



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 14th of September 2020

Location: Posse Grounds Park Ramada [525 Posse Ground Rd, Sedona, AZ 86336](https://www.google.com/maps/place/525+Posse+Ground+Rd,+Sedona,+AZ+86336) or call in to 301-646-8035

Attendees: Dan, Kevin, Joan, Lauren, Liz, Doug, Mike, Sandi Heysinger, Dick Williams (member of the grants committee), Linda Pallas and Tanja Gunsberger

THE EVENING'S BUSINESS

1. Call to Order – Kevin
2. Welcome of Guests - Kevin
3. Changes to the Agenda – Kevin – No changes were made.
4. Approval of minutes from June Meeting – The minutes from June were approved unanimously.
5. Hail & Farewell – Kevin
 - a. Hail – Linda Pallas, Sandi Heysinger and Tanja Gunsberger all introduced themselves. Sandi and Dick are members of the Sedona Westerners and have lived here since 2018. Tanja has lived here since 2013 and is a hiker, biker and equestrian. Linda and her husband moved here in 2003 and has been on other boards in town and the Grand Canyon Conservancy Board. The mission of our organization matches what she sees is important.
 - b. Farewell – Rob Holeman & Stephanie Giesbrecht have both left the board. We thank them for their exceptional service and wish them well.
6. Board Elections – (See attached slate below.) The board unanimously approved the following Director's slate: Dan Blaettler –Re-election, Doug Copp – Re-election, Mike Raney – Re-election, Linda Pallas – Election, Sandi Heysinger – Election, and Tanja Gunsberger – Election
7. Reports
 - a. Treasurer – see attached financial reports.
Additionally, Liz discussed how:
 - we received the last of the funds for the nine easy hikes book and we were paid for the last 474 books. Also, we got the grant from the National Forest Foundation for \$24,420 for the Pine Valley/Dairy Springs project.
 - We are still a little negative as of the end of August in the endowment but it is gradually coming back.
 - the National Wilderness Stewardship Association did get money for trail crew tools: approximately \$9880.
 - we received approximately \$326 in cairn money from spring and summer.
 - b. Donors – We don't have a report this time around.
 - c. Events Committee – Kevin asked Mike to run the events committee and he said he was tentative to do so. But because we have to have a board member chair a committee, Mike will technically be the chair with assistance from others. He said he is unsure if there will even be a festival in 2021.
 - d. Grants Committee – see report. Dan reported the SRRTF was awarded six grants in FY20, totaling \$183,460. He put together a FY21 plan that includes over \$300,000 in grant writing. We're waiting to hear from the Forest Service on their trails planning for the year. Some of the grant writing will be for trail maintenance and new construction, but a lot of it will be focused on raising funds for project planning for the Red Rock Ranger District on projects that wouldn't start until FY22. The committee will be meeting on Sept. 25th to go into detail regarding the plan. Also the Forest Service is trying to understand what money they will get through the Great American Outdoors Act.
Joan asked about two things mentioned in the report: the crossing and a mention of Turkey Creek area. Dan provided clarifying information.
 - e. Community Outreach Committee – see report. Kevin said he will be asking either Chris Johansen or Amy Tinderholt to talk about the Great American Outdoors Act and what it means to the district.
8. Officer Elections (see attached slate below) – The board unanimously approved the following officer slate: President:

Kevin Adams – 1 Year Term*, Vice President – Dan Blaettler – 2 Year Term, Secretary – Lauren Brown – 1 Year Term*, Treasurer – Joan Bouck – 1 Year Term*. *Current Director term expires in September 2021.

9. New Business

a. FY -20 Endowment Contribution

The board prioritized making another contribution to the endowment fund at the last meeting. Our balance in our SRRTF bank account at the end of September is expected to be approximately \$158,000. We have a few upcoming obligations to pay for including the ACE Crew, Amaryth, the best practices consultant, our Wild Apricot subscription, tax prep, our PO box costs, and volunteer work days. In total we have approximately \$48,000 of commitments, leaving about \$109,000 in the bank.

The board unanimously voted to put in \$90,000 into the endowment fund and it will be matched by a private donor.

b. Board Meeting Schedule – Liz brought up that communication has lacked with only meeting once over three months. She proposed meeting every other month. Sandi said if we go to every other month, that an electronic meeting option will be needed. Linda said as a new board member, it would be nice to meet more. Doug said so long as there's material to cover, we can meet more. Tanja said she would appreciate meeting electronically and when we meet in person, we could hold future meetings in in a location in the VOC if we'd like that. Mike said the meeting will have to be later if we do it in the VOC. The board passed unanimously to meet six meetings a year.

c. Sedona Go – Lauren explained how the City is about to take a biking and walking master plan to City Council on Sept. 23rd and Oct. 27th. If you have thoughts on this plan, this is the time to make those known with City Council. The motion for Dan to write a letter on behalf of the board supporting the plan passed 6 to 4. The motion also passed for Dan to speak on behalf of the board at the City Council meeting.

d. FY21 Budget – Liz would like us to take a look at the future budget that was emailed and provide comments and suggestions before the next meeting.

e. Standing Committee Chairs – no update.

10. Old Business

a. Small Projects – see attached User Experience Committee Report, Joan and Stephanie went out in Pine Valley to give equestrian input. Because of NEPA, the other three projects in the MOU are not scheduled yet.

b. FS Trails Position Update – Kevin informed the board that the Save the Forest campaign has successfully concluded.

11. Comments, Announcements, Other Business

a. Thunder Mountain Bikes – Mike Raney and Jason First changed the name of the shop from Over the Edge to Thunder Mountain Bikes.

12. Adjournment – Kevin

NEXT MEETINGS & UPCOMING EVENTS:

Next BOD Meeting TBD

**Director Slate
2 Year Term**

Dan Blaettler – Re-election

Doug Copp – Re-election

Mike Raney – Re-election

Linda Pallas – Election

Sandi Heysinger – Election

Tanja Gunsberger – Election

Note – the FY20 Board will be voting on the above candidates as a slate rather than as individual candidates to preclude recusals.

**Officer Slate
Term as Indicated**

President: Kevin Adams – 1 Year Term*

Vice President – Dan Blaettler – 2 Year Term

Secretary – Lauren Brown – 1 Year Term*

Treasurer – Joan Bouck – 1 Year Term*

*Current Director term expires in September 2021

SEDONA RED ROCK TRAIL FUND CASH FLOW October 1, 2019 to September 5, 2020

| | | | |
|----------------------------|---|------------------------|--------------|
| Balance October 1, 2019 | | | \$125,502.09 |
| INCOME | | | |
| Donations-Individuals | | | |
| | Cairns/Collection Boxes | | 495.72 |
| | Web Site | | 7,710.00 |
| | Checks or Cash | | 9,497.00 |
| | Westerners with Matches | | 7,445.00 |
| | Mailer | | 8,796.00 |
| | Donations-Board Members | | 10,532.87 |
| Donations-Businesses | | | |
| | Hotel Check Offs - SRI Sept-July | | 4,516.24 |
| | Trail Keepers | | 100,000.00 |
| | Company Match | | 150.00 |
| | Credit Card Rebates- | | |
| | O | OTE | 36.53 |
| | Amazon Smile | | 43.95 |
| | Trail Bucks Program | | 2,067.00 |
| | Wheels on Ground/United Health/Bashas | | |
| | | Sedona Beer Co | 1,858.00 |
| | Recreation Resource Management | | 25,000.00 |
| Organizations | | | |
| | Sedona Westerner Club Match | | 1,000.00 |
| | VVCC | | 7,437.77 |
| Nine Easy Hikes Book Sales | | | |
| | | | 6,415.27 |
| Fund Raising Event | | | |
| | Mt Bike Fest | Raffle | 15,205.00 |
| | | Individual Donations | 119.00 |
| | | Business Donation 5-10 | 438.00 |
| | | OTE Raffle | 1,000.00 |
| Grants | | | |
| | Fruhman | | 5,000.00 |
| | AZ State Parks | | 10,000.00 |
| | REI | | 10,300.00 |
| | National Forest Foundation | | 24,420.00 |
| | RAC Grant (funds went directly to RRD) | | 133,848.00 |
| Total Income | | | \$393,331.35 |
| EXPENSES | | | |
| Operating Expenses | | | |
| | Pay Pal Fees | | 169.16 |
| | Wild Apricot Transaction Fees | | 443.20 |
| | 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 | | | |
| | From REI Grant to CC Trail Keeper Program | | 1,000.00 |

| | | |
|---|-------------------|---------------------|
| Additional Endowment Funding | 2,100.00 | |
| Donor Committee Exp (Mailer) | 5,058.73 | |
| CO Committee | 362.67 | |
| Event Committee Exp Mt Bike Fest | 315.09 | |
| Program Expenses Executive Position for Oct-Sept | 10,300.00 | |
| Forest Service Agreement | 103,352.08 | |
| Kiosks | 10,869.07 | |
| Volunteer Work Day Refreshments | 874.05 | |
| Signs for Western Gateway | 1,149.51 | |
| American Conservation Experience Crew | 90,017.55 | |
| Tool Package | 9,888.46 | |
| RAC grant directly to USFS | <u>133,848.00</u> | |
| Total Expenses | | \$371,197.66 |
| Total Fund Balance 9/5/2020 | | <u>\$147,635.78</u> |
| Endowment Account as of 07/31/20 per last statement | | <u>\$102,965.05</u> |

SEDONA RED ROCK TRAIL FUND

| | SOURCE | 9/5/20 |
|---|---|--------------------|
| RESTRICTED PNE VALLEY/ DAIRY SPRINGS | REI GRANT | 10,300.00 |
| | VVCC | 7,437.77 |
| | NATIONAL FOREST FOUNDATION GRANT | 24,420.00 |
| | AUG/SEPT DONATIONS | <u>6,475.00</u> |
| | | 48,632.77 |
| RESTRICTED MAINTENANCE | BALANCE FORWARD | 0.00 |
| | SEDONA WESTERNERS FOR NEW FS AGREEMENT | 1,863.00 |
| | | <u>(1,863.00)</u> |
| MAINTENANCE TOTAL | | 0.00 |
| CONTRACTOR-FUND RAISING TOTAL | BALANCE FORWARD | 12,500.00 |
| | QUARTERLY PYMT | <u>(10,300.00)</u> |
| | | 2,200.00 |
| OPERATING EXPENSES | BALANCE FORWARD | 14,263.36 |
| | TOTAL YTD | <u>(2,062.45)</u> |
| OPERATING TOTAL | | 12,200.91 |
| PROGRAM USE TBD | BALANCE FORWARD | 21,762.97 |
| | HOTEL CHECKOFFS | 4,516.24 |
| | CREDIT CARD REBATES | 36.53 |
| | OTHER BUSINESS INCOME | 2,051.95 |
| | TRAIL BUCKS PROGRAM | 2,067.00 |
| | CHAMBER TRAIL KEEPERS | 85,000.00 |
| | BOARD MEMBER DONATIONS | 10,332.87 |
| | CAIRNS/COLLECTION BOX | 495.72 |
| | FROM WEB SITE | 1,435.00 |
| | SUPPORTERS | 9,497.00 |
| | MAILER | 8,796.00 |
| | WESTERNERS | 4,482.00 |
| | SEDONA WESTERNER CLUB | 1,000.00 |
| | GRANT (Fruhman) | 5,000.00 |
| | MBF RAFFLE/DONATIONS | 16,762.00 |
| | WESTERNERS FOR ENDOWMENT | 1,100.00 |
| | TRANSFERRED TO ENDOWMENT | (2,100.00) |
| | AZ STATE PARK GRANT FOR KIOSKS (FY19) | 10,000.00 |
| | KIOSK EXPENSE | (10,869.07) |
| | CO COMMITTEE EXP | (362.67) |
| | EVENT COMMITTEE EXP | (315.09) |
| | MAILER EXP | (5,058.73) |
| | TO FUND WESTERN GATEWAY | (1,065.35) |
| TO FUND NEW FS AGREEMENT | (101,489.08) | |

| | | |
|-----------------------|----------------------------|--------------------------|
| | TO FUND TOOLS | (9,888.46) |
| | RECREATION RESOURCE MGNT | 25,000.00 |
| | NINE EASY HIKES BOOK SALES | <u>6,415.27</u> |
| USE TBD TOTAL | | 84,602.10 |
| TOTAL AVAILABLE FUNDS | | <u><u>147,635.78</u></u> |
| EDOWMENT FUND | | 103,330.90 |
| | ADDED TO PRINCIPAL | 2,100.00 |
| | INCREASE IN VALUE | <u>(2,465.85)</u> |
| | | 102,965.05 |

Grants Committee Report - 4th Quarter

1. **National Forest Foundation Grant.** SRRTF received a \$19,500 grant (developed by Jennifer) in August. The funds will be applied to the FY21 Dairy Springs/Pine Valley Trail Project in the east VOC area.
1. **Final FY20 Grant activity summary.** SRRTF was awarded six grants in FY20, totaling \$183,460. Grant sources were:
 - a. National Forest Foundation (\$24,420)
 - b. National Wilderness Trails Stewardship Alliance (\$9,890)
 - c. Yavapai Co. RAC (\$73,850)
 - d. REI (\$10,300)
 - e. Yavapai RAC (\$60,000)
 - f. Fruhman Family (\$5,000)
3. **FY21 Projects.** Dan and Kevin met on 8/20 with Chris Johansen and Forest Saville (USFS) and Pam Milavec (VVCC) to discuss trail projects for FY21 and into FY22. These are potential projects that SRRTF and VVCC might co-fund or decide which organization best suits the project funding requirements. Following is a meeting summary. Project timelines, scopes and costs still need to be developed. We are ahead of the curve on this, since most project funding requests (i.e., grants) will not start to be written until early 2021. I will keep the Grants Committee informed as project details come together; and to solicit assistance with writing and managing grants.
 - a. FY21 funded projects
 - i. Big Park trail maintenance and renovation will commence Jan-Feb '21, utilizing FS Staff, FS Seasonal Crew, ACE Crews, and volunteers. FS plans to conduct volunteer work days and will have a schedule completed by the end of September.
 - ii. Pine Valley/Dairy Springs Project will commence work in November. Essentially, the same workforce configuration as 1.a.
 - iii. Boyton Canyon/Bear Mt/Doe Mt maintenance work is scheduled to start in January, 2021; and will include contracted trail crews from ACE funded by an Arizona State Parks (ASP) grant.
 - b. FY22 Un-funded Projects
 - i. NEPA (National Environmental Protection Act) studies for Verde Valley Projects. A comprehensive NEPA for Camp Verde, Beaver Creek, and West VOC project areas is planned. Funding will most likely be needed for the NEPA. A decision memo from the District would precede the study. Cost could be up to \$50,000. The studies outside the Sedona/VOC area would not be eligible for SRRTF funding, so SRRTF will coordinate with VVCC to identify funding sources and projects.
 - ii. Cathedral Rock area heavy maintenance. Scope and cost TBD. SRRTF in coordination with VVCC will identify funding sources.
 - iii. Connector trails for Go! Sedona Pathways Plan. The City bike/pedestrian plan includes RRRD connector trails. Funding potentially could come from the Chamber's Trail Keeper Program, although this funding is uncertain as the City is facing revenue shortfalls for FY20. SRRTF in coordination with VVCC will identify alternative funding sources.
 - iv. West VOC Trail Project Design. The District may decide to conduct a concept design for the comprehensive project (similar to the approach taken with the Western Gateway Project.) Funding would be needed for this study (est. \$10-15K).
 - v. Trail Signage TBD by the District.
 - vi. New ASP maintenance grant as the existing SRRTF-funded project should be wrapping up in FY21.
4. **Mescal Trailhead Project.** Improved TH with parking and other amenities. NEPA study is complete. Project funding is secured. Estimated start is FY21.
5. **FY21 Seasonal Trail Crew.** There will be ten seasonal crew for the FY21 season. SRRTF is funding crew costs. Final paperwork and hires are in progress for a mid to late October startup.

6. **FY21 Volunteer Trail Work.** The District is moving ahead with a full schedule of volunteer days for the upcoming season. SRRTF is funding refreshments for most of the work days through a REI grant. Ranger Forest Saville is finalizing the schedule. Details for Covid-19 safety guidelines & procedures are still being worked out to meet a mid to late November start.

7. **Red Rock Crossing Non-motorized Bridge Project.** This is a project initiated by VVCC and supported by SRRTF. Chris Johansen agreed to socialize the project concept with District Ranger Amy Tinderholt and to see if there is sufficient traction to initiate a feasibility study. The VVCC offered to provide a written summary of the proposed feasibility study to the FS for Chris' discussion with Ranger Tinderholt. VVCC is amenable to funding such a study if this project moves forward. Estimated cost for a study is \$10-15K. If the project moves forward in FY22, SRRTF potentially would be interested in helping fund it.

Community Outreach Committee Report – Sept 2020

In June...

Jennifer Wesselhoff informed me that the Sedona City Council has frozen the FY21 Trail Keepers payment (tentatively scheduled to be passed on to us ~ February 2021) due to projected budget shortfalls. At the time, the City was looking at April bed tax receipts and projecting a huge budget hole and froze discretionary spending. The City's finances have improved since then, but funding for Trail Keepers is still on hold. Separately, Red Rock Ranger District (RRRD) Recreation Program Manager, Chris Johansen, informed me that the City is looking for the Forest Service (FS) to help with Sedona Go's connections with FS trails. Lauren will be addressing Sedona Go at our meeting on the 14th. Informed Chris that the City has frozen the FY21 Trail Keepers payment. Perhaps he'll use that information to point out to the City the need for this payment to fund the crews that would be performing the Sedona Go connection work. Will continue to monitor.

In July...

Warren Meyer of Recreation Resource Management (RRM) let me know that the site closures earlier this year would limit RRM to a \$25,000 contribution and he committed to go back to the full \$50,000 in 2021.

The Verde Valley Cyclists Coalition donated \$7,437.77 to the SRRTF. These funds were raised in support of the Pine Valley/Dairy Springs project that will commence during FY21's field season.

Forrest Saville was hired to fill the newly created permanent position at the RRRD for Non-Motorized and Motorized Trails. Our *Save the Forrest* campaign that was begun at a meeting with Forest Supervisor Laura Jo West in June 2019 to replace the temporary position that Forrest held since 2015 and was expiring in September 2020 was successfully concluded.

We did not renew the Independent Contractor Agreement with Amaryth Gass in a business sponsorship development role. We did this because we were informed that our grant application to the Arizona Community Foundation to partially fund this position was not approved and the aforementioned freezing of the Trail Keepers match meant that we could no longer afford this position. We did enter into another Consulting Agreement with Amaryth to assist us with the upcoming raffle that precedes the Sedona Mountain Bike Festival online during the month of February and culminates at the Festival. Depending on 2021 Festival status, this year's raffle may be 100% online.

In August...

Kyle Robb reported for duty at the RRRD as Trail Crew Supervisor formally replacing Brett Edstrom who took a desk position in Flagstaff in 2019. Kyle formerly worked as a member of the RRRD seasonal trail crew and took a permanent position at the Allegheny National Forest in Pennsylvania in 2018 after the RRRD crew season ended. Kyle was detailed to the RRRD this past field season to run the crew. It's great to have Robb back.

The RRRD approved select volunteer activities to occur.

Jennifer Wesselhoff gave notice that she was leaving Sedona and the Sedona Chamber of Commerce & Tourism Bureau (SCC&TB) to take a similar position running the Park City Utah Chamber of Commerce and Visitors Bureau. I spoke with Jennifer during the last week of August and she said that the SCC&TB has engaged the same national search firm that recruited her to her new position to replace her. She anticipates an interim filling her position beginning October 7th (her last day is October 6th) until the position is filled. Once an interim is named, I'll set up a meeting and likewise when the permanent hire is onboard.

Most notably, Congress passed and the President signed the Great American Outdoors Act (GAOA). The GAOA will provide permanent, full funding of the Land and Water Fund (LWCF) and establishes the National Parks and Public Land Legacy Restoration Fund. These two programs will invest in our public lands and support American conservation long into the future. The GAOA will provide federal land management agencies with critical resources to address the \$22 billion deferred maintenance backlog on our public lands. Revenue generated from energy development on federal lands and waters from fiscal year 2021 (FY21) through FY25, totaling up to \$9.5 billion over five years. The Fund will be divided among five federal land management agencies, with the FS slated to receive 15 percent of the funds. The RRRD was tasked in August to identify its FY21 maintenance requirements to be funded by the GAOA. Chris Johansen told me that the RRRD was taking a long view on this funding and I asked, since the FY21 maintenance RRRD's effort had already been fully funded, primarily through SRRTF funding (either through grants or direct funding to the RRRD), that any GAOA funding received by the RRRD be used in lieu of SRRTF direct funding since the SRRTF's funds don't expire.

I met with Jim Foss at the end of the month. Jim is the Director of Outdoor Adventure and Activities for Enchantment Resort, I met with him to tour their new Trail House and give Jim an update on the SRRTF. Enchantment is planning a ribbon cutting for its new Trail House on October 14th and as part of the celebration, they'll be making a \$10,000 donation to the SRRTF! We also discussed passive opportunities for Enchantment guests to be educated on how the trails they use are maintained and ways they can contribute. Will follow up next month during the celebration.

Other Developments

Nine East Hikes Book - Last year, Jennifer Wesselhoff informed us that the final printing of this book would occur. In late August, she let me know that they had 474 salable books in inventory and wanted to wrap this program up before she departed. She offered to turn over the remaining books to us to sell or simply pay us \$4.00 per book and owe us no more \$\$\$\$. The SCC&TB would continue to sell out the inventory and has no plans for a reprint.

For those unfamiliar with this book, it was a project started in 2017 that originated out of SRRTF led collaborative Red Rock Trails Sustainable Funding Working Group meetings to identify funding sources for the maintenance and enhancement of the non-motorized trails near Sedona and the Village of Oak Creek. The group included all local governments, FS, Arizona Game and Fish Department, and local non-profits including Friends of the Forest, Oak Creek Watershed Council, Keep Sedona Beautiful and the Verde Valley Cyclists Coalition.

The book project was run by the SCC&TB. The funding scheme was that the SRRTF would receive 100% of the book sales proceeds after each printing once the SCC&TB recovered the book's printing costs and author royalty fees through individual book sales. In total, there were two book printings. The books sell at retail at \$8.00 (when the visitor center reopens) and wholesale at either \$6.00 or \$5.50 depending on quantity. Since we have yet to sell one of these books on our [website](#) and I wasn't real enthusiastic about us getting into the book warehousing and distribution business, I took Jennifer up on her offer (\$1,896.00) which will be added to our \$4,519.27 share due us from the sales since the SCC&TB's costs were recouped after the 2019 printing. In the three plus years since this book was offered, it generated \$14,554.05 in revenue for the SRRTF.

Community Outreach Funds Received June 1st – September 5th (thanks Liz)

Recreation Resource Management: \$25,000.00

Verde Valley Cyclists Coalition: \$ 7,437.77

Sedona Chamber (Book Sales): \$ 6,415.27

Sedona Real Inn Check In: \$ 1,123.00

Trail Bucks: \$ 83.00

Amazon Smile: \$ 13.49

Total \$40,072.53

Sedona Red Rock Trail Fund User Experience Committee Report 9/6/2020 Update on the trails submitted in the January 3, 2020 MOU, Courthouse Butte is completed, Llama, Rector and Big Park trails have not been scheduled. I have not called a meeting with committee members since some of the members leave for the summer and find it difficult to schedule a meeting. In addition three of the four items submitted in January still need to be scheduled. I will schedule a meeting before the next board meeting to see if committee members have any new trail issues to review. At the January 30, 2020 meeting with Chris Johansen and Forrest Saville regarding trail issues for equestrians in the Western Gateway development, Chris suggested I view the trail planning for the Pine Valley and Dairy Spring trails with Forrest. The morning of August 5th, Stephanie Giesbrecht and I met with Forrest and Kyle to view the proposed trail. We explained to Forrest and Kyle what was necessary and required for equestrian use, and agreed to another review once it was blue flagged. This will address trail issue during construction and not having to corrected issues after the trail is constructed. Joan Bouck User Experience Committee, Chair