li> </ul> </li> <li>○ TS observed that chapter events are often hugely successful relative to the Fest                   <ul style="list-style-type: none"> <li>■ If we could parlay the Fest into something that benefits multiple chapters, it could be much more worthwhile across the board</li> <li>■ e.g. 1-day events, which are easier to organize than multi-day</li> </ul> </li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>○ If the fest was no more, Jacob's time would likely go to public land meetings and grant writing</li> <li>○ Guest Karly noted there were many missed marketing opportunities to increase attendance and revenue from the Fest, e.g. lack of information available on the website</li> <li>● Attendee Feedback <ul style="list-style-type: none"> <li>○ People in attendance had a great time</li> <li>○ JB and TS noted that people love having guided rides and hanging out with other people who love to ride</li> <li>○ Suicide Six was a huge hit</li> <li>○ People were also very happy about the amount of trails available and the on-site camping</li> </ul> </li> <li>● By the Numbers <ul style="list-style-type: none"> <li>○ MM reported the Festival resulted in approx. \$12,000 net income, not including the indirect labor attributable to the fest <ul style="list-style-type: none"> <li>■ \$39,000 of income was expected, \$18,000 was collected</li> <li>■ VMBA received approx. \$7,400 and STAB received approx. \$5,000</li> </ul> </li> <li>○ 176 individuals, 7 families attended (not including unregistered attendees, of which there were many)</li> <li>○ Fest loses \$8,000+ on food</li> </ul> </li> </ul>	
Treasurer's Report	<ul style="list-style-type: none"> <li>● See Festival Overview</li> <li>● If not for the \$7,000 Cabot grant, we would be well in the hole for the Fest since net income was only \$12,000 total and is split 60/40 with STAB</li> <li>● 83% of the year's budget attributable to memberships has been collected already, only 6 months in</li> <li>● YTD from <i>projections</i> we are well over anticipated/budgeted income <ul style="list-style-type: none"> <li>○ YTD <i>actual</i> income is 1.3% (\$2,000) over last year, as of July</li> <li>○ Total expenses are up 8.5% YTD from last year</li> </ul> </li> </ul>	
Annual Meeting	<ul style="list-style-type: none"> <li>● JB had inquired changing the Annual Meeting date to something earlier/different than Nov 29 <ul style="list-style-type: none"> <li>○ Attendance last year was 100+ on the same/similar date</li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>○ BOD was generally in agreement with keeping the date, pending confirmation that space is available in Montpelier</li> </ul>	
<p>Membership Model Update</p>	<ul style="list-style-type: none"> <li>● 6 Chapters from Advisory Council came together and provided proposals for Membership model changes, including increase in price and different options for how/when Chapters could receive their funds</li> <li>● Some chapters requested more information on where money is going, TS prepared 5 page document detailing expenditures:</li> <li>● FOTW asked to meet for more information, primarily re: how proposed changes will affect them <ul style="list-style-type: none"> <li>○ TS and JD met with FOTW executive board and had a productive meeting explaining dynamics between chapters</li> <li>○ JB spoke with Rosie (FOTW) after meeting and got positive feedback about the meeting</li> <li>○ FOTW is also very interested in how it, as a larger chapter, can help smaller chapters and share resources</li> </ul> </li> <li>● STP Letter <ul style="list-style-type: none"> <li>○ STP sent letter on 8/27/18 providing feedback on proposed membership changes and requesting further clarification on use of VMBA resources</li> <li>○ TS's 5-page document addresses resource issue</li> <li>○ STP is not in favor of VMBA's ongoing participation in Fest due to use of resources</li> </ul> </li> </ul>	
<p>Governor's Race</p>	<ul style="list-style-type: none"> <li>● Previously VMBA has sent a number of questions to governor candidates and shared their responses with VMBA membership <ul style="list-style-type: none"> <li>○ We know both candidates are supportive of outdoor recreation, based on informal conversations with both</li> <li>○ AS volunteered to draft "Meet the Candidates" questionnaire</li> </ul> </li> </ul>	<p>AS - draft and share questions for Governor with BOD</p>
<p>Succession Planning</p>	<ul style="list-style-type: none"> <li>● JT and MM will not be returning in their roles on the board (or executive committees) after the Annual Meeting</li> <li>● HD's term as Chair will also be expiring after the Annual Meeting though she has another year on the BOD and intends to stay on</li> <li>● There is currently 1 open BOD position and will be at least 2 more after the Annual Meeting</li> </ul>	

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	<ul style="list-style-type: none"> <li>● MB will not be a president of STAB next year and therefore may not qualify as a chapter liaison (need to check by-laws), but plans to stay on as BOD member <ul style="list-style-type: none"> <li>○ Will need to fill the second liaison position, potentially with AS as WATA board member</li> </ul> </li> </ul>	
Annual Fund	<ul style="list-style-type: none"> <li>● TS would like to increase the number of total donors to the Annual Fund pool as a goal, as opposed to specific dollar goals</li> <li>● TS would like each BOD member to submit 5-7 to add to contact list, and indicate whether BOD or TS should be the one to reach out <ul style="list-style-type: none"> <li>○ Currently at approx. 100 individual donors, an increase of 70 from last year primarily thanks to TS's efforts/contacts</li> </ul> </li> </ul>	ALL - by end of September, provide TS 5-7 names of individuals who may be willing to donate to annual fund
Strategic Plan	<ul style="list-style-type: none"> <li>● JT thinks crafting and development of Strat plan should wait until infusion of new BOD members after Annual Meeting</li> <li>● AS would really like to hear BOD members' opinions via survey</li> </ul>	ALL - Respond to Strat Plan survey!!!!
ED Report	<ul style="list-style-type: none"> <li>● 5200 memberships, 1250 add-ons this year</li> <li>● Trail Grant is likely to be between \$50k-\$60k this year</li> <li>● Michigan Summit <ul style="list-style-type: none"> <li>○ Michigan MBA reached out and a summit will be happening in Grand Rapids Nov 6-8 for other state-wide organizations to learn about the VMBA model from TS</li> <li>○ Everybody will be invited to share ideas and pick brains of other state orgs</li> </ul> </li> </ul>	

Next meeting: October 17, Waterbury