

VMBA BOD Meeting Minutes

July 26, 2021, 6-8 PM

Zoom Conf Call

Members present:

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

Agenda Item	Discussion	Action Items
Administrative Overview	<p>Approval of June Minutes:</p> <ul style="list-style-type: none"> ● Motion to Approve: Jeff ● Seconded: Jason ● Approved: All <p>Treasurer's Report</p> <ul style="list-style-type: none"> ● PPP Forgiveness processed-\$50k ● Net income on target for annual goal ● Bike Raffle-ahead of this time last year ● Membership revenue has met annual goal ● Revenue for Plan Your Ride is an unknown at this point ● Expenses on track annually 	
Old & New Business	<ul style="list-style-type: none"> ● In person meetings to resume quarterly; starting September 27 at the Reservoir in Waterbury; Zoom meetings continuing in between ● Moving Annual meeting to March (instead of Nov). This allows us to accurately report on annual financials. Jeff looked in amending bylaws to make this change. Two paragraphs need amending to accommodate the change; Jeff shared amended sections. Jeff made a 	

	<p style="text-align: center;">motion to amend the bylaws to accept new language. Karly seconded. All approved.</p> <p>Executive Director Report - Nick</p> <ul style="list-style-type: none"> ● Advocacy: temporarily quiet; Act 250 is likely back on the docket for fall Nick to start building relationships with state legislature. ● Membership: approx. 8750 members. Up 20% from this time last year. 30% are new members! Nick continues to work on add-on possibilities through NEMBA. <p>Naming Grants:</p> <ul style="list-style-type: none"> ● Confirmed: Cabot, OGE, Mascoma ● Likely: Ranch Camp, Burton, VT Country Store ● Possible: Fuse, Mountain Flyer, Untapped ● Interest: Darn Tough, Suncommon <p>State Grants:</p> <ul style="list-style-type: none"> ● VOREC & ERSA Grant info released; \$5 million available; chapters have been surveyed for financial need for trail work; VMBA plans to apply for a master grant; letter of interest due Aug 27. <p>Events:</p> <ul style="list-style-type: none"> ● Joe is building event schedule ● Lots of requests coming in; need to determine potential for outcome ● Can we track memberships gained at specific events <ul style="list-style-type: none"> ➤ Krysy coming to VT in September for 1-2 weeks; possible BOD ride ➤ Pine Hill Park: interest in becoming an add-on chapter; several pros mentioned; how can we work add-on chapters into the Plan Your Ride platform with a financial contribution ➤ 2022-VMBA 25th anniversary; ideas and planning to come ➤ SPOT Insurance reached out with interest in offering a member benefit; VMBA would receive 	
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	<p>a portion of sign-ups; this is a different relationship than other member partners/benefits</p>	
<p>Committees</p>	<p>Executive Committee- N/A</p> <p>Fundraising & Development</p> <ul style="list-style-type: none"> ● Annual Fund in full swing ● Jeff called all \$500+ donors and asked for testimonials about why they donate to VMBA ● Nick has sent some direct touch emails <p>Chapter Relations- N/A</p> <p>Marketing -</p> <ul style="list-style-type: none"> ○ Annual Fund push ○ Farm Landowner blog in the works ○ MTB Etiquette is almost done ○ Ambassador Program: there seems to be a spread in level of involvement; Krysy to send a mid-season survey to gauge involvement and intentions <p>Diversity -</p> <ul style="list-style-type: none"> ● Conversation happening about where this committee should go from here? ● Discussion about encouraging involvement from chapters and the community ● BOD member should be on the committee-Jason is willing to be a bridge for communication between the committee and board as a chapter rep ● It is desirable to have formal involvement from committee members and clear expectations understood 	

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Next Meeting: August 23th 2021 (Cancelled)