

**Sedona Red Rock Trail Fund
Board of Directors Meeting Minutes
December 10, 2018**

Directors Present: Doug Copp, Robert Holeman, Lauren Browne, Joan Bouck, Stephanie Giesbrecht, Kevin Adams, Dan Blaettler, Mike Raney and Paul Sullivan

Other attendees: Adam Barnett Recreation Program Manager Red Rock Ranger District.

1. Call to Order – Kevin

2. Welcome of guests - Kevin

Jim Kemper was introduced as a guest at the meeting and said he's interested in being on the board.

3. Changes to the Agenda – Kevin

None

4. Approval of minutes from November Meeting – Lauren

Meeting minutes were unanimously approved.

5. Red Rock Ranger District Update – Adam

There's been a lot of trail work. On Girdner there's a full bench reconstruction and there's been good participation from volunteers.

December 15th and 20th are the next sponsored trail days for Girdner. Trancept trail is open to bikes now. They are going to do a walk through to see how the trail held up to the rain. The signs will be redone with the right spelling too.

Twelve miles of maintenance was done by the trail crew last week, which is mainly funded by the SRRTF.

The district got a \$46,000 grant for an 8-person, 6-week trail crew. They'll be working in Munds Mountain Wilderness, Clear Creek and possibly in the Sedona area.

6. Reports

a. Donors (Stephanie & Paul)

Stephanie is now the head of the Donor Committee, taking over for Jennifer. She will be looking at a software program to track our donor engagement. This will help her be more strategic on implementation for annual donors. Major donors of \$5,000 and up will be cultivated individually. Legacy gifts and substantial gifts will be looked at in the future. She has some ideas and will bring this item back at a future meeting.

Paul attended the Hilton event and collected about \$1,100. Good job Paul.

Jen and Amaryth worked on the mailer that hit the post office today to ask for end-of-year donations.

b. Treasurer's – (Kevin subbing for Liz)

We have \$107,000 in the bank but Liz is out of town. The biggest expense we have coming up is the \$66,666.66 to ACE for the Western Gateway project.

c. Executive Committee - Kevin

N/A

d. Grants Committee - Dan

Dan has a meeting this week to find out what projects are the priority projects for the coming year to identify funding in the upcoming year.

Dan also hopes to get the Wells Fargo and BMO Harris grants out this week.

e. Events Committee – Joan

Joan is waiting to hear from Pink Jeep. Bonnie is waiting to hear back from a few vendors she reached out to. Joan secured the donation from the Hilton. Stephanie secured nights and dinner at L'Auberge. Two bikes will be donated from Giant. Rob is going to talk with Giant on the logistics of how the winner of the bike will be drawn, where, when, etc. Online sales start February 1st. Joan would like the location of the booth to be the same as last year. Joan will secure the insurance policy in February, and has ordered the red 10x10 booth.

Stephanie is going to follow up on getting the \$150 fee waived for having a table at the Veg Fest.

We are looking at having a booth at BANFF again.

The Events Committee will be meeting on Monday at 6:30 at Sedona Real.

f. Community Outreach Committee - Kevin

Rob talked to Sky Ranch Lodge to get the donations at check in. Stephanie suggested going before the Lodging Council to ask again about check ins. Rob suggested March is a good time to come present.

Kevin said Marriott made us the beneficiary of an event last week and is waiting to hear the numbers on how much was donated. They also expressed potential interest in the donations at check in.

Dan said tomorrow at 4:30 pm at City Hall there will be reps from the VVCC to urge the City Council to include a biking and walking system throughout the city. The trail fund signed the letter supporting the idea. Dan said anyone who can show up to support this concept should come to the meeting.

7. New Business – SRRTF Business Plan - All

Kevin has sign offs from all the committees for the business plan. The board unanimously approved the business plan. The website will need to be updated majorly and Clint has said he won't be the person to do this so we'll need to look into this in the future.

8. Old Business – Board Schedule Change Reminder

We are going quarterly meetings starting in 2019. This means our next meeting will be March 11, 2019. By the fifth of every month, the committees need to report back to the board at large on updates.

9. Comments, Announcements, Other Business

The donor committee will look at redoing the rack cards. This can be done with the website update. Rob said the same person who did his website will be here February 10th and we could interview her then. Stephanie will work with Rob on this.

Joan would like to make a donation to the SRRTF from the Sedona equestrians. She hopes to get \$1,500 and then some. This will help recognition for the equestrian community to make it known they do their fare share to donate.

Rob is doing a 20 second commercial for the SRRTF through the Sedona Now station, asking for donations.

10. Adjournment – Kevin

7:37 pm

NEXT MEETINGS & UPCOMING EVENTS:

Next BOD Meeting March 11, 2019