



# SEDONA RED ROCK TRAIL FUND

P.O.Box 4475  
Sedona Arizona 86340  
[www.redrocktrailfund.org](http://www.redrocktrailfund.org)

## AGENDA AND MINUTES FOR THE QUARTERLY BOARD MEETING MEETING

6:30 pm Monday the 2<sup>nd</sup> 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 5th<sup>th</sup>) 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