

VMBA BOD Meeting Minutes

March 23, 2020, 6-8 PM

Zoom Conf Call

Members present:

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

Guests: Kris Hunt

Agenda Item	Discussion	Action Items
Administrative Overview	<p>Feb 24 Minutes:</p> <ul style="list-style-type: none"> ● Moved, seconded, approved <p>Treasurer's Report:</p> <ul style="list-style-type: none"> ● VMBA memberships are up in all categories ● Expenses are on course ● We most likely won't be receiving the \$27,800 tourism grant this year ● Net income: - \$4,500\$ ● Executive committee met last week to talk about upcoming budget year given COVID-19 uncertainties ● Could be a huge financial loss, Tom and John have been looking through budget for ways to reduce spending and save money. ● Tom proposed cutting his own hours and salary in June, resulting in a \$20,000 pay cut ● Board opposed Tom cutting hours/pay, Trail Grants should suffer if necessary, not Tom and VMBA ops ● Chapters can be informed that trail grants may suffer to keep VMBA functioning ● Fundraising is down, can't be asking for donations or anything right now. 	Tom - Notify Chapters of potential loss of trail grant funding for 2021 projects

	<ul style="list-style-type: none"> ● If membership doesn't stay up there is potential for salaries not being paid. ● Tom will keep paying attention to make sure there we know if funds are unavailable ● Board agrees an email should be sent to chapters to warn them that there may not be trail grants this year. 	
<p>Bylaws</p>	<p>Vacancy Addition/Amendments</p> <ul style="list-style-type: none"> ● Continued January meeting discussion of filling vacancies on board most efficiently. Chapter Rep would be run through the advisory council. Solidify the vacancy terms. Will keep bylaws for chapter reps and board of directors separate. ● Amended bylaws as follows: <ul style="list-style-type: none"> ○ 6.1.2 Director Vacancies Mid-Term. A vacancy in any Director position prior to the expiration of their term shall be filled by a two-thirds majority vote of the Board of Directors. The new officer's term shall run until the next Annual Meeting. ○ 6.3.2 Chapter Representative Vacancies Mid-Term. A vacancy in any Chapter Representative position prior to the expiration of their term shall be filled by a two-thirds majority vote of the Board of Directors. The Board of Directors shall publish and make available to the Advisory Council the names of its nominees at least two weeks prior to its vote. The notice will include an invitation for Advisory Council members to comment on or object to any person as a candidate. The new Chapter Representative's term shall run until the next Annual Meeting. ● Kris Hunt joined meeting as potential chapter representative seat on board (to replace Brad- Jeff talked to Brad today—Brad doesn't feel he will have time for the board is willing to step off the board if we have a suitable replacement) ● Kris has served on Millstone BOD for 4-5 years, is a leader of Pride Rides, and has helped with VMBAs diversity outreach ● Tom will publish Kris as a candidate for a chapter rep on board of directors to the advisory council. 	<p>Tom - inform Advisory Council of Kris's candidacy for chapter rep seat at least 14 days prior to our next meeting on April 27</p>

<p>Executive Director Report</p>	<p>Membership</p> <ul style="list-style-type: none"> ● Membership is up! 306 add ons way up (up 50%) ● 4-5 person envelopes are going to make mail budget a little higher cause card stock was used ● Chapters are concerned about event revenue that is lost. Toms is going to propose collaborative chapter mountain bike events, make larger events and share revenue! ● Raffle Will be drawn on June 1st. Just have to be a current member to be entered <ul style="list-style-type: none"> ○ Prizes include- Bootlegger bikes wheels (\$1,800) and cabot donations ○ Hoping for 5-8 good prizes but currently only have 3. Maybe a bike shop would do a Tune or suspension overhaul? <p>Trip Raffle</p> <ul style="list-style-type: none"> ● We could send 2 people to Sedona for less than \$3,000 (estimate with Toms research and current prices) ● Plan was to push this in fall for the following spring. ● Board agrees to wait and see how things play out this summer ● Could raise 20,000-25,000 <p>Act 250</p> <ul style="list-style-type: none"> ● Still not sure if it's in the senate. No real update <p>Tourism Grant</p> <ul style="list-style-type: none"> ● \$27,800 (have had for 7 years) ● Looks like we won't get it. It is used to help with chapters, the website and VMBA promotion. ● Tom thinks they cut it because they didn't realize VBMA doesn't run fully on membership (membership goes to chapters). ● Tourism is spread thin and can't promote mountain biking the way VMBA can. Even if we could get part of the grant for this year it would help us so much ● Charlie Kimball - an avid mountain biker, was the one to cut it ● John will reach out because he knows him personally and try to get Tom, him and Kimball a call together. Jason can reach out via WAMBA because Kimball is connected to this chapter as well. <p>Riding itineraries</p> <ul style="list-style-type: none"> ● Promote the itineraries towards restaurants that are supportive of VMBA and bike friendly businesses. <p>Blogs</p> <ul style="list-style-type: none"> ● How to continue to do trail days with COVID19 guidelines 	<p>John & Jason - Reach out to Charlie Kimball re: tourism grant</p>
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	<ul style="list-style-type: none"> ● Rides- how to be cautious and observe social distancing, <p>Bike swaps</p> <ul style="list-style-type: none"> ● If bike shops choose to do VMBA has gloves to be used and wipes to clean bikes ● How shops are doing business safely <p>COVID19</p> <ul style="list-style-type: none"> ● Need to get people in good habits now of social distancing now. Will need to be actively keeping social distancing on people’s minds. Managing the parking at trailheads to keep the crowds down. Chapters might have their own way of managing the crowds. ● Trail forks- has a huge message about social distancing, we will add it to our trail page as well ● Chapters should add to website and trails. Also make it clear that people need to be careful when riding because medical personnel are busy helping with COVID19. 	
<p>Building the Best BOD</p>	<ul style="list-style-type: none"> ● No fundraising can be done now. Nancy’s nonprofit is reaching out to donors to make sure they are doing okay, no asks for money currently. ● What can we do? <ul style="list-style-type: none"> ○ Share information, how can we be better community advocates, reminding people we are part of the solution and that we care. ○ Our message needs to be “we are all in this together.” ○ Our focus should be to build partnerships, engage our members, community building, and health. ● Impact <ul style="list-style-type: none"> ○ Responsible ridership showing people what that means, quality vs quantity, social emotional wellness, ● How can we make the impact- <ul style="list-style-type: none"> ○ Continue “what does a rider look like?” (COVID19 friendly), go to new trail heads, different time of day, parking lot webcams(?), empower people to learn how to handle this situation better, ● How can we communicate with people 	

	<ul style="list-style-type: none"> ○ Individual chapters need to be talking about this and sooner than later, the more communication the better ● What do we want the actions people take <ul style="list-style-type: none"> ○ Messages to potential future donors is that we are fostering and leading education for safe riding. ● To think about <ul style="list-style-type: none"> ○ Can we do anything for the donors? To thank them for what they have done for us? 	
Committees	<p>Fundraising</p> <ul style="list-style-type: none"> ● Can follow lead with what the big nonprofit organizations are doing (Nancy will keep us updated) <p>Marketing</p> <ul style="list-style-type: none"> ● The brochure tone needs to change to what is happening in the world, also may take the dates off of it so can use next year, hold on printing for now, no videos for now <p>Diversity</p> <ul style="list-style-type: none"> ● Keep focusing on the diversity that we were showcasing last summer. Show happy things in all the doom and gloom! 	

Next Meeting: April 27, 2020