



# SEDONA RED ROCK TRAIL FUND

P.O.Box 4475

Sedona Arizona 86340

[www.redrocktrailfund.org](http://www.redrocktrailfund.org)

## AGENDA AND MINUTES FOR THE BI-MONTHLY BOARD MEETING

6:30 pm Monday the 1<sup>st</sup> of February 2021

**Location:** ZOOM Call <https://us02web.zoom.us/j/81169939193?pwd=d0dVdmlwV0pmWWILWWwwNFBwMmEwUT09>

Meeting ID: 811 6993 9193

Passcode: 225311

### THE EVENING'S BUSINESS

1. Call to Order – Kevin. Attendees: Kevin, Sandi, Dick, Joan, Linda, Tonja, Dan, Jen, Joan, Lauren, Mike, Doug and Pat.
2. Welcome of Guests – Kevin
  - a. Candace Strauss, Incoming Chief Executive Officer, Sedona Chamber of Commerce and Tourism Bureau
  - b. Meet and Greet with Candace and SRRTF Board Members. Candace gave an introduction of herself. She comes from Montana and starts Feb. 22<sup>nd</sup>. Her background is in making memories for people. She's been in tourism since 2011 and most recently worked in Copenhagen. The board took turns introducing themselves to Candace.
3. Changes to the Agenda – Kevin. The consent items were updated in 4a and 4b to reflect the correct date.
4. Consent Items – Approve. The board unanimously approved the following consent items:
  - a. Minutes and Reports from December 7, 2020 Regular Meeting sent to the Board via email on January 30, 2021
  - b. Treasurer's Report sent to the Board via email on February 1, 2021
  - c. Community Outreach Committee Activity Report sent to the Board via email on January 25, 2021
  - d. Donors Committee Activity Report sent to the Board via email on January 27, 2021
  - e. Grant Committee Activity Report sent to the Board via email on January 27, 2021
5. Planned Future Activities
  - a. Cash Flow – Joan. Operating expenses were a bit higher because of the tax return and subscription to the website. Joan submitted the trail fund's taxes as well. Upcoming trail-related expenses are for the Turkey Creek Concept Plan and ACE crews. The mailer netted over \$40,000.
  - b. User Experience – Joan. There is no update since the last meeting. Forrest is checking if the projects need to go through NEPA.
  - c. Special Project (Turkey Creek, Signs, Best Practices, Girdner TH [with VVCC/RRRD]) – Jen. She is coordinating efforts to develop a trailhead concept for Western Gateway. Second, she is working with the Turkey Creek Trail Concept. The kick off meeting is happening right now. Third, she is working on replacing "you are here" signs with a grant we got. Fourth, she is working on replacing the trailhead kiosk signs because they are outdated. There's 32 trailheads, and costs are being assessed. Last, the best management project that was funded through a grant to put together a manual for people who are ACE volunteers and seasonal Forest Service workers to talk about best practices in trail building, is still in the works.
  - d. Donors – Linda. She is looking at writing articles in local publications. The Donor Recognition page is well on its way to being done on the website. She will send a draft before it's posted. Sandi has taken the lead on newsletters and the next one will be in March. When there's not a newsletter, a shorter email will be sent. Linda is looking at an October Donor Event or one via Zoom in May. She is also working on a marketing plan.
  - e. Mission – Pat. A review is being worked on with recommendations on changes to the mission. She hopes to wrap up this review in the next couple months.
  - f. Events – Mike. The spring festival was moved to the second week of November.
  - g. Grants – Dick. He got a \$2,000 grant and is putting in for a \$5,000 grant. He attended the ACF and Arizona State Parks grant workshops. Yavapai County ACF is open today and the Sedona ACF opens next month, so those will be worked on in the coming weeks. He's firming up the work plan.
  - h. Community Outreach – Kevin. We might not need to release the email to the City Council and he's waiting on that. 47 Trail Keepers have paid. The 15 news ones all paid.

6. New Business
  - a. Approval of Board Resolution to approve the Community Outreach Committee Chair from the SRRTF President to a SRRTF Director – Kevin. The board unanimously voted the board resolution to make the changes to standing committees. Lauren will sign the resolution and send it to Kevin as a PDF.
  - b. Donors/Community Outreach – budget increase request – Linda/Sandi. The board unanimously voted to approve the \$12,600 increase in budget request.
7. Old Business – None.
8. Comments, Announcements, Other Business
9. Adjournment – Kevin at 8:20 pm.

NEXT MEETINGS & UPCOMING EVENTS:

Next BOD Meeting April 5, 2021

## Treasurer's Report sent to the Board via email

SEDONA RED ROCK TRAIL FUND Fund Balances					
	SOURCE	10/15/20	12/04/20	12/31/20	01/31/21
RESTRICTED PWIDS	BALANCE FORWARD	48,732.77	48,732.77	48,732.77	48,732.77
	SUPPORTERS - INDIVIDUALS	350.00	350.00	5,350.00	5,350.00
	GRANT - MBAA			2,000.00	2,000.00
	REI PLEDGE				(1,000.00)
PWIDS TOTAL		49,082.77	49,082.77	56,082.77	55,082.77
RESTRICTED MAINTENANCE	BALANCE FORWARD	10,105.00	10,105.00	10,105.00	10,105.00
	TRAIL SIGNS		3,500.00	3,650.00	3,650.00
	BELL ROCK AREA		100.00	100.00	100.00
	SRI LODGING - BMP PROJECT				(283.30)
MAINTENANCE TOTAL		10,105.00	13,705.00	13,855.00	13,571.70
CONTRACTOR-FUNDRAISING	BALANCE FORWARD	2,200.00	2,200.00	2,200.00	2,200.00
	QUARTERLY PYMT	(900.00)	(900.00)	(1,800.00)	(1,800.00)
CONTRACTOR TOTAL		1,300.00	1,300.00	400.00	400.00
OPERATING EXPENSES	BALANCE FORWARD	11,969.73	11,969.73	11,969.73	11,969.73
	EXPENSES	(21.35)	(152.24)	(175.17)	(2,201.09)
OPERATING TOTAL		11,948.38	11,817.49	11,794.56	9,768.64
PROGRAM USE TBD	BALANCE FORWARD	5,349.05	5,349.05	5,349.05	5,349.05
	ADJUST BALANCE FORWARD	(0.50)	(0.50)	(0.50)	(0.50)
	SUPPORTERS - INDIVIDUALS	12.00	1,459.00	1,746.60	503.60
	SUPPORTERS - BUSINESS		261.75	261.75	261.75
	HOTEL CHECKOFFS		1,558.00	2,144.00	2,676.00

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SEDONA RED ROCK TRAIL FUND Fund Balances					
	TRAIL BUCKS PROGRAM		48.00	48.00	258.00
	MAILER UNRESTRICTED		7,005.00	22,047.00	26,927.00
	MAILER RESTRICTED	(\$650 trail signs, \$100 Bell Rock, \$5K PWIDS)			
	MAILER MATCH		7,000.00	12,000.00	12,000.00
	MAILER EXPENSE		(3,235.97)	(3,735.97)	(4,036.86)
	ENDOWMENT FUNDING			(1,000.00)	(1,000.00)
USE TBD TOTAL		5,360.55	19,444.33	38,859.93	42,936.04
TOTAL AVAILABLE FUNDS		77,796.70	95,349.59	120,992.26	121,759.15
ENDOWMENT FUND	BALANCE FORWARD 10/1/2020	196,033.00	196,033.00	196,033.00	196,033.00
	ADMIN FEES	0.00	-90.86	-213.35	-213.35
	INVESTMENT FEES	0.00	0.00	-83.99	-83.99
	INT/DIV INCOME	0.00	0.00	297.03	297.03
	REALIZED GAINS and LOSSES	0.00	0.00	240.45	240.45
	UNREALIZED GAINS and LOSSES	40.00	-1,695.24	11,557.71	11,557.71
	ENDOWMENT FUNDING		90,000.00	92,000.00	94,000.00
		196,073.00	284,246.90	299,630.85	301,830.85

**Treasurer's Note**

The mailer raised \$44,677 (net \$40,638.14). In effort to be closer to Kevin's WA report for the amount the mailer has generated, I reposted \$1,243 (mid November entries) from the Individual supporters Income account to mailer unrestricted to explain for the reduced balance.

The endowment balance does not reflect December fees, gains/loss. The ACF website balance as of 1/31/21 is \$313,067.40

SEDONA RED ROCK TRAIL FUND  
Cash Flow January 1, 2021 to January 31, 2021

Balance December 31, 2020			\$120,992.26
 <b><u>INCOME</u></b>			
Donations-Individuals	Website, PayPal, Check & Cash	72.00	
	Mailer	3,565.00	
Donations-Businesses	Hotel Check Offs - Trail Bucks	742.00	
PV/DS Restricted Funds	REI Trail Keepers Pledge	-1,000.00	
Total Income		\$3,379.00	
 <b><u>EXPENSES</u></b>			
Operating Expenses		2,025.92	
Donor Committee Exp (Mailer)		302.89	
Program - Best Mgmt Practices	5 nights at SRI for contractor	283.30	
Total Expenses		\$2,612.11	
<b>Total Fund Balance 1/31/2021</b>			<b>\$121,759.15</b>
Endowment Previous Balance			\$299,830.85
Endowment Match - Anonymous Donor			\$2,000.00
<b>Endowment Balance</b>			<b>\$301,830.85</b>

**Treasurer's Notes**

*The operating expenses includes \$500 for the tax return and \$972 annual WildApricot subscription  
I received filing confirmation of the 2019 - 990 tax return from Desert Foothills CPA*

SEDONA RED ROCK TRAIL FUND  
Cash Flow Projection to March 31, 2021

Balance January 31, 2021		121,759.15
<b>INCOME</b>		Expected
Grants		
Donations-Businesses	Hotel Checkoffs	1,000.00
	Trail Bucks	200.00
Donations-Individuals		300.00
Trail Keepers		100,000.00
Westerners Fundraiser		3,000.00
<i>TOTAL INCOME</i>		<u>104,500.00</u>
<b>EXPENSES</b>		
Operating Expenses	Pay Pal Fees	5.00
	Wild Apricot Transaction Fees	50.00
	Supplies	30.00
	NFF Dues	100.00
Total Operating Expenses		<u>185.00</u>
Project Expenses	Turkey Creek Concept Plan	4,000.00
	Best Management Practices	2,716.70
	Ace Crew	38,400.00
Total Project Expenses		<u>45,116.70</u>
<i>TOTAL EXPENSES</i>		<u><u>45,301.70</u></u>
<b>Total Fund Balance projected at 3/31/2021</b>		180,957.45
EXPENSE COMMITMENTS in early 2021		
	Volunteer Workday Refreshments	2,000.00
		<u>\$2,000.00</u>
Remaining Funds		\$178,957.45

## Community Outreach Committee Activity Report sent to the Board via email on January 25, 2021

**From:** Kevin Adams <moretrailboss@gmail.com>

**Date:** Monday, January 25, 2021 at 5:38 PM

**To:** Dan Blaettler <dblattler@outlook.com>, Doug Copp <doug.copp7@gmail.com>, Tanja Gunsberger <Drgunsberger@gmail.com>, jennifer burns <dustygumby@gmail.com>, Joan Bouck <joanbouck@earthlink.net>, Lauren Browne <laurenbrownwithane@gmail.com>, Linda Pallas <lindapallas@npgcable.com>, Linda Pallas <lpallas51@gmail.com>, Liz Sweeney <esweenaz@gmail.com>, Mike Raney <michael@ridefrv.com>, Pat Jager <patjager@gmail.com>, Sandi Heysinger <hikebikes@gmail.com>

**Subject:** Community Outreach Committee Report

Committee Members: Kevin Adams (Outgoing Chair), Sandi Heysinger (Incoming Chair) and Dick Williams

The Community Outreach Committee has been working closely with the Sedona Chamber of Commerce & Tourism Bureau (SCC&TB) on the final Trail Keepers payments from businesses and the City of Sedona.

By early January 2021, 41.5 of the 50 Trail Keepers had made their 2020 contribution due December 31, 2020. The SCC&TB assigned the following businesses, recruited for the program's expansion by the SRRTF in 2019, for the SRRTF to contact and collect:

- Wildland Trekking – owed \$500.00. Funds were sent to the SRRTF and provided to the SCC&TB in January.
- Famous Pizza – owed \$1,000.00. Funds were sent to the SRRTF and provided to the SCC&TB in January
- REI – owed \$1,000.00. Joan put the \$1,000.00 of REI's 2020 grant in the mail to the SCC&TB this week.
- Roam Events – owed \$1,000.00. Roam paid Kevin directly and he forwarded to the SCC&TB in January.

The SCC&TB retained responsibility for collecting from the five other businesses and, as of today, 2 of the 5 have paid so we're at 47 of the 50 Trail Keepers paid or payment in the mail.

Kevin has been coordinating with SCC&TB Acting CEO, Michelle Conway, on the SCC&TB's request to the City for the unfreezing of its contingency funds to the SCC&TB of which the \$50,000 Trail Keepers match is included. The SCC&TB is presenting its case for the contingency funds to City Manager, Justin Clifton on Thursday January 27, 2021 and we are timing the sending of the attached letter to the Council based on the SCC&TB's input. We anticipate this letter will go to the City Councilors later this month and maybe as early as this week.

The SCC&TB is planning the Trail Keepers Donation Event to be scheduled either February 25<sup>th</sup>, March 3<sup>rd</sup> or 4<sup>th</sup>. Not sure if this will be an outside or virtual event. We'll ensure the SRRTF board is invited.

SCC&TB incoming CEO, Candace Strauss, will be attending the SRRTF's February 1<sup>st</sup> board meeting for a quick meet and greet at the meeting's onset.

In preparation of the Community Outreach Committee Chair transition to Sandi Heysinger, Kevin has prepared a board resolution for consideration at the SRRTF's February board meeting to change the Chair from SRRTF President to director. While awaiting the throne, Sandi has been busy peppering Kevin with questions, holding meetings and developing the Community outReach Action Plan – or as Dick calls it, the CRAP - with timelines but no pictures much to Kevin's chagrin. Dick also is championing a Sedona #otel Individual Tax with all S#IT receipts flowing to the SRRTF. Committee ZOOM calls are a riot and the Committee has started a waiting list for any SRRTF directors wanting to join...not. If you'd like in on the Committee action, please reach out to Sandi.

Seriously, the Action Plan consists of:

- Touching base with existing Trail Bucks participants for lessons learned, collateral and improvements.
- Expand Trail Bucks program
- Trail Keepers II
- Working with the Grants Committee and SCC&TB to obtain funding for a part time account executive
- Develop SRRTF's elevator pitch and standard presentation for potential Trail Keeper, Trail Bucks, sponsors, etc.
- Create Marketing Material for use in marketing campaign
- Develop a marketing campaign to raise community, regional and national SRRTF awareness
- Create the SRRTF's business sponsorship program
- Identify new revenue sources
- And on the 7<sup>th</sup> day, Sandi rested

Sandi scheduled a hike with incoming SCC&TB CEO, Candace Strauss for the afternoon of March 3<sup>rd</sup>.

See everyone on ZOOM on the 1st.

Kevin

**VIA EMAIL**

December 7, 2020

Honorable Mayor Sandy Moriarity  
Honorable Vice-Mayor Scott Jablow  
Honorable Councilors Bill Chisholm, Kathy Kinsella, Tom Lamkin, Holli Ploog and Jessica Williamson  
102 Roadrunner Road  
Sedona, AZ 86336-3710

Dear Mayor Moriarity, Vice Mayor Jablow and Councilors Chisholm, Kinsella, Lamkin, Ploog & Williamson;

I am writing today asking the City of Sedona to release its \$50,000 match to the Sedona Trail Keepers Program. Although the COVID crisis has caused economic hardship for all of us, these funds are needed now more than ever due to the greatly increased numbers of citizens finding solace from the pandemic by visiting and hiking our beautiful trails. Additionally, these trails form an integral part of the recently approved Sedona GO Plan and as such will need to be ready for their integration into the overall program.

A little background...

Since 2013, the Sedona Red Rock Trail Fund (SRRTF) has raised over \$1,000,000 for the maintenance and enhancement (the "Effort") of the approximately 300 miles of non-motorized trails on National Forest lands surrounding the City. Likewise since 2016, the City, through the Sedona Chamber of Commerce & Tourism Bureau (SCC&TB) has partnered with 50 local businesses and the SRRTF on this Effort through the Trail Keepers Program (the "Program").

This 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. 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 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 COVID-19 pandemic shutdown earlier this year had a significant negative economic impact to the City and the 50 Trail Keepers. As such, in June, the SRRTF was informed by the SCC&TB that the City had not approved the Fiscal Year 2021 \$50,000 Program match as this match was part of a contingent funding amount that is to come up for discussion by Council in the December 2020/January 2021 time frame. Fortunately, the economy has re-bounded and we were encouraged by the City making significant infrastructure investments this year.

Also encouraging is the recent Council approval of the Get Outside! Sedona Pathways Plan (GO Plan) which is "a blueprint for making Sedona a more walkable and bikeable community over the next 10 years." GO Plan Strategy 19 calls for the authorization and improvement of selected neighborhood social trails to improve trail access. These social trails are not currently named, signed or maintained and if adopted by the Forest Service into the trail inventory, would be primarily maintained and improved through funds raised by the SRRTF.

The COVID-19 pandemic is also resulting in an emphasis in outdoor recreation. Just after the shutdown this past spring, year-over-year (June 2019 versus June 2020) trail usage on the Cathedral Rock Trail soared from 11,000 to 14,000 (up 27.2%) users, the very popular Devils Bridge Trail experienced an increase of 4,000 users (up 34.2%) and the Broken Arrow Trail users increased by 20% (to 1,800) according to the Forest Service. Extrapolating these three trails' increase to the 120+ trails that make up our entire trail system on Forest Service land means our trails are being used and

appreciated more than ever and will require extensive maintenance during the upcoming trail work season that began in November and runs through April 2021.

On October 7<sup>th</sup>, the SCC&TB invoiced the 45 Trail Keepers that did not make an upfront payment for their full commitment and these businesses are fulfilling their 2020 Program commitment. Even throughout this crisis, they see their contribution as a worthwhile investment for the future.

The SRRTF urges the City to release the \$50,000 match to ensure our world class trail system can be expanded through Go Plan social trail adoption and will continue to be maintained to the standard that local residents and visitors expect and deserve.

Thanks in advance for your consideration.

Sincerely,

Kevin P. Adams  
President  
Sedona Red Rock Trail Fund

CC: Sedona Chamber of Commerce & Tourism Bureau  
Red Rock Ranger District

**Donors Committee Activity Report sent to the Board via email on January 27, 2021**

**From:** Linda Pallas <lindapallas@npgcable.com>

**Date:** Wednesday, January 27, 2021 at 1:03 PM

**To:** Dan Blaettler <dblaettler@outlook.com>, Dick Williams <twomildad@gmail.com>, Doug Copp <doug.copp7@gmail.com>, jennifer burns <dustygumby@gmail.com>, Joan Bouck <joanbouck@earthlink.net>, Kevin Adams <moretrailboss@gmail.com>, Lauren Browne <laurenbrownwithane@gmail.com>, Linda Pallas <lindapallas@npgcable.com>, Mike Raney <michael@ridefrv.com>, Pat Jager <patjager@gmail.com>, Sandi Heysinger <hikebikes@gmail.com>, Tanja Gunsberger <Drgunsberger@gmail.com>

**Subject:** Donor Committee Report & Budget Request

All,

Attached is the [Donor Committee Report](#). Please pay special attention to the Update of the Year-End Campaign and Kevin's Report. We are very pleased with our results this year and want to share the details with you.

I am also attaching a special [Budget Request](#) for your consideration. It is a request made jointly from the Donor Committee and the Community Outreach Committee. Basically, we are making the case that our current budgets are very low and we are proposing a budget increase so we may better meet our fundraising goals for FY21 and prepare a more realistic budget for FY22.

Thank you for your consideration and let me know if you have questions.

Linda

**SRRTF - DONOR COMMITTEE REPORT – February 1, 2021**

**UPDATE END-OF-YEAR CAMPAIGN**

Please note, I am calling it End-of-Year Campaign, rather than “Mailer.” Our Post Card was our primary effort, and given the pandemic with the necessary social distancing, Jen designed the right message for the right time, emphasizing the importance of our trails. We then structured several additional activities to support and compliment the Post Card.

- Post Card
  - Sent to all Sedona & VOC residents
  - Personal post card sent to out-of-town contacts
- Matching Funds
- KUDOS ad & Online ad at verdenews.com
- Newsletter with appeal
- Personal letter to lapsed donors inviting them to return to us
- Personal appeals from Board Members

We estimate that donations can be tracked to each activity by the date a donation is received. Note that we cannot measure the impact of the KUDOS ad or the online ad at verdenews.com.

Kevin developed a comprehensive report of our End-of-Year Campaign, estimating how the funds were generated. Kevin noted that determining the specific source of funds “is subjective as several donors had multiple touches...” Following is a summary of his report.

### **2020 Year-End Campaign – Kevin’s Report:**

Total donations \$45,850.00.

Note, we budgeted \$5,000 for this mailer but its overachieving is important because under various committees:

- We budgeted \$12,000 for Board Member Donations – Donor Committee - and the mailer secured \$12,100.00. I plan to donate \$5,000 in July
- We budgeted \$15,000 for the MTB Festival – Event Committee – that we’re not going to see.
- We budgeted \$10,000 for Supporters and need to work on a plan to achieve this budgeted amount.
- Total budget for the above: \$42,000.00 – so this mailer is really helping where we’re going, or may have, budget shortfalls!

Of the 61 donors who responded to 2019’s mailer, 33 donated in 2020 (54% retention rate) with just under \$6,000 not renewed.

Following is a chart showing the source of income, the amount and the date launched, along with descriptive notes. The Source column is subjective as several donors had multiple touches, but this is what I pieced together:

#### **\$45,850.00, broken down as follows (Tuesday, Jan 5); Adjusted & Updated (1-25-2021)**

<b>SOURCE</b>	<b>AMOUNT</b>	<b>DATE</b>	<b>NOTES</b>
		(approximate)	
Mailer – Post Card (Jen)	\$19,485.00	Nov 23	1 person responded to the Mailer (\$100.00) and Newsletter (\$100.00) and the \$100.00 is included in each source
Personal post card to out of town contacts (Sandi)	\$ 500.00	Dec 1	
Personal Letter to Lapsed Donors (Linda)	\$ 4,220.00	Dec 7	Folks who received a personal letter and then donated
Newsletter (Sandi)	\$ 3,800.00	Dec 15	Folks who clicked on the Newsletter donate link and donated

KUDOS ad & Online ad at verdenews.com	??	Dec 16	It is difficult to track the impact or who might have donated due to seeing these ads
New Year's Day Thank You (Linda)	\$ 600.00	Jan 1	Folks who clicked on the Thank You donate link and donated on New Year's Day.
Trail Keeper	\$ 500.00	Nov-Dec	Paid us instead of the SCC&TB – we paid the SCC&TB
Donation Box	\$ 250.00	Nov-Dec	Sedona United Methodist Church near the Little Horse Trailhead permits overflow parking and shares donations with us 50-50
Mailer + Newsletter	\$ 200.00	Nov-Dec	
Monthly Donor (pre-Mailer)	\$ 95.00	Nov-Dec	
Board Members	\$14,100.00	Nov-Dec	\$11,000 of this is also Match. Note, we budgeted \$12,000 in board member donations and two other board members donated \$1,100.00 in response to the mailer.
Board Member Referral / Personal appeal (Kevin & Linda)	\$ 2100.00	Nov-Dec	Kevin and Linda made personal requests to folks resulting in donations. Note: \$1,000 of this is also Match
<b><u>TOTAL</u></b>	<b><u>\$45,850.00</u></b>		

## DONOR RECOGNITION PAGE

The Donor Page is coming along. The Donor Committee has debated all sides of the issue and will have something drafted to share with the Board soon.

I will be sending an e-blast soon announcing to the contacts our plans for the Donor Page and inviting them to tell us how they prefer their name be presented.

## MEDIA COMMUNICATIONS & ADVERTISING

Just to clarify, the following five entities are part of the same company and SRRTF has activity in four of them: KUDOS, The Villager, The Verde Independent, verdenews.com and Ad-King. We have utilized all with the exception of Ad King.

### KUDOS AD

You may remember the first quarterly KUDOS ad appeared in the December 16, 2020 edition, and was placed in the last half of the publication. We had contracted the ad to be placed in the FIRST half of the publication – a better position. The advertising account representative apologized for this mistake and as compensation has offered to double the size of the ad when it appears again in April. We accepted this arrangement.

### The Villager

As you know, we have secured a monthly column in the Villager that will run the first of each month. I may be calling on Board members to help write an article in the future.

### The Verde Valley Independent

We have four ads for this publication that reaches the entire Verde Valley, scheduled for January 10, April 11, July 11 and December 12. These ads will be FREE to SRRTF and are sponsored by the Salt River Management Group (SRMG).

## Verdenews.com –

The cost of our KUDOS ad includes an online ad that runs for one month – or 30,000 impressions.

Below is the Monthly Performance Reports for our online ad at [verdenews.com](http://verdenews.com) for December. The January report is not yet available. Bottom line: this online ad generated 24 “clicks” to our website.

Local Web Performance Report				These brands are part of the the same company	
928mediaLAB Report Sedona Red Rock Trail Fund - December 2020					
<b>Local Web Performance</b>					
Monthly Impressions	Monthly Clicks	Click-Thru-Rate			
14,736	24	0.16%			
					
<b>sedona_red_rock_trail_fund_300x250_web</b>					
Week	Impressions	Clicks	Click-Thru-Rate		
Dec 13, 2020	4,068	9	0.22%		
Dec 20, 2020	5,795	7	0.12%		
Dec 27, 2020	4,873	8	0.16%		
Banner Total:	14,736	24	0.16%		

## Red Rock News

The next few weeks I will put emphasis on getting coverage in The Red Rock News, a separate business entity.

## THANK YOU NOTES

Thank you notes will soon be in the hands of all who agreed to participate in this project. As a reminder, I am asking each Board member to take a minute to write a thank you note to 3 specific donors to the Trail Fund, and I have provided the names and addresses of the people I would like you to write to.

## SEDONA WESTERNERS FUNDRAISER

On Thursday, January 21, the Westerners voted to participate in a fundraiser during the month of February for SRRTF and voted to provide a \$1,000.00 match from their own coffers. Good news.

We are currently talking with the Sedona Westerners about how we can facilitate receipt of their donations via our website.

## TAGLINE

We are receiving positive responses from our new tagline:

*Our Trails are Calling*

SRRTF-Donor Committee Report – 2021-02

## BUDGET REQUEST

**Donor Committee and Community Outreach Committee February 1, 2021**

**NEED:**

**The Donor Committee and the Community Outreach Committee share the need for more targeted community awareness, more targeted marketing, more printing, and time with a consultant.**

These two committees are charged with reaching out to individuals and businesses in the community. To successfully accomplish our goals, it would be wise to spend the next 6 months cooperatively assessing our needs, investing in fundraising and developing a realistic budget for FY22.

**Linda, Donor Committee and Sandi, Community Outreach Committee, would like to incorporate items from the SRRTF Business Plan (pages 8 & 9):**

- Organizational Strategies
  - Investment in Steps to Improve SRRTF’s Fundraising Ability
  - Hire Dedicated Professional Staff to Support the SRRTF’s Fundraising Efforts

**Donor Committee**

**The Donor Committee has demonstrated that investing funds on targeted activities can have a positive impact.**

The Donor Committee brought in more funds than was anticipated in the FY21 Budget. According to President Kevin’s calculations, “The Donor Committee’s FY21 budget called for \$75,000 in net revenue to the SRRTF (\$79,000 in Revenue less \$4,000 in expenses.) \$50,000 of the \$75,000 net is the endowment match, which incidentally occurred in October from the SRRTF’s September 2020 decision to fund the endowment with \$90,000. In the SRRTF’s Q1, the Donor Committee brought in \$133,893.60 including the endowment match.”

The Donor Committee’s net revenues are ahead of budget, partially due to our investment in consulting and marketing activities that create more contributions. (Marketing for community awareness, reaching out via mass mailings and personal mailings, thank you notes).

Donor Budget: \$4,000.00	
\$2,752.63	Mailer
\$1,483.36	KUDOS & Verde Valley Independent
\$ 500.00	Consulting & Marketing
\$4,735.99	<i>*Taken from Donor budget</i>
\$ 302.89	Note Cards (design-\$52.50; Cards-\$148.43; Stamps-\$55.00; envelopes-\$46.96)
	<i>*Taken from Printing Copying budget line</i>
<b>\$5,038.88</b>	<b>TOTAL SPENT</b>
The Donor Committee is at \$129,157.61 net revenue – excluding the \$302.89 which falls under the \$800.00 Printing Copying budget line.	

**Community Outreach Committee**

**The Community Outreach Committee currently has a budget of only \$300.00.**

**GOING FORWARD:**

**Coordination of budget and effort between the Donor Committee and the Community Outreach Committee will increase the effectiveness of both committees.**

It is advantageous for both committees to cooperatively develop a comprehensive campaign of community awareness and marketing that meets both our needs. For example, web page updates, gathering estimate costs for ads in various printed media, along with possible ad design and modification (to comply with media specifications). We need to have estimates of costs for ads (every publication has unique specifications), so we can prepare a realistic budget for next year.

It is also advantageous for the Community Outreach Committee determine the realistic cost of marketing materials: decals, certificates of participation, lapel pins, to recognize our business partners and help them identify to the public that they are a Trail Supporter. We see the need for an account executive to expand Trail Bucks, implement Trail Keepers II and a Business Sponsorship program.

Reviewing the amount of money the Donor Committee has spent on print materials (post card, note card & envelopes & stamps) and ads (Kudos, Verde News), it is easy to predict the Community Outreach Committee will not be able to meet its goals with their current level of funding.

**To be effective, both Committees require a strong, coordinated marketing plan**

We are seeking local, regional and state awareness, and we want to convert this awareness into increased contributions from visitors.

**The Donor Committee and the Community Outreach Committee need to collaborate and assess their budget requirements in the following areas:**

- Community Awareness
- Marketing
- Donor/Sponsor Recognition

**In order to adequately assess our budget needs for FY22, it is advantageous for both committees to engage in certain activities over the next several months.**

**ACTIVITIES WITH ESTIMATE COSTS:**

<p><b><u>Plan for a Major Donor Event – DC</u></b>          One of the charges in the SRRTF Business Plan is to hold a Major Donor Event. We may be able to hold an event in Oct 2021 or May 2022, and we need to start planning for it now. There will be up-front costs, such as reserving space, ordering food, etc.</p> <p><i>*Up-front costs require budgeting now for an event in the Fall 2021.</i>  <i>*I plan to seek sponsors for this event, so costs may be partially or fully covered.</i></p>	<p>\$2,000.00</p>
<p><b><u>Plan for more frequent Personal Mailings – DC &amp; CO</u></b>          We need to be ready for unexpected need for personal mailings. For example, the cost of sending 10 Boards member a packet of Thank You Notes was \$31.15.</p> <p><i>*This will not be an issue when we can meet in person, but other issues will arise, they always do.</i></p>	<p>\$200.00</p>
<p><b><u>Plan for possible printing</u></b>          We find we are doing more printing as part of Donor and Community Awareness and Outreach. With the Pandemic, in person meetings are not possible and email does not always meet the need.</p>	<p>\$300.00</p>
<p><b><u>Determine best Collateral – DC &amp; CO</u></b></p>	<p>\$1,000.00</p>

<p><u>Donor Committee</u> – Identify effective gifts for high-end donors and Board members, such as ball caps with the SRRTF logo. This is a small gift for their support and “advertising” on the trails.</p> <p><i>*Gifts to donors \$250+. We currently have only 35 donors at this level. 50 caps x approximately \$10.00 = \$500, plus mailing costs</i></p> <p><i>***We could do this now or wait until next year.</i></p> <p><u>Community Outreach Committee</u> – Identify and purchase effective marketing collateral such as decals, lapel pins, certificates of participation.</p>	\$600.00
<p><b><u>Hire an account executive – CO</u></b> We need a person to implement/expand the Business Donors programs</p> <ul style="list-style-type: none"> <li>• <u>Trail Bucks</u> Work this spring (March &amp; April) to expand Trail Bucks. Support with marketing collateral. Goal of expanding the program by 15-20 businesses. (Assuming \$100/mo/5 months for 16 business = \$8k raised)</li> <li>• <u>Trail Keepers</u> Work with SCC&amp;TB and RRRD to implement Trail Keepers II. (Assuming 15 companies attracted by SRRTF, then \$15k contribution in 2022FY, life of program - \$75k)</li> <li>• <u>Business Donor Program</u> Implement Business Sponsorship program (Assuming average donation of \$300, 25 – 30 participants = \$8k.)</li> </ul>	\$6,000.00
<p><b><u>Hire a consultant – DC &amp; CO</u></b> A consultant will help us wade through and identify the best priorities to meet our goals. There are people in town who know our community (including the importance of our trails), have professional experience and can make quick work of developing such things as: a program review that will assure we have components in place to be effective, a comprehensive marketing plan, compelling design for our website, and comprehensive recognition plan for our Donors and Business Sponsors.</p> <p><i>**Local consultant @ 50 hours x \$50.00 per hour = \$2,000</i> <i>**GCC past CEO @ \$500 for 2 consultations = \$500</i></p>	\$2,500.00
<p><b><u>Tasks for Consultants – DC &amp; CO</u></b></p>	
<p><u>Program Review</u> Review the components of our efforts and make recommendations for improvements.</p>	
<p><u>Development of a broader and comprehensive Marketing Plan</u> Work with the Chairs of the Donor and Community Outreach Committees to create an effective combined marketing plan and then cost it out for us so we can prepare a realistic budget proposal for FY22, to include community outreach, events, advertisements, print media, personal mailings, and social media.</p>	
<p><u>Website Design</u> Review our website for ease of navigation and clear messaging for mission and make recommendations for improvements.</p>	
<p><u>Recognition plan for our Donors and Business Sponsors</u></p>	

Review best practices for effective donor recognition and make recommendations for action.	
<b>TOTAL REQUESTED</b>	\$12,600.00

Therefore, we are requesting the board grant investment discretion to go above the currently budgeted expense by \$12,600.00 so that the Donor Committee and Community Outreach Committee can work together to fully maximize its FY21 net revenue. And develop realistic budget projections for FY22.

**Grant Committee Activity Report sent to the Board via email on January 27, 2021**

**From:** Dan Blaettler <dblaettler@outlook.com>

**Date:** Wednesday, January 27, 2021 at 5:29 PM

**To:** Dick Williams <twomildad@gmail.com>, "Kevin Adams (moretrailboss@gmail.com)" <moretrailboss@gmail.com>, jennifer burns <dustygumby@gmail.com>, Doug Copp <doug.copp7@gmail.com>, Mike Raney <michael@ridefrv.com>, Lauren Browne <laurenbrownwithane@gmail.com>, Sandi Heysinger <hikebikes@gmail.com>, Linda Pallas <lindapallas@npgcable.com>, "Gunsberger, Tanja (IHS/PHX)" <Tanja.Gunsberger@ihs.gov>, Pat Jager <patjager@gmail.com>, Joan Bouck <joanbouck@earthlink.net>

**Subject:** GRANTS COMMITTEE JAN RPT

Dick Williams will assume Chair of the Grants Committee starting Feb. 1.

There were no new grant applications initiated in January nor any grant awards received.

Go, Dick!

Dan