



SEDONA RED ROCK TRAIL FUND

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

AGENDA AND MINUTES FOR THE BI-MONTHLY BOARD MEETING

6:00 pm Monday the 7th of December 2020

Location: ZOOM Call

<https://us02web.zoom.us/j/88294679794?pwd=d29FckIrYnQzNUdBMU1nSVINRVZ1UT09>

Meeting ID: 882 9467 9794

Passcode: 356359

THE EVENING'S BUSINESS

1. Call to Order – Kevin called the meeting to order. Attendees were: Kevin Adams, Lauren Browne, Mike Raney, Sandra Heysinger, Linda Pallas, Dan Blaettler, Doug Copp, Joan Bouck, Jennifer Burns, Pat Jager and Tanja Gunsberger. The three guests were: Jennifer Perry, Gary Dokes and Dick Williams
2. Welcome of Guests – Kevin welcomed:
 - a. Jennifer Perry – Regional Director Arizona Community Foundation (ACF) of Sedona.
 - b. Gary Dokes – Chief Investment Officer Arizona Community Foundation.
 - c. Dick Williams – Potential board member.
3. Presentation Arizona Community Foundation of Arizona
 - a. SRRTF Endowment Update and ACF Financial Oversight – Gary Dokes talked about the endowment and how the funds are stewarded. Our funds are in the long term, diversified pool in stocks and bonds. We are welcome to attend any quarterly ACF meetings.
 - b. 2021 ACF Competitive Grant Cycle Update – Jennifer Perry Jennifer said in terms of upcoming grant opportunities, there are two: ACF of Yavapai County Grant Cycle if we have any projects taking place in the Verde Valley area. Then there's a Sedona Grant cycle that would be Sedona AND Verde Valley. There will grant workshops in January and one member of the organization will have to come.
 - c. ACF COVID Relief Efforts – Jennifer. Last, Jennifer talked about their COVID response. ACF stepped up to support non-profits in need. They established a fund for COVID relief and received over 1500 requests, with 800 funded. They gave out \$9 million to organizations across the state over the course of two weeks.
4. Changes to the Agenda – Kevin. There were none.
5. Consent Items – The board unanimously voted to approve the following items:
 - a. Minutes and Reports from October 19, 2020 Regular Meeting.
 - b. Grant Committee Activity Report, as corrected, sent to the Board via email on November 29, 2020
 - c. User Experience Committee Activity Report sent to the Board via email on November 29, 2020
 - d. Donors Committee Activity Report sent to the Board via email on December 3, 2020
 - e. Community Outreach Committee Activity Report sent to the Board via email on December 3, 2020
 - f. Treasurer's Report sent to the Board on December 4, 2020

6. Planned Future Activities

- a. Cash Flow – Joan said as of December 4th, the SRRTF received \$14,605.00 from the mailer. Included in that total was \$7,000.00 from three of the four matching donors. Their match obligation has been fulfilled as the mailer generated \$7,605.00 in donations. We are waiting for a \$5,000 match that's in the mail - the donor is using a DAF (Donor Advised Fund) to send to us. Joan is projecting an addition \$7,000 in mailer donations for a total of \$26,605. The mailer cost as of 12/4/20 is \$3,235.97 so the projected net amount is \$23,369.03.
- b. User Experience – Joan said everyone agreed on the committee to move forward with working on the Forest Service regarding the three items not accomplished yet.
- c. Donors – Linda went over three items she's planning in the future. She'd like to construct a yearly donor wall to recognize people for giving at certain levels. She'd also like to organize a plan for all Board members to write thank you notes to valued donors and in the next few weeks she will be in touch with Board members to make arrangements. Last, in the business plan for the Donor Committee, it's suggested to hold an event to thank our major donors. But we'll have to get creative on how to do this. We could do this at the Western Gateway in May where we could accommodate a small group of people.
- d. Events – Mike had the same update that it's not looking great to having a festival any time soon. The group is trying to work on details on if there's any way to do a raffle.
- e. Grants – Dan gave an update but first, Lauren asked what they were planning to meet with the Forest Service on, on Dec. 8th on what the Forest Service's future projects are. Dan wants to hear about what the District Ranger has in mind so we can have a better idea of what we're raising funds for like NEPA, staff time for conceptual layouts, etc. The goal is to come up with a clear matrix for what the goals of each project are and what the needs are along the way to be more clear about our fundraising activities are like grants, donors, etc. Jennifer said the volunteer work on the district has been more limited because of the uptick in COVID cases.
- f. Community Outreach – Kevin said the community outreach committee is transitioning to turning over the chair to someone else. He will prepare a board resolution so that it is not required that the president doesn't have to be the chair of this committee.

7. Director Election - Approve

- a. The board voted on the election of Dick Williams to fill the unexpired term (September 2021) of vacancy created by the resignation of Liz Sweeney. Dick Williams told us about himself. He retired from Shell and loves to hike and road bike. He believes that money is good but your time is better which is why he's here. The board unanimously to approve Dick as a board member.

8. New Business

- a. Media Inquiries/Engagement – Linda talked about how the Donor Committee is enhancing our marketing by letting the community know better about what we do. Linda has volunteered to be the liaison with the media. If you're taking photos, please take high resolution photos. It would be helpful to see trail workers in action. She's working on a spreadsheet on all the publications with deadlines, regulations, point of contact, etc. Mike said he has high resolution, mostly bike photos and Lauren offered any help she can provide Linda on editing if she needs it.

9. Old Business – None.

10. Comments, Announcements, Other Business

11. Adjournment – Kevin. Adjourned at 7:51 pm.

NEXT MEETINGS & UPCOMING EVENTS:

Next BOD Meeting February 1, 2021

Grants Committee Report

On Sun, Nov 29, 2020 at 2:26 PM Dan Blaettler <dblaettler@outlook.com> wrote:

1. Dick submitted a MBAA \$2000 application for work on the Dairy Spring/Pine Valley project on Oct 30th.
2. Jennifer submitted and was successful in obtaining a Langston Family \$2000 grant awarded 11/9. Funds will be used to produce trail maps at connector intersections (“You Are Here”).
3. Kevin, Dan, and Jennifer will meet with Forest Saville of RRRD and two members of the VVCC executive board on Dec 8th to identify long range projects, 2022 and beyond.

Dan

User Experience Committee Update

December 7, 2020

MOU Projects

On November 9, 2020 the User Experience Committee held a meeting via Zoom. Prior to the meeting, Joan created a presentation and shared it with the committee members. The presentation reviewed the three projects that have not been completed on the MOU. During the meeting, all members agreed to pursue the work. Following the meeting, Joan emailed Forrest and asked for an update on the projects. He replied they would have to go through NEPA.

Jennifer had the opportunity to speak with both Forrest and Chris. The *Rector alternate route* does need NEPA and will depend on the NEPA related decision. If it’s passed it will be scheduled with other work in 2022 or 2023.

The *Llama and south Big Park Loop short reroutes* may need archaeological surveys and clearances if they are out of the previous archy approved corridor. We won’t know if they will be included in the 2021 work schedule until we have confirmation on the previous surveys.

Donors Committee Report



SRRTF - DONOR COMMITTEE REPORT – December 4, 2020

Donor Committee Members:

Linda Pallas, Chair, Kevin Adams, Jen Burns, Amaryth Gass, Sandi Heysinger

****Just a note of thanks to this great group of people who are very industrious and creative! - Linda***

The usual fundraising activity of a Donor Committee is to call on prospects, plan meet & greets and organize gatherings. However, in this era of COVID-19, we have taken the “stay-at-home” approach as an opportunity

to focus on enhancing our marketing plan. By letting our community better know our mission and what we do for the community, we will be better poised to seek donors when the time is right.

Marketing Action Plan FY21

Marketing...Communications...Donor Cultivation & Stewardship – it's the same

GOALS stated in our business plan:

- Acquire New Donors & Determine Qualifications of Major Donors
- Deepen Community Engagement

ACTIVITIES

1) Year-End Appeal – Jen & Linda

Post Card Mailer – Reaches all Sedona/VOC residents in Nov/Dec, plus out-of-town donors for whom we have a mailing address. *Many thanks to Jen for taking the lead on this!* The Year End Mailer Post Card was mailed to all residents in Sedona and VOC on November 23, 2020. We have a total of \$12,000 in matching funds donated for the cause from generous donors. Next year we hope to get this sponsored, possibly with the printing costs covered by APS through its grant program and the postage costs donated.

Email Appeal – Reaches Donor Contact list. We will add a year-end email appeal to our donor contacts.

Letter to Lapsed Donors – Reaches people who have supported us in the past. This letter is intended to go to those donors who gave in the past but have lapsed. We hope to bring them back to us!

2) Quarterly Email Newsletters with Appeal - Sandi

Email Newsletter – Reaches Donor Contact list. *Thank you, Sandi for taking on this project!* Going forward, we are planning to increase the number of Email newsletters to 4 per year, generally quarterly. This year's calendar for Email Newsletters: March, June, September, and October/November. We are targeting the October/November Email Newsletter to be in the form of a "Donor Impact" report and we may adjust the date as needed.

3) We developed a tagline for the SRRTF

"OUR Trails are Calling..."

This tagline will be used for all advertising and was decided upon after many welcome suggestions by Donor Committee members for a creative tagline that would catch attention and cause people to stop and read about the SRRTF. It is intentionally open-ended so that it can be used in all fund development activities.

4) Quarterly Print Media Ads – Linda & Contracted Service

These reach beyond our Donor Contact list into the Verde Valley. We have contracted with a consultant who has developed a branded print ad and negotiated terms with print media, specifically KUDOS, that reaches residents in Sedona, the VOC and throughout the Verde Valley. KUDOS is mailed to Sedona and VOC residents and is picked up throughout the Verde Valley and available in hotels, Chambers of Commerce, and medical facilities as well as other public businesses. The ad directs readers to our website where they can read the newsletter, learn more about SRRTF and DONATE!

Our Trails are Calling...

The Sedona Red Rock Trail Fund partners with the Forest Service to build, improve and maintain the red rock trails that you love. Join us in giving the red rocks a helping hand because those gorgeous trails need your support!





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- KUDOS – We have created this branded ad that will run quarterly. All KUDOS print ads will be front forward placed which means that they appear in the front portion of KUDOS (before the fold). This area is read more often than the rest of the KUDOS and was an integral part of the negotiation for SRRTF. The first ad will appear in KUDOS on December 16 and is timed so it follows-up our year-end mailer and serves as a reminder. The ads are full color with dimensions of approximately 5” x 5”. In addition, we have secured website ads that will run concurrently with the KUDOS print ad for 30 days or 30,000 impressions, whichever comes first. This was done to increase awareness for internet subscribers as part of the negotiation. Of note, we came in slightly under budget for this advertising.
- The Verde Valley Independent – We will have four ads for this publication that reaches the entire Verde Valley as well as Jerome scheduled for January 17, April 11, July 11, and December 12. These ads will be FREE to SRRTF and are sponsored by the Salt River Materials Group (SRMG). The ads are full color with dimensions of approximately 10” x 7.5” and are featured on the back cover of the “My Week” insert (similar to “The Scene” in the Red Rock News) which is very popular with the subscribers of the newspaper.
- The Villager – We are currently negotiating with The Villager newspaper to provide us with a designated monthly column. As SRRTF already writes articles for them frequently, it will be advantageous to further awareness and our outreach through a column. It is anticipated that the column will be written by members of the Board.

Respectfully submitted,

Linda Pallas, Chair

Community Outreach Committee Report

On Thu, Dec 3, 2020 at 9:55 AM Kevin Adams <moretrailboss@gmail.com> wrote:

The Community Outreach Committee (the Committee), consisting of members Kevin Adams (Chair), Sandi Heysinger and Dick Williams met on October 26, 2020 to discuss the following items:

1. sending a letter to the City of Sedona urging them to unfreeze the last \$50k Trail Keepers match;
2. schedule a meet with Michelle Conway, Interim Sedona Chamber of Commerce & Tourism Bureau CEO to discuss how the current Trail Keepers invoicing is going and discussing a follow-on program (Ranger Amy Tinderholt mentioned we need to have more structure around “temporary” signage);
3. creating a replacement or companion business sponsorship program for non-Trail Keeper businesses that want to participate in supporting the SRRTF; and
4. open discussion on how we can get more business buy in and/or follow-on Trail Keepers Program.

From that meeting, a draft letter to the City of Sedona was sent to the SRRTF Board on October 28th and face-to-face meetings were scheduled with Ranger Amy Tinderholt and Michelle Conway interim SCC&TB President.

On November 30th, Sandi, Dick and Kevin met with Amy at Kiwanis Park in the VOC to discuss Trail Keepers II and to provide Amy with an advance copy of the Trail Keepers match letter to the City of Sedona. Amy is supportive of a follow-on Trail Keepers initiative, but there are minor bureaucratic and administrative hurdles that will need to be addressed. Amy agreed to be the point person with the FS in working with the Committee on this initiative.

On December 2nd, Sandi and Kevin met with Michelle Conway and SCC&TB’s Director of Finance, Gary Stewart, to obtain an update on the final Trail Keepers invoice status and provide Michelle with an advance copy of the Trail Keepers match letter to the City of Sedona. Gary reported that the SCC&TB invoiced the 43 Trail Keepers that did not make an advance commitment payment, has received payment from 24 Trail Keepers and only two have indicated so far that the final payment, due December 31st, may be a problem. One was Wildland Trekking. Wildland stated that they could only provide \$500 and would send that directly to the SRRTF. Joan reports that the SRRTF has received the payment and she is making a \$500 payment to the SCC&TB. **UPDATE:** Wildland contacted Amarthi Gass later on December 2nd stating that they could make the 2nd \$500 payment by January 31, 2021. Amaryth is checking with Gary Stewart to see if that’s OK with the SCC&TB. To secure the full \$50k from the City of Sedona, the SRRTF may have to provide a make-up contribution to the SCC&TB that will be returned to us. Stay tuned.

Michelle and Gary indicated that the SCC&TB would be approaching the City in early January to release the Trail Keepers match (and other SCC&TB frozen funds) and suggested that we hold off sending the letter until early January. Sandi and Kevin agreed.

Michelle also indicated that the SCC&TB was close to filling its CEO position, vacated with Jennifer Wesselhoff’s departure in October.

Also on December 2nd, Kevin had a call with Jennifer Perry - SCC&TB Executive Board Member and community liaison for the SCC&TB’s new CEO - who asked for information on Trail Keepers to prep the new

incoming CEO on this program prior to the SRRTF's meeting the person. The below information was sent to Jennifer. The hire is expected to be publicly announced next week and the Committee has it on good authority that the person will be on the job in early February 2021.

Respectfully submitted,

KSD - Kevin, Sandi and Dick

From: Kevin Adams <moretrailboss@gmail.com>
Date: Wednesday, December 2, 2020 at 11:35 AM
To: "Jennifer W. Perry" <jperry@azfoundation.org>
Subject: Trail Keepers

Jennifer,

Thank you so much for planting some seeds with the incoming SCC&TB CEO on the Sedona Red Rock Trail Fund's (SRRTF) behalf.

The Trail Keepers Program (the Program) came out of a collaborative process a little over 4 years ago led by the SRRTF that involved all local governments, Forest Service, Arizona Game and Fish Department, and local non-profits including Friends of the Forest, Oak Creek Watershed Council, Keep Sedona Beautiful and VVCC to raise funds for the basic maintenance and enhancement of the trails near Sedona and the Village of Oak Creek.

The Program began in 2016 with 25 businesses committing \$1,000 annually for five years. These businesses' generosity was matched by the SCC&TB with bed tax funds directly sourced from the City of Sedona. The Program proved so popular that in 2018, it was expanded by 10 businesses and expanded again in 2019 by 15 businesses making the same monetary commitment for three and two years respectively. 100% of the \$270,000 in Program proceeds through 2019 have gone to fund Forest Service full year and seasonal – 6 month – trail crew members needed to maintain Sedona's world-class non-motorized trail system. For the 2020-2021 field season that began last month, funds raised by the SRRTF through the Program and other sources, will fund two-thirds of the cost of the two full year and 11 seasonal crew members dedicated to the Effort.

The Program is essentially a co-op program between local businesses, the City of Sedona, the SCC&TB, SRRTF and Forest Service. In return for an annual contribution to the SCC&TB of \$1,000, local businesses receive the following brand name awareness benefits:

- Business name listed on three signs at designated trailheads (determined by the Forest Service). A limit of five business names listed on each sign. The signage will be removed from the Trailheads by December 31, 2021 - the initial program's expiration date.
- Listing on VisitSedona.com (1.7 million unique visitors per year)
- Recognition in Experience Sedona Guide (275,000 printed annually)
- Usage of program logo in the businesses own promotional materials

The SCC&TB handled business recruitment for the original 25 Program participants and the 2018 expansion. The SRRTF handled business recruitment for the 2019 expansion. The SCC&TB invoices participants annually, payment due by December 31st, who did not pay upfront and takes care of the above benefits to include sign creation. The SCC&TB also works annually with the City on the Program match.

The SRRTF works with the Forest Service to ensure the signs are installed at designated trailheads and ensures funds are used for trail maintenance and enhancements through its Collection Agreement with the Forest Service. Payment by the SCC&TB to the SRRTF usually occurs the end of February annually.

2020 is the last year of the original five, three and two year funding commitments. The SRRTF has begun discussions with the Forest Service on the next Program iteration and I mentioned this to Michelle Conway this morning. Michelle was supportive of the Program but obviously not in a position to make any commitments regarding any follow on effort.

Please let me know if you need additional information.

Thank you so much for the help.

Kevin

Treasurer's Report

SEDONA RED ROCK TRAIL FUND
Cash Flow October 1, 2020 to December 4, 2020

Balance October 1, 2020 \$78,356.05

INCOME

Donations-Individuals	Website, PayPal, Check & Cash	1,809.00	
	Westerners with Matches	1,000.00	
	Mailer	14,605.00	
	Endowment Match	90,000.00	
Donations-Businesses	Hotel Check Offs - SRI October	1,558.00	
	Amazon Smile	11.75	
	Trail Bucks Program	48.00	
Organizations	Sedona United Methodist Church	250.00	
Grants	Langston Family Foundation	2,000.00	
Total Income		\$111,281.75	

EXPENSES

Operating Expenses	Pay Pal Fees	1.86	
	Wild Apricot Transaction Fees	91.38	
	Fees and Subscriptions	15.00	
	Postage	44.00	
Donor Committee Exp (Mailer)		3,235.97	
Fundraising Exp	Mt Bike Festival-Raffle Organizer	900.00	
Total Expenses		\$4,288.21	

Transfer to Endowment \$90,000.00

Total Fund Balance 12/4/2020 **\$95,349.59**

Endowment Account as of 10/31/20 per statement **\$284,246.90**

Treasurer's Report

1) FY20 tax return is being prepared by Desert Foothills Accounting & Tax Service

Upcoming Expenses

December 2020 \$500 for tax return (estimate)

January 1, 2021 \$130 PO Box

January 1, 2021 \$900 Contractor for raffle fundraiser

SEDONA RED ROCK TRAIL FUND
Fund Balances

	SOURCE	10/15/20	12/04/20
RESTRICTED PV/DS	BALANCE FORWARD	48,732.77	48,732.77
	SUPPORTERS - INDIVIDUALS	350.00	350.00
PV/DS TOTAL		49,082.77	49,082.77
RESTRICTED MAINTENANCE	BALANCE FORWARD	10,105.00	10,105.00
	TRAIL SIGNS		3,500.00
	BELL ROCK AREA		100.00
MAINTENANCE TOTAL		10,105.00	13,705.00
CONTRACTOR-FUNDRAISING	BALANCE FORWARD	2,200.00	2,200.00
	QUARTERLY PYMT	(900.00)	(900.00)
CONTRACTOR TOTAL		1,300.00	1,300.00
OPERATING EXPENSES	BALANCE FORWARD	11,969.73	11,969.73
	EXPENSES	(21.35)	(152.24)
OPERATING TOTAL		11,948.38	11,817.49
PROGRAM USE TBD	BALANCE FORWARD	5,349.05	5,349.05
	ADJUST BALANCE FORWARD	(0.50)	(0.50)
	SUPPORTERS - INDIVIDUALS	12.00	1,459.00
	SUPPORTERS - BUSINESS		261.75
	HOTEL CHECKOFFS		1,558.00
	TRAIL BUCKS PROGRAM		48.00
	WESTERNERS MATCH	(\$1,000 posted to trail signs)	
	MAILER UNRESTRICTED		7,005.00
	MAILER RESTRICTED	(\$500 trail signs, \$100 Bell Rock)	
	MAILER MATCH		7,000.00
	MAILER EXPENSE		(3,235.97)
USE TBD TOTAL		5,360.55	19,444.33
TOTAL AVAILABLE FUNDS		77,796.70	95,349.59
EDOWMENT FUND	BALANCE FORWARD 10/1/2020	196,033.00	196,033.00
	ADMIN FEES	0.00	-90.86
	GAINS and LOSSES	40.00	-1,695.24
	ENDOWMENT MATCH		90,000.00
		196,073.00	284,246.90