

## VMBA BOD Meeting Minutes

Feb 24, 2020, 6-8 PM  
The Reservoir, Waterbury

Members present:

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

Agenda Item	Discussion	Action Items
<b>Administrative Overview</b>	<p>Jan 27 Minutes:</p> <ul style="list-style-type: none"> <li>● Motion to approve by Jeff</li> <li>● Seconded by Nancy</li> <li>● All in favor</li> </ul>	
<b>Budget</b>	<p><b>Revenues:</b> Tom has built in conservative growth across all membership categories. These numbers should be attainable, with specific effort being put on individual members; An ongoing cap/post cap discussion will impact these numbers for the better (once put in action). This budget can be approved prior to the adjusted structure being put in place. Tom is progressing conversations with the Chapters regarding this topic. The Grant category increased due to 2019 Naming Grant commitments being paid in 2020. This cycle will likely occur in future years as well; General Donations and Annual Fund Donations: this category decreased from a goal of \$50K in 2019 to \$18.5K in 2020. This is a much more feasible goal and should be obtainable through BOD fundraising efforts. The fundraising committee put together a multi-prong fundraising approach, which should make this goal achievable. This will be reviewed in more detail during the meeting;</p>	Karly: add the budget overview to the minutes

	<p><b>Expenses:</b>  Per Tom's performance review, his salary increased to \$71,500; All other salary related expenses remained the same. There are no new additions to this category, last year we added the full time PM position, which was a large adjustment. Legal consulting is up \$4,800 - this is due to increase lobbying work at the state level. This is important work at this time.</p> <p><b>Overview:</b></p> <ul style="list-style-type: none"> <li>● Total Budgeted 2020 Revenue: \$816K</li> <li>● Total Budgeted 2020 Expenses: \$789K</li> <li>● Total Budgeted 2020 Net Income \$26.8K</li> </ul> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>● Change of E72 to \$1200 to allow for additional <i>consultant</i> budget to account for future trainings (i.e. Diversity)</li> <li>● Motion by Jeff</li> <li>● Seconded by Karly</li> <li>● All in Favor</li> </ul>	
<p><b>Building the BOD</b></p>	<p>Why we fundraise:</p> <ul style="list-style-type: none"> <li>● Membership is increasing (10-16% per year) - growth has been steady. Staff hours needed to support will need to increase.</li> <li>● We do not have a good rainy day fund on hand. Standard for non-profit is 6 months, 3 months minimum.</li> <li>● We don't have a storm recovery fund - this was an issue with Cady in Stowe. We want to be able to provide support in the future.</li> </ul> <p>Steps of Stewarding Donors:</p> <ul style="list-style-type: none"> <li>● Acknowledge, Share Impact, Partner Experience, Recognition <ul style="list-style-type: none"> <li>○ We can never recognize our donors enough</li> </ul> </li> </ul> <p>Cultivation &amp; Stewardship</p> <ul style="list-style-type: none"> <li>● Discussion around questions that we can ask to engage with donors and</li> <li>● Discussion around how to keep track of donors</li> <li>● We will be doing annual fund ask earlier in the year</li> <li>● Discussion around possibly adding a button to the website to give to the annual fund for membership registration, stuffers in the envelopes</li> </ul>	
<p><b>Committees</b></p>	<p>Executive</p> <ul style="list-style-type: none"> <li>● Tom has his review earlier this month <ul style="list-style-type: none"> <li>○ Very positive review, Tom is receiving a 2% COLA and 2% merit raise</li> </ul> </li> </ul>	

	<p>Fundraising</p> <ul style="list-style-type: none"> <li>● They met earlier this month</li> <li>● Stewarding existing donors will be a big focus again this year</li> <li>● Desire to expand our fundraising opportunities: there is a desire to raffle off a mud season trip. There needs to be more discussion about how this will work</li> <li>● Ride with the board - have a group event with the as gathering</li> </ul> <p>Marketing &amp; Ambassadors</p> <ul style="list-style-type: none"> <li>● There was a meeting last week</li> <li>● Krysy has a content calendar going and things are looking great</li> <li>● Discussion on if there should be an ask of the pass through add-ons (Catamount, Craftsbury, etc)</li> </ul> <p>Who is Joining the Other Committees:</p> <ul style="list-style-type: none"> <li>● Diversity (Judy, Steph)</li> <li>● Chapter Relations/Govt. Policy (Chantel, Kim, Brad, Jason, Nancy) - we may need to find a replacement for Brad that is from a chapter to serve as a chapter representative</li> </ul>	
<p><b>Executive Director Report</b></p>	<p>Membership Update:</p> <p>Act 250 Update:</p> <ul style="list-style-type: none"> <li>● Bill didn't go through</li> <li>● The senate has started to write its own bill for trails</li> <li>● Next steps: figure out what to do with the KT JO - they are putting a year freeze on citizen-led JOs</li> <li>● Working on messaging for legislatures and public with the lobbyist</li> </ul> <p>Office Updates:</p> <ul style="list-style-type: none"> <li>● Krysy is now full time covering the outreach and membership roles - she is leaving in December</li> <li>● Chris who is currently full time but wants to go part time</li> </ul> <p>Advisory Council Recap:</p> <ul style="list-style-type: none"> <li>● Naming &amp; Trail Grants - chapters are interested in proposing their projects and then having the businesses pick</li> <li>● Vermont Trail System - Chris is putting together a summary of past, current and future trails (for FPR to better understand of BP)</li> </ul>	

	<ul style="list-style-type: none"><li>• There is some work administrative work to be done to help chapters</li></ul>	

Next Meeting: February 24, 2020

Ideas for fundraising: Thanks on social to donors?