



SEDONA RED ROCK TRAIL FUND

P.O.Box 4475

Sedona Arizona 86340

www.redrocktrailfund.org

Attendees: Dan, Liz, Sandy, Pat, Lauren, Mike, Doug, Tanya, Kevin, Jennifer, Joan, Linda, Chris Johansen and step-son son Chase.

AGENDA and MINUTES FOR THE BI-MONTHLY BOARD MEETING

6:45 pm Monday the 19th of October 2020

Location: Canyon Mesa Country Club, [500 Jacks Canyon Rd](#) in the VOC or call in to 301-646-8035

THE EVENING'S BUSINESS

1. Call to Order – Kevin made a motion to elect Joan Bouck for a one-year term to the board. Motion passed unanimously.
2. Welcome of Guests – Kevin welcomed Chris Johansen and step-son Chase.
3. Changes to the Agenda – Kevin, none.
4. Approval of minutes from June Meeting – the motion carried unanimously to approve the minutes.
5. Red Rock Ranger District Update – Chris Johansen, Recreation Program Manager, for the Red Rock Ranger District went over the Red Rock Trail Crew 2020 Accomplishment Report (see report). A new trail crew starts this week on Sunday. Crews are working in the canyon to help close social trails from the highway to the creek. The Forest Service had the first volunteer work day last Thursday with Friends of the Forest. He thinks the schedule for volunteer work days will be similar to last year. Joan expressed her desire for tweaks to the Western Gateway trails to accommodate horses better. The group had a discussion about the Forest Service's request for comment on e-bikes. Kevin will send a link for the request for comment to the group. He also talked about the Great American Outdoors Act (GAOA) that was passed for the Forest Service's Fiscal Years 21 to FY 25. Deferred maintenance is what was prioritized for funding. Among other improvements, twelve toilet replacements will be made and about 12 parking lots are getting resurfaced on our forest. \$49,000 will be spent for an ACE crew for Cathedral Trail. Chris proposed that GAOA would match a 100,000 per year donation from the Sedona Red Rock Trail Fund. Future projects for next year as part of the Forest Service's normal work plan is they are contemplating streamlining camping off FR 525 and using an OHV Ranger to tackle OHV issues.
6. Reports
 - a. Treasurer – Joan. See report.
 - b. Donors – Linda. See report. Jennifer is doing the year-end saturation mailer on a 6 x 9 card. They've had a number of people who have said they'll match the funds that come in from the mailer.
 - c. Events Committee – Mike. No update. Mike is unsure if the festival will happen or if the city will issue a permit for the space. January could be a decision point.
 - d. Grants Committee – Dan. See report. Jennifer put together a grant application for the Langston Family Foundation for \$4755 to replace the "you are here" signs in the whole system.
 - e. Community Outreach Committee – Kevin. See report. He asked if people want to be on the committee to let him know. Kevin is also going to urge the city to unfreeze the money match from the Chamber that the Red Rock Trail Fund receives each year through the Trail Keepers Program.
7. New Business
 - a. FY21 Budget Approval – Joan. She went over the budget for next year. The board unanimously approved the budget.
8. Old Business
 - a. Small Projects, Project – Joan. She's addressing Dairy Springs with an equestrian point of view.
9. Comments, Announcements, Other Business
 - a. Secret Sauce Seminars – Kevin. He said he will be attending and presenting at the Durango DEVO Secret Sauce Seminars. It is \$25 and easy to attend via Zoom.
10. Adjournment – Kevin. 8:28 pm

NEXT MEETINGS & UPCOMING EVENTS: Next BOD Meeting December 7, 2020

SEDONA RED ROCK TRAIL FUND

Cash Flow October 1, 2020 to October 15, 2020

Balance October 1, 2020		\$78,356.05
<u>INCOME</u>		
Donations-Individuals		
Checks or Cash	<u>362.00</u>	
<i>Total Income</i>		\$362.00
<u>EXPENSES</u>		
Operating Expenses		
Wild Apricot Transaction Fees	21.35	
Fund Raising Exp	900.00	
Executive Position for 10/1/20 - 12/31/20	<u> </u>	
<i>Total Expenses</i>		<u>\$921.35</u>
Total Fund Balance 10/15/2020		<u>\$77,796.70</u>
Endowment fund balance from web site 10/15/20		<u>\$196,073.00</u>

Treasurer's Report

1) The 90k anonymous donor check should be deposited in the next day or two.

SEDONA RED ROCK TRAIL FUND

Fund Balance October 15, 2020

	SOURCE	10/15/20
<u>RESTRICTED PV/DS</u>	BALANCE FORWARD	\$48,732.77
	OCTOBER DONATIONS	<u>\$350.00</u>
<i>PV/DS TOTAL</i>		\$49,082.77
<u>RESTRICTED MAINTENANCE</u>	BALANCE FORWARD	<u>\$10,105.00</u>
<i>MAINTENANCE TOTAL</i>		\$10,105.00
<u>CONTRACTOR-FUNDRAISING</u>	BALANCE FORWARD	\$2,200.00
	QUARTERLY PYMT	<u>(\$900.00)</u>
<i>CONTRACTOR TOTAL</i>		\$1,300.00
<u>OPERATING EXPENSES</u>	BALANCE FORWARD	\$11,969.73
	OCTOBER EXPENSES	<u>(\$21.35)</u>
<i>OPERATING TOTAL</i>		\$11,948.38
<u>PROGRAM USE TBD</u>	BALANCE FORWARD	\$5,349.05
	ADJUST BALANCE FORWARD	(\$0.50)
	SUPPORTERS CASH/CHECK	\$12.00
<i>USE TBD TOTAL</i>		<u>\$5,360.55</u>
TOTAL AVAILABLE FUNDS		<u>\$77,796.70</u>
ENDOWMENT FUND		\$196,033.00
	INCREASE IN VALUE	<u>\$40.00</u>
	Website Balance 10/15/20	\$196,073.00

DONOR COMMITTEE REPORT

Oct. 2020

YEAR END MAILER

Jennifer is organizing the 2020 Year End Mailer. This year it will be updated with references to COVID and the benefits of being out on the trail. Liz offered to use her annual donation of \$5,000.00 to match up to \$5,000.00 of new donations. I have recruited another \$2,000, for a current total of \$7,000 matching funds.

This year we will use a combination of the Sedona saturation and possibly a follow-up ad in Kudos and an electronic appeal to our donor database. Our target mailing date is before Thanksgiving.

NEWSLETTER

Sandi will take lead of the newsletter. We will explore increasing the number of newsletters per year. In recent years, the newsletter came out in winter and summer.

A key principal that guides donor and fund development:
“Fundraising is not about money, it is about relationships.”

CULTIVATING MAJOR DONORS

Building Relationships

SRRTF has developed many relationships within the community that have allowed for successful fundraising over the years. The Committee wants to continue to build community relationships as we look at ways to cultivate new major doors. Ideas include “Friend Raiser Events” (in the future when COVID precautions allow), and ways of connecting donors with the NFS Rangers.

RECOGNIZING DONORS

Keeping Relationships

We briefly discussed donor recognition, including the possibility of developing levels of giving with designated names, and finding additional ways to recognize donors to keep them engaged.

Currently, all donors who donate via the website receive an automated thank you email, and all other donors receive a hand written thank you note. Kevin wrote the thank you notes the last 2 years and now Liz will write the thank you notes for the upcoming year. Linda will take on the “sub-group” to cultivate and recognize donors along with Sandi and Kevin.

COMMUNITY CONNECTIONS

As the new Chair of the Donor Committee, I had several meetings with the following individuals:

Stephanie Giesbrecht met with me and gave me a very clear background and update of the Donor Committee activities and will give us names of prospective donors she has cultivated.

Some equestrians, who have interest in the Dairy Springs project, met with me & Joan. More work needs to be done to cultivate a better relationship with our equestrian users.

Amy Tinderholt, District Ranger, met with me and Kevin to share ideas.

Jen Burns met with me and gave me background on the development of SRRTF.

Neil Singer, MD met with me and agreed to a donation of \$1,000, possibly annually.

Grant Committee Report

October 2020

SRRTF applied for a \$4,755 grant from the Langston Family Foundation. The funds will be used to replace and purchase new trail connector maps and two large signs at the Girdner TH (Cultural Center location).

Community Outreach Committee Report

Oct. 2020

Sedona Chamber of Commerce & Tourism Bureau (SCC&TB) has invoiced the 45 Trail Keepers who did not pre-pay their annual commitment. This is the last installment of the original 5 Year Trail Keepers program, which, if everyone pays this year's invoice and the City of Sedona does their part this year will have raised \$370,000 for non-motorized trail maintenance and enhancements.

Funding for the \$50,000 matching payment from the SCC&TB (to match the Trail Keepers contributions) hasn't been approved by the City of Sedona. The \$50,000 is part of a contingent funding amount that is to come up for discussion in December, January time frame. The Community Outreach Committee will be meeting later this month to draft a letter to the City of Sedona Council urging them to make the investment and approve this match funding. Will bounce the letter past the board prior to sending.

Michelle Conway is the interim SCC&TB CEO now that Jennifer Wesselhoff has moved to Park City. The Community Outreach Committee will be scheduling a meeting with her in the near future to discuss the next 5-Year Trail Keepers iteration. With the Sedona City Council approving Sedona Go, well maintained trail access between the City and Forest is more important than ever and the trails don't maintain themselves.

We've been offering ideas to the RRRD on Great American Outdoors Act funding requests, but won't steal Chris Johansen's thunder for tomorrow's meeting.