

**Sedona Red Rock Trail Fund
Board of Directors Meeting Minutes
October 15, 2018**

Directors Present: Doug Copp, Lauren Browne, Joan Bouck, Liz Sweeney, Kevin Adams, Curt Kommer.

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

1. Call to Order – Kevin
2. Changes to the Agenda – Kevin
3. Approval of minutes from September Meeting – Lauren (Dan sent out the minutes on September 30th)

Minutes were approved

4. Red Rock Ranger District Update – Adam Trail work starts at the end of the month

Joan brought up a safety concern for all trail users with bikes traveling into a blind downhill section of trail in Big Park and suggested a short reroute along the side of the hill. Adam said that can be discussed in the planning process in future years.

5. Reports

- a. Treasurer's – Liz

October 1st is the beginning of the fiscal year. We haven't had much activity this month. See Liz's fiscal report.

She also gave us last year's report. Our total income was \$161,464.04 with total expenses of \$100,944.94. The bank balance as of September 30th is \$104,195.01

We have two, four person crews going out on the \$66,666.66 we're going to spend with the VVCC on the Western Gateway.

The IRS needs an additional 60 days on the IRS issue that Liz will be taking care of.

- b. Executive Committee - Kevin

i. Website changes

The Trail Keepers are now in our sponsor section of the website. Also in the About Us section our governance information is accessible. Kevin will ask Clint to set up a link to access our meeting minutes.

Kevin is also looking at ways to automate our thank you letter process, our Quick Books, mail chimp, etc. through a backend process.

ii. Board recruiting

We have four board vacancies.

Kevin will be meeting with other local non profits to let them know what we're doing, and ways to volunteer on our committees and how to be on our board.

Kevin asked that everyone fill out their sheets that tell him their interests so he can know more about you and your talents.

c. Grants Committee - Doug

They put together a spreadsheet of about 12 grants, if they get them all it's \$110k, and they're going to divvy up the 12 so each person has about 3 to go after.

i. REI Grant – Curt

Curt passed along the REI trail day schedule which will be on Thursdays and Saturdays. The first one is November 8th. They're going to advertise in the Phoenix area to recruit people to come up.

The SRRTF is going to provide drinks and Marty is working with Famous Pizza to get food for the volunteers. Kevin will get Lagunitas Beer that is donated. Curt will work on getting some press of the event, specifically highlighting the Saturday, November 17th work day.

ii. NFF Grant – Kevin

Jennifer has been in touch with Jordan of ACE to finalize the agreement. We'll be added as additionally insured.

d. Events Committee – Joan

Joan, Stephanie Giesbrecht, Lauren and Bonnie Miller met and discussed what is secured in the raffle.

Lauren informed Joan that Rob has been working with Giant for a bike donation.

Joan was thinking of pursuing the Gem and Mineral Show and Chili Cook Off as events we could attend. Bonnie said we could attend a horse event she's putting on in the summer.

Joan brought up the idea of having a girl in skimpy clothing with the board and the board direction was that it's up to the committee to decide.

Kevin explained his thoughts on the VVCC helping us sell tickets online and in person in the beer areas. They would keep the beer sales money and we would keep all money collected for the raffle. The VVCC would basically just be promoting the SRRTF raffle.

Kevin also said Rob Holeman has been working with Ken Rowe on making a bronze for the festival if we pay for materials.

Shelley Woellmer and Marilyn Paul, and Mike (Raney) will also be on the Events Committee.

Paul also said the Hilton will allow us to come to their annual event and have a donation booth.

e. Community Outreach Committee - Kevin

Rob and Kevin emailed and came up with a budget, goals and a strategy to do it. Kevin meets with Jennifer Wesselhoff on getting business incentives to sponsor Western Gateway trails to leverage the \$30k the Chamber will be getting us.

6. Old Business – None

7. New Business – None

8. Comments, Announcements, Other Business

IMBA will be giving an award to the VVCC, the Red Rock Ranger District, the SRRTF, etc. and Kevin and Marty will be going to get the award. Kevin wanted to know where to put it and the group thought it would be good at the Ranger Station visitor center. Adam will check if it's possible to put it there, as long as we can take it for events and things.

a. Call with Paul Babbit of Rep O'Halleran's office

Kevin has a call tomorrow to talk about The National Trail Stewardship Act of 2016 that made Sedona a priority and how to make the fact that we're a priority a success.

He's going to discuss our experience with the Act's implementation and offer suggestions for improvement.

9. Adjournment – Kevin