

## VMBA BOD Meeting Minutes

March 22, 2021, 6-8 PM

Zoom Conf Call

Members present:

x	Jeff Dickson, Chair		Chantelle Fisher-Mckone , Chapter Representative
x	Danielle Poirier, Vice-Chair	x	Jason Rickles, Chapter Representative
x	John Ringer, Treasurer	x	Nancy Lukes
x	Kim Stinson, Secretary	x	Steph Baer
x	Nick Bennette, Executive Director	x	Curtis Fox
x	Karly Moore	x	Ariel Kent

Agenda Item	Discussion	Action Items
<b>Administrative Overview</b>	<p>Approval of February Minutes:</p> <ul style="list-style-type: none"> <li>● Motion to Approve: Jeff</li> <li>● Seconded: Jason</li> <li>● Approved: All</li> </ul> <p>Treasurer's Report</p> <ul style="list-style-type: none"> <li>● Nick and John have connected on budget overview</li> <li>● Revenue &amp; Expenses are approx 15% to budget</li> </ul>	
<b>Old &amp; New Business</b>	<p>Executive Director Report - Nick &amp; Tom</p> <ul style="list-style-type: none"> <li>● Membership-base memberships is 20% budget</li> <li>● Add-On Membership is 27%% budget</li> <li>● Act 250 Update: the VTGC did not agree with the report sent to the legislature by Mike Snyder. The goal is to not allow it to go into rulemaking. If it goes to this level, we will likely need to engage chapters and membership. At this point, we need to let chapters know where things stand-but no action needed yet.</li> <li>● Grants: Tourism Grant has been submitted-\$85k over 3 years.</li> </ul>	

	<ul style="list-style-type: none"> <li>● Nick is communicating with current Naming Grat partners to check in and provide updates.</li> <li>● Bolton Valley-planning to offer lift served MTB; Interest in joining the DH MTB program</li> <li>● VTYC-communicating about kinks with insurance</li> <li>● There may be a need to consider a position this summer for an events person.</li> </ul> <p>Post Cap Update- Kim &amp; Nick</p> <ul style="list-style-type: none"> <li>● We took the feedback received from chapters and made updates to the models. A letter with updates was sent to the chapters last week. Advisory Council meeting is set for April 7 at 6pm. Hoping to have resolution to move forward with after the meeting.</li> </ul>	
<p><b>Committees</b></p>	<p>Executive- Tom is still under contract and will continue to work on Act 250 and meet with Nick weekly.</p> <p>Marketing - Danielle and Kryszy working together on smaller marketing pieces.</p> <ul style="list-style-type: none"> <li>● Ambassadors: Ariel reports that guidelines are coming together-hope to wrap it up this week.</li> <li>● Fat Biking Video- Will is offering us a great deal to produce short marketing videos (3-5 per year). Team is brainstorming topics. Will is creating a content library for VMBA to use moving forward.</li> </ul> <p>Diversity - New blog published; Kryszy has created a blog calendar.</p> <p>Fundraising:Nancy</p> <ul style="list-style-type: none"> <li>● Agreed to set up sustaining donors through monthly payments</li> <li>● Giving Levels: create a tiered giving structure</li> <li>● Annual Fund Timing: move our bid fundraising push to the middle of summer. This is when our</li> </ul>	

	<p>members are most engaged. Sandwich between the Bike Raffle and Trip Raffle.</p> <ul style="list-style-type: none"><li>• Donor communication will be done through a more general email approach. Personal calls will be made to large donors.</li></ul>	
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Next Meeting: April 26th 2021