

VMBA BOD Meeting Minutes

Jan 6, 2020, 6-8 PM

The Reservoir, Waterbury

Members present:

x	Jeff Dickson, Chair	x	Chantel Fisher-Mckone
x	Danielle Poirier, Vice-Chair	x	Judy Boyd
x	John Ringer, Treasurer	x	Nancy Lukes
x	Brad DeBoer, Chapter Representative (via phone)	x	Steph Baer
x	Tom Stuessy, Executive Director	x	Kim Stinson, Chapter Representative (via phone)
	Karly Moore, Secretary	x	Jason Rickles

Agenda Item	Discussion	Action Items
Administrative Overview	<p>Board Roles/Introductions:</p> <ul style="list-style-type: none"> -Jeff Dickson – Chair, Board Member for 2 years -Kim Stinson – Board Member since May 2019 to fill vacation and acting as chapter liaison -Nancy Luke – fundraising experience (1 year on VMBA board) -Judy Boyd – Board Member for 2 years, advocacy/connection with state and government interest -John Ringer – Board Member 1 year, Treasurer -Danielle Poirier – Board Member 1 year, Marketing -Steph Baer – previous Fellowship Board Member, Operations background, interested in Diversity initiative. -Jason Rickles – interests kids/MTB and accessibility growth -Brad DeBoer – Board Member for 3 years, BATS, -Tom Stuessy – Executive Director VMBA – since 2012 -Chantel Fisher-Mckone – WATA Board Member, new member <p>New positions filled at VMBA Office:</p> <ul style="list-style-type: none"> - Chris Cox – Program Manager – full time - Krys Steckler – Events and Outreach – part-time - Katelynn Douglas – new HIRE – Member and Chapter Programs Coordinator (part-time) has design background/data management background. - Julie Moore – Contracted Bookkeeper (x hours per week) 	

Approval of Oct Meeting Minutes

Nancy Motioned to approve the minutes, seconded by Kim, all in favor.

Vice Chair Opening: Hilary DelRoss moved on.

Role – to run meetings when Chair is absent, member of Executive Committee who conducts Tom’s review, and any behind the scenes issues where assistance is needed. Bounce ideas off.

-Jeff nominated to appoint Danielle, Nancy made motion to second this. All in favor. All in favor.

Executive Director Report – since last meeting October

Naming Grants – Fixed

Trail Grant - Upon Request – Kim Stinson Spearheaded!

- Slate Valley – \$1,645 – circular saw/spearhead youth internship program.
- RASTA - \$3,500 – trail connection
- BATS – applied but didn’t receive bc not all permits were in place. Brad said they are applying for the new one out today (VT Country Store)
- WAMBA – 4K – new trails
- Fellowship – 7,500 – trail reconstruction in Hinesburg Town Forest
- Addison – 5k – spearhead trail project in Vergennes
- STAB - \$8,350 – state park project for base of Ascutney
- Upper Valley – applied for grant for Master plan trail system maintained in NH, committee chose not to fund due to what was allocated already vs no funds, this one had no funds, ask was large, also impact of this on riders.

Shop Program – VMBA office to consider breaking down impressions/reach of social support. Note VMBA Follower numbers etc. to show value in VMBA. Could offer additional incentives – ex: send out 3 emails per year focused on shop events.

GOAL - more reciprocal support from Shops to increase individual Memberships.

Annual Meeting Feedback

- 8 projects funded
- 2 more naming grants on board for next year (Ranch Camp and ACME Glass)

Advisory Council – Noted under Bylaws - time to revise how they are described? May refine responsibilities for Board Members. Goal for the year!

Tom’s Review- Jeff to reach out to Executive Committee to sched.

	<p>Krasy launched 'What Does a Rider Look Like' campaign (blog etc) today!</p> <p>Staff continues to be in development and improvements are being made! All are refining their positions for a better transition (HR Refinement taking place).</p>	
<p>Membership Update:</p>	<p>Current pricing \$55/\$110</p> <p>2,845 individuals 3,993 Family Members ----- 6,838 total (16% +)</p> <p>408 Family Add on's 1,281 Individual Add on's</p>	<p>Membership Prices: Discuss Increase for 2020 What is the number we retain when cap is met?</p>
<p>Committee Updates</p>	<p>How do we want to view committees? Responsibilities? Judy has concerns. Table until next meeting.</p> <ul style="list-style-type: none"> ● Marketing – support office staff, craft messaging and calendar planning for year, seek out vendors etc. ● Diversity – diversity and inclusion of MTB, set outcomes, direction for the year, providing a toolkit for Chapters. Judy was the liaison between VMBA and the committee. ● Chapter Relations – intention is to promote VMBA within all Chapters. Stewarding the Chapters! VMBA Board Members should participate in trail days and other Chapters meetings if possibly throughout the year. ● Development & Fundraising – stewarding, annual fundraising. ● Government Policy – Tom via Trails and Greenway Council does most of this work. ● Executive Committee – Tom's Annual Review + any executive committee work. <p>Tom mentioned a platform the office is using? -Aligning goals, strategic planning etc. of all office members for the year. -Perhaps we can do for the VMBA Board (in response to Advisory Council revise as a goal)?</p>	<p>How do we want to view committees? Responsibilities? Judy has concerns. Table until next meeting.</p> <p>New Members and Current – consider at least 2 committees to be on!</p>

Fundraising	Annual Fund Update Annual Fund - \$9,621 Annual Fund cost - \$4,300 Ideas to be more creative to increase for 2020: <ul style="list-style-type: none">● Another raffle around the annual fund? Raffle a pair a Skis or a Trip during mud season: partner with other Groups (Sedona – Tom has contact?). Start during Hunting Season!● Could we do this as 1 group (VMBA and Chapters included)● Timing of fundraising/promotion	
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Next Meeting: January 27, 2020