

VMBA BOD Meeting Minutes

June 22, 2020, 6-8 PM

Zoom Conf Call

Members present:

x	Jeff Dickson, Chair	x	Chantelle Fisher-Mckone , Chapter Representative
x	Danielle Poirier, Vice-Chair	x	Judy Boyd
x	John Ringer, Treasurer	x	Nancy Lukes
x	Karly Moore, Secretary	x	Steph Baer
x	Tom Stuessy, Executive Director	x	Kim Stinson
x	Kris Hunt	x	Jason Rickles

Agenda Item	Discussion	Action Items
Administrative Overview	<p>Approval of May Minutes:</p> <ul style="list-style-type: none"> ● Motion to approve by Nancy ● Seconded by Karly ● All in favor <p>Mid Term Financial Report</p> <ul style="list-style-type: none"> ● Membership <ul style="list-style-type: none"> ○ Base individual - 2145 ○ Base family members - 3678 (1170 family memberships) ○ Total base members - 5823 (our goal is 7500) ○ Total number of memberships is up 21% compared to this time last year ○ Ind. Add-on – 1265 ○ Fam add-on – 539 members (496 memberships) ○ Add-ons are up 50% compared to this time last year ● Membership (other) <ul style="list-style-type: none"> ○ General discussion around the ‘family’ - is this inclusive of single family households or households where only one family rides? More to come on this - we are not going to make a change in the middle of the season. ● General Income <ul style="list-style-type: none"> ○ Raffle - \$13,688 - up 417% 	

	<ul style="list-style-type: none"> ○ Donations - \$10,268 - up 1502% ○ Storm fund - \$1,296 ● Recommendations for 2020 <ul style="list-style-type: none"> ○ We should put effort into a rainy day fund - this has been a discussion for some time (ultimate goal is 6 months of expenses) ○ Marketing campaign to target new riders - trails are experiencing a lot of use with new riders that are not VMBA members ○ Support diversity initiatives ○ Set aside some cash in case a second wave of COVID hits 	
Committees	<p>Marketing</p> <ul style="list-style-type: none"> ● Next big push will be trip raffle <ul style="list-style-type: none"> ○ More discussion to be had about the ticketing and any legal things we need to be aware of <p>Diversity</p> <ul style="list-style-type: none"> ● Should we be doing something more bold with everything going on right now? ● How can we involve more of our community in the conversation ● Diversity committee will put plan together on next steps 	
Executive Director	<p>Act 250</p> <ul style="list-style-type: none"> ● Trails language put into a different Act 250 bill ● Discussion is being had about whether we are tied to the right bill or if we need to go a different route 	
Old & New Business	<p>Stewarding</p> <ul style="list-style-type: none"> ● Next touch will be in July ● Raffle pull comes up in August ● The fundraising committee will meet to put plan together for next touch, marketing will draft language 	All: Send donor emails before next meeting.

Next Meeting: Tuesday, July 27