



SEDONA RED ROCK TRAIL FUND

P.O.Box 4475
Sedona Arizona 86340
www.redrocktrailfund.org

AGENDA AND MINUTES FOR THE QUARTERLY BOARD MEETING MEETING

6:30 pm Monday the 2nd of March 2020

Location: Sedona Real Inn [95 Arroyo Pinon Drive Sedona, AZ 86336](#).

Attendees: Kevin, Don, Liz, Jennifer, Joan, Doug, Mike, Lauren, Stephanie

THE EVENING'S BUSINESS

1. Call to Order – Kevin 6:27pm
2. Changes to the Agenda – Kevin None
3. Approval of minutes from December Meeting – Lauren (Minutes sent out on January 5thth) The board unanimously approved the minutes.
4. Reports
 - a. Treasurer – Liz
See the attached report. The tax return was completed and filed. The Westerners raised over \$6,000 in their annual fundraiser. There are two ACE crews working on the Western Gateway. We are receiving funds from four businesses participating in Trail Bucks. Last week, the Chamber presented us with a \$100,000 check. There is over \$208,000 in the bank account with over \$107,000 in the endowment fund.
 - b. Donors – Stephanie
See the attached report. The targeted mailer netted \$4,000. This also fleshed out several potential major donors. Stephanie would like to do an even more targeted approach next year. Stephanie mentioned that Pat Jager is working on our mission and will come back with recommendations in the future. Stephanie will use this to cater what she says to major donors since presenting the mission is at the core of securing donations.

The board will need to decide how much money we want to move into the endowment before the end of the fiscal year. Something to consider is: if the board puts \$100,000 into the endowment, a donor has agreed to match \$100,000.
 - c. Events Committee – Joan
See the attached report. There are over \$17,000 in prizes for the raffle, insurance is secured and posters have been made. Outreach has occurred via social media. Dan, Bonny and Joan will attend registration on Thursday. Set up of the booth at the festival will be done by Bonny and Joan. Over \$500 of tickets have been sold so far on our website and over \$2400 of tickets from the VVCC portal.
 - d. Grants Committee – Dan
See the attached report. The ACF Grant went in for the continued funding of Chief Trails Officer. They are working on a National Wilderness Stewardship Alliance maintenance grant and might do another National Forest Foundation Grant.
 - e. Community Outreach Committee – Kevin
See the attached report. Amaryth sold 16 Trail Keepers. Her focus will be on contacting all 50 Trail Keepers to see which ones want to renew another 5 years. If not, she will find replacements for them.
5. New Business
Lauren mentioned there is a Facebook post on the Sedona Bulletin Board questioning our relationship with the Sedona Chamber of Commerce and how much of our money goes to our mission. Stephanie agreed to look into this issue.
6. Old Business
 - a. User Experience Committee Update – Joan
The work will be scheduled on the Big Park/Courthouse trails.
Regarding the work that was requested on Trancept, the request was denied. Regarding the Western Gateway project, Joan is talking with the Forest Service about horse-friendly alternatives.
 - b. FS Trails Position Update – Kevin



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It looks like Kyle will be here full time in August to run the trail crews. Forest's new position will be posted in the next few weeks.

Kevin is also working on the new collection agreement with the Forest Service.

7. Comments, Announcements, Other Business

None.

8. Adjournment - Kevin

NEXT MEETINGS & UPCOMING EVENTS:

Next BOD Meeting June 1, 2020

SEDONA RED ROCK TRAIL FUND CASH FLOW October 1-February 29, 2020

Balance October 1, 2019 \$125,502.09

INCOME

Donations-
Individuals

Cairns/Collection Boxes	386.61
From Web Site	200.00
Checks or Cash	7,575.00
Westerners with Matches	7,445.00
Mailer	8,796.00

Donations-Board Members 5,332.87

Donations-
Businesses

Hotel Check Offs - SRI Sept-Jan	3,027.24
Trail Keepers	100,000.00
Company Match	150.00
Credit Card Rebates-O OTE	36.53
Amazon Smile	17.53
Trail Bucks Program	715.00

Organizations
Fund Raising
Event Healthcare 1,200.00

Sedona Westerner Club Match 1,000.00

Grants Bike Fest Raffle 540.00

Fruhman 5,000.00

RAC Grant 133,848.00

Total Income \$275,269.78

EXPENSES

Operating
Expenses

Pay Pal Fees	87.65
Foreign Transaction Fee	27.22
Corp Registration	10.00
Supplies for Treasurer	9.87
Wild Apricot software	972.00
Postage	156.00
Tax Return Preparation	275.00

Miscellaneous Program 1,000.00

Additional Endowment Funding 1,000.00

Donor Committee Exp (Mailer) 5,058.73

CO Committee 362.67

Event Committee
Exp Mt Bike Fest 380.09

Program Expenses Executive Position for Oct-Mar 6,000.00

Volunteer Work Days Refreshments 874.05

Signs for Westerner Gateway 504.66

	ACE crew for January work	41,536.95	
	RAC grant directly to USFS	<u>133,848.00</u>	
Total Expenses			\$192,102.89

Total Funds on Febraury 29, 2020			<u>\$208,668.98</u>
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Endowment Account as of 01/31/20 per web site			<u>\$107,123.10</u>
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SEDONA RED ROCK TRAIL
FUND

FUND BALANCES

SOURCE 2/29/20

RESTRICTED-WG	BALANCE FORWARD	76,975.76
	VOLUNTEER WORK DAYS	(874.05)
	FROM CHAMBER TRAIL KEEPERS	15,000.00
	REI PORTION TO TRAIL KEEPERS	(1,000.00)
	SIGNS FOR WG	(504.66)
	ACE	<u>(41,536.95)</u>
WG TOTAL		48,060.10

RESTRICTED MAINTENANCE	BALANCE FORWARD	0.00
	SEDONA WESTERNERS	<u>1,863.00</u>
MAINTENANCE TOTAL		1,863.00

ACCOUNT EXECUTIVE	BALANCE FORWARD	12,500.00
	QUARTERLY PYMT	<u>(6,000.00)</u>
TOTAL		6,500.00

OPERATING EXPENSES	BALANCE FORWARD	14,263.36
	OCT-FEB EXPENSES	<u>(1,537.74)</u>
OPERATING TOTAL		12,725.62

PROGRAM USE TBD	BALANCE FORWARD	21,762.97
	HOTEL CHECKOFFS	3,027.24
	CREDIT CARD REBATES	36.53
	CAIRNS/COLLECTION BOX	386.61
	FROM WEB SITE	200.00
	SUPPORTERS	7,575.00
	OTHER BUSINESS INCOME	1,367.53
	BOARD MEMBER DONATIONS	5,332.87
	SEDONA WESTERNER CLUB	1,000.00
	MAILER	8,796.00
	GRANT (Fruhman)	5,000.00
	WESTERNERS	4,482.00

	WESTERNERS FOR ENDOWMENT	1,100.00
	BIKE FEST RAFFLE	540.00
	TRAIL BUCKS PROGRAM	715.00
	CHAMBER TRAIL KEEPERS	85,000.00
	TRANSFERRED TO ENDOWMENT	(1,000.00)
	CO COMMITTEE EXP	(362.67)
	EVENT COMMITTEE EXP	(380.09)
	MAILER EXP	<u>(5,058.73)</u>
USE TBD TOTAL		139,520.26
TOTAL AVAILABLE FUNDS		208,668.98
ENCOWMENT FUND		103,330.90
	ADDED TO PRINCIPAL	1,000.00
	INCREASE IN VALUE	<u>2,792.20</u>
		107,123.10

DONOR/OUTREACH COMMITTEE REPORT – DONOR ELEMENT - MARCH, 2020

- The targeted mailer netted approximately \$4,000 and flushed out 3 new potential major donors. Next year, suggest we “resident” drop into specific zip codes in Cave Creek, Carefree, Scottsdale, Sedona and Flag. Or, just Sedona and Flag, depending on the cost.
- Pat Jager is doing an excellent job chairing the mission committee. That work is far enough along to where we can start meeting major donors 1:1 without appearing mission dysfunctional. In fact, mission discussions are proceeding so surgically, we appear highly strategic.
- Ditto, with Joan and her user experience committee. Joan has laid solid groundwork, pun intended, with Chris and Forrest on her projects. So, good solid progress to brag on there as well.
- The on-going trails work speaks for itself and shows off well with donors.
- There are 6-10 identified major donors, 6 of which are currently on the active cultivation list. Advise they remain confidential until we’re a bit further along. Contact pathways are established with 3 of them, still strategizing on the other 3.
- Using the YE mailer overprint in lieu of rack cards as collateral material at the bike festival. After the festival, will strategize on use of remaining pieces and look again to re-printing the rack cards.
- Have been advised cash flow and expense projections may allow us to transfer as much as \$100K+/- to the endowment FY2020. If Board approves the two transfers, the anonymous endowment matching donor has agreed to match the entire \$100K transfer, pushing the endowment balance to \$300K+/- . This match will not exceed the pledged \$500K, just accelerate the pledge payoff.

Events Committee Report 3/2/2020 The committee is finalizing the fundraising raffle to be held at the Sedona MTB festival. A total of \$17,700 in prizes have been donated for the fundraiser. The insurance has been secured. Video and posters are completed and the Festival page went live February 1st on the SRRTF website. In addition Joan made prizes pictures to post on the SRRTF Facebook page and shared with Mike to post on Instagram. Joan sent last year's online purchasers and various bike stores an email with a link to the SRRTF festival page. If space is available, Dan, Bonnie and Joan will be at OTE Thursday afternoon to sell tickets to people picking up their registration packs. When the Posse Ground is open for vendors to setup, Bonnie and Joan will leave Dan to setup the booth. The raffle for the 2 bikes and Shimano prize will be held around 5:00 PM Saturday March 7th, Mike will announce and draw the tickets. The rest of the prize winners will be drawn Sunday approximately 2:00 PM at the beer garden by the VVCC stand. The booth schedule is completed for staffing the booth Friday, Saturday and Sunday. Hoping for sunshine, no wind and lots of ticket sales.

GRANT COMMITTEE REPORT- MARCH 2020

Following are updates to FY29 grant projects since the December, 2019 BOD meeting:

1. AZ Horse Lovers Association -applied for a \$18,000 grant last November for Pine Valley/Dairy Springs ACE crew. HLA requested further info in January. Awaiting response to application.
2. People For Bikes - \$10k Letter of Intent submitted in December for Pine Valley/Dairy Springs ACE Crew was not advanced to the second round.
3. Salt River Project Community Grant- \$9,400 grant application submitted February 5th for Pine Valley/Dairy Springs ACE Crew. Awaiting response.
4. REI- \$10,000 trail crew support grant awarded for FY 20. Funds should arrive by June.
5. Fruhman Foundation- Submitted in January and \$5000 awarded for non-specific maintenance projects. Funds should arrive around March 1.
6. National Wilderness Trail Stewardship- \$10,000 for trail maintenance due March 30th Requires 1:1 matching funds which are available.
7. City of Sedona- Possible application submission for \$5,000 for partial funding of Program Manager position. Due April 15.
8. Arizona Community Foundation Sedona- Application for \$10,000 to partially fund Program Manager position due in March. (Note: Kevin has applied to be on the ACF-Sedona grant committee)

Community Outreach Committee Report, March 2020

Trail Keepers has expanded to 50 businesses – several of the businesses are located outside of Sedona/VOC – and the SCC&TB has finished up the last of the signage and the RRRD is installing at the selected trailheads. The SRRTF Board has been invited to attend the presentation of the huge \$100,000 fake check to all those who want their picture taken with it and the real check will be secretly handed to Liz on February 27 at 3PM. The ceremony is at the Girdner Trailhead at the Sedona Cultural Park. Amaryth is now working on gauging each Trail Keeper's renewal intentions as the first five year term expires December 31, 2020 which means we have one more \$100,000 payment coming next February under the current term. Not looking to expand the number of businesses at the beginning of the 2nd five year period as we had difficulty getting to 50 and need to figure out how many of the original 50 need to be replaced in 2021.

Trail Bucks from the new participating businesses are hitting the SRRTF's bank account and we were able to secure a limited number of Red Rock Passes that expire the last day of February 2021 as incentives for Trail Bucks business employees for promoting the program to their customers. Amaryth will handle distribution of these passes. Amaryth is also working on expanding the number of participating businesses.

RRM Work – Forrest met with Chris from RRM and they've decided what work will be accomplished this year with the \$15k earmarked for trails near West Fork, Grasshopper Point and Crescent Moon Ranch. I'll continue sending updates Warren Meyer's way to ensure we receive this year's \$50k. I asked about the status of RRM's contract and from what Chris told me, I don't see it up for re-compete any time soon which is good for us.

Sedona Beer Company has agreed to designate their Session IPA, with 1\$/pint going to the SRRTF during the month of March and is having a kick off on Monday March 2nd. I plan to attend this kick off and then head over to our board meeting. Please note, if I imbibe at the Sedona Beer Company prior to our board meeting that evening it will be exclusively for SRRTF fundraising purposes.

Amaryth's position. Working with the Grants Committee, we'll again be submitting a grant request to ACF Sedona to help fund this position for another 12 months. The grant application has been written, just waiting for ACF Sedona grant period to open next month.

Sedona Red Rock Trail Fund User Experience Committee Report 3/2/2020

The MOU for the repairs, bypass and/or reroutes for the Courthouse Butte, Llama, Rector and Big Park trails was signed by Amy Tinderholt on January 3, 2020 and is scheduled for the 2020/2021 work season. As reported at the 12/2/2019 board meeting the Courthouse Butte maintenance was in progress.

Western Gateway/VOC project review

On 11/26/19 committee members viewed Pam Milavec's request to have a couple areas flow a little easier and less technical on the Transept trail, the request was declined. During the review Forrest Saville referred to the trail as a class 2 trail. I thought the Western Gateway/VOC Decision Memo described all the trails to be a class 3, so I reviewed the memo after our outing.

Because of this discrepancy, I thought it was necessary to have clarification before moving forward with anymore trail reviews. I noticed other Western Gateway trail construction discrepancy from how it was described in the Decision Memo. The conflicts appeared in trail class, easier or less technical experiences, reducing user conflict, visitor safety.

A meeting was scheduled with Chris Johansen and committee members Joan Bouck and Stephanie Giesbrecht on December 19, 2019. We asked Chris if he would review the Decision Memo and help us to interpret the document. Chris agreed to look into it and get back to us in January.

On January 30, 2020 Joan met with Chris Johansen and Forrest Saville for clarification on the Decision Memo. We agreed that all the trails in the Western Gateway and VOC, with the exception of Transept, were designed for all users as stated in the Decision Memo. Forrest said he was not obligated to follow the Decision Memo or DOA and USFS publications (such as Trail Design Parameters for pack and saddle), he said they were just guidelines. I focused mainly on Outer Limits as it starts as an intermediate class 3 trail for approximately 2.5 miles at each end, then midway changes to a very steep narrow black diamond trail. Not built to pack and saddle guidelines, I asked Forrest if a bypass would be constructed as he mention they did for the narrow section of the Girdner reroute, I was told no. I concluded with saying I felt an obligation to alert equestrians through trail apps and social media of the black diamond trail sections.

Forrest said if the SRRTF User Experience Committee is looking for clarification or has issues on trails, he would be happy to answer any questions with the group.

The end of March I will arrange a meeting with the committee members to discuss other trails to bring up for review.

Joan Bouck

User Experience Committee, Chair