



SEDONA RED ROCK TRAIL FUND

P.O.Box 4475

Sedona Arizona 86340

www.redrocktrailfund.org

MINUTES THE QUARTERLY BOARD MEETING MEETING

6:30 pm Monday the 11th of March 2019

Location: Sedona Real Inn [95 Arroyo Pinon Drive Sedona, AZ 86336](#).

THE EVENING'S BUSINESS

1. Call to Order – Kevin
 - a. Attendees: Kevin Adams, Doug Copp, Adam Barnett, Joan Bouck, Stephanie Giesbreght, Lauren Browne, Liz Sweeney, Mike Raney, and Jennifer Burns.
2. Welcome of guests – Kevin
 - a. None.
3. Changes to the Agenda – Kevin
 - a. None.
4. Approval of minutes from December Meeting – Lauren
 - a. Minutes were approved.
5. Red Rock Ranger District Update – Adam
 - a. Adam said how the upcoming weekend is the last weekend of ACE working on the Western Gateway. Outer Limits and Girdner are done, and Last Frontier is coming soon.
 - b. An ACE Crew will be headed to the Oak Creek Canyon southern end trails soon. These trails include Wilson, Huckaby, Hangover, Munds Wagon, and others.
 - c. So far in this trail's maintenance season, 110 miles of maintenance have been completed this year.
6. Reports
 - a. Community Outreach Committee – Kevin
 - i. See Attachment 1
 - ii. There will be an admin job created to take some of the load off the Chamber with the Trail Keepers program and the book. This person will help move these concepts along: Will the Trail Keepers program be grown? What other relationships need to be cultivated to continue the program? The position would be funded hopefully mostly from the Arizona Community Foundation (ACF). We are budgeted to spend 12 k on this job, but we asked for 10 k from the ACF, with the hope that the ACF would offset that cost.
 1. Our contribution comes from unrestricted funds. It was brought up that perhaps we should change the tag line that "every dollar goes to trail maintenance." We could tighten up the language to be clear. This could be an Executive Committee item.
 2. Rob brought up concerns on if we have the capability to have this position. The group agreed after discussion that the position is still very worthwhile.
 - b. Donors – Stephanie
 - i. She is meeting with the Donors Committee next month because she has two potential heavy hitter donors. She would like to make sure her committee's foundation is solid before she moves anything forward. She will present a plan to the board in June to decide if she can get her Fundraising Master Plan approved by the board to have the proper foundation in place. Prior to the board meeting in June, she will meet with other board members ahead of the meeting to give them more details on her Master Plan.
 - c. Events Committee – Joan
 - i. Hats off to another successful Sedona Mountain Bike Festival. See Joan's event report. We are still waiting to hear how much the Verde Valley Cycling Coalition (VVCC) will receive for the beer garden. With the VVCC, over \$17,000 was raised. All of the prizes have been parsed out but a couple.
 - ii. Mike will cut checks to the SRRTF soon.
 - iii. Joan will have another Events Committee meeting in the next few weeks to figure out what the next

event to pursue will be.

- d. Treasurer's – Liz
 - i. Please refer to Attachment 2. Liz pointed out we have three restricted funds for Western Gateway, work day refreshments, and Trail Keepers maintenance.
 - ii. For Arizona Gives Day, we are not registered for this year.
 - e. Grants Committee – Dan
 - i. Please refer to Attachment 3.
 - ii. Several board members are writing and submitting grants. REI upped the amount they'll give us next year, from \$3,000 to \$6,000 for sponsoring work days for Western Gateway. We're also up for getting an additional up to \$5,000 next year, if you go to the Flagstaff REI store by April 10th. With a purchase you get a token, and you can choose between 3 non profits to put that token to, and the non profit with the most tokens can get up to an extra \$5,000.
7. New Business
- a. Master Calendar – Stephanie
 - i. Stephanie asked about calendar items so that we can have an idea on what's coming up for next year. She requested dates like the mailer, the bike festival, any other events, etc. so we can be more prepared with project management. She does not need the grant deadlines. Please email any calendar items to Stephanie.
 - b. RRRD Permanent Trails Position – Jen
 - i. Jen talked about how one of our biggest partners is the Forest Service and the small amount of people that are managing trails. Here, that's Adam Barnett, Forrest Saville, and Brett Edstrom, especially the Trails Coordinator position will sunset in September 2020. Currently, the position is funded by a State Parks grant, the City of Sedona, Congressional appropriations, and a little bit from the Trail Fund. The Forest Service is looking at what to do: hire a full time position, another 4-year contract like they have now, or a partner funded (Chamber, City, etc.) and managed position. Adam does not feel it's realistic to create a full time position in house with the current political climate.
 - ii. Jennifer would like to write a letter, and get the many partners like the City, the County, the Chamber, etc. to support making sure that the ball doesn't get dropped. But instead, Adam, Jennifer and Stephanie will get together to outline what the next steps are and how to move the idea of sustainability of this position forward.
8. Old Business – Board Schedule Change Reminder
- a. None.
9. Comments, Announcements, Other Business
- a. Kevin and Marty Glinsky will be writing a letter of support for all the work done with the Sedona Mountain Bike Festival.
 - b. Liz put in her resignation as Treasurer but after further consideration, decided she will continue to stay on the board and continue as her position as Treasurer.
10. Adjournment – Kevin

NEXT MEETINGS & UPCOMING EVENTS:

Next BOD Meeting June 3, 2019

Attachment 1
Community Outreach Committee Report

Opt In at Check In - Arabella has experienced issues with the rollout of its new system and has not implemented yet. In touch with Randy Ortiz and he is on board.

Trail Keepers and Western Gateway Event - was Thursday February 28th at the Western Gateway Trailhead. Event was attended by Mayor Moriarity, Jennifer Wesselhoff, Ranger Nicole Branton and Adam Barnett of the RRRD, members of the Chamber's board and staff, about a half-dozen or so Trail Keepers, Stan Kantowski of Enchantment Resort (Trail Keeper and Trail Builder), Tom Yager of the Westerners, Craig Swanson of the Friends of the Forest and SRRTF board members Liz Sweeney, Stephanie Giesbrecht (dual hatting with her Chamber role), Scott McFeely, and yours truly. The event was to celebrate the Chamber donating \$100,000 to the SRRTF (\$70k Trail Keepers/\$30k Western Gateway.) Liz would not let me get anywhere near the real check but she did let me touch the ceremonial one. A nice event put on by the Chamber.

Budget Position - We have two candidates identified for the Account Executive position in our budget. Jennifer Wesselhoff has agreed to do payroll and provide work space. Will be applying for an ACF Sedona grant to help pay for the position which we will move forward with if our grant application is approved.

Partnering - Have conducted outreach with the Friends of the Forest (agreed to match \$1,000 of the Holiday Mailer proceeds) and worked with Scott McFeely/Tom Yager on creating a personalized landing web page for the Westerners February Fundraiser.

REI - working on creating a personal relationship with Justin Ingles of REI since last June. We are approved for a follow-on Western Gateway grant (won't steal Dan's thunder on the amount) and one of three entities up for up to an additional \$5,000 thru an in-store promotion that begins tomorrow (thanks for getting the logo stickers out Joan.)

VVCC - Will blow thru the \$10,000 we budgeted from them for Western Gateway (this is exclusive of the raffle proceeds and I won't steal Joan's thunder.)

That's it.

**Attachment 2
Events Committee Report**

2019 Sedona MTB Festival

SRRTF

Ticket Sales: Online	\$2,595.00
Ticket Sales: Festival	\$4,695.00
Donations: Festival	\$219.01

VVCC

Ticket Sales Proceeds	\$8,800.00
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Beer Proceeds

Five Ten Donation Hat Sales	\$905.00
Sedona MTB Festival Donation Registration	\$588.00
Door Entry: Movie	\$552.00

Total Receipts	\$18,354.01
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Expenses

Booth, Insurance, Tables Signs, Posters	\$1,100.20
VVCC reimbursement	-\$170.98

Total Expenses	\$929.22
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Adjusted Total Receipts	\$17,424.79
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Attachment 2
CASH FLOW October 1, 2018 to March 9, 2019

Cash Balance as of October 1, 2018				\$104,195.01
INCOME				
Donations-Individuals	Cairns and Collection Box		552.79	
	Hilton Table		1,026.00	
	Mailer (checks and PayPal)		10,105.00	
	Dec Tues Gives Day		21.40	
	Sedona Westerners (with anyanamous match)		6,750.00	
	Checks or Cash (not from mailer)		317.00	
	From Web Site (not mailer/Western/equest)		310.00	
Donations-Board Members	(Includes Mailer Match)		7,190.00	
Donations-Businesses	Hotel Check Offs - SRI Sept-Dec		2,070.00	
	Credit Card Rebates - OTE		70.04	
	Marriott-Chamber Event		578.00	
	Other Businesses		486.13	
	Company Matching		150.00	
	Amazon Smile		16.20	
Donations-Organizations	FOF and Westerners		2,000.00	
	Trail Keepers with Chamber Match		100,000.00	
Fund Raising Event	Equestrian Group (checks/cash/PayPal)		2,300.00	
	Bike Fest Raffle Tickets		7,290.00	
	Bike Fest Raffle Individual Contributions		219.01	
	Raffle Tickets from WVCC		8,800.00	
Tax Penalty Refund			1,400.00	
Interest of IRS Refund			14.46	
Total Income				\$151,666.03
EXPENSES				
Donor Expense-Mailer			2,403.84	
Operating Expenses	Gives Day Fees		3.95	
	PayPal Fees		338.58	
	Foreign Transaction Fee		27.22	
	Corp Registration		10.00	
	Software (QuickBooks/Wild Apricot)		1,118.88	
	Postage-PO Box rental		120.00	
	Memberships (NFF)		100.00	
Fund Raising Expenses	Bike Fest (includes some reuseable)		929.22	
Program Expenses	Workday Refreshments from REI Grant		1,474.29	
Total Expenses				\$6,525.98
Bank and PayPal Balance as of January 31, 2019				\$249,335.06
SEDONA RED ROCK TRAIL FUND AS OF MARCH 9, 2019				
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Restricted Funds	Wildland Trekking Co		125.00	
Western Gateway	SingleTrack Foundation		5,000.00	
	VVCC 2018 Match for Grant		33,333.33	
	National Forest Foundation		25,000.00	
	Enchantment Resort		12,500.00	
	From Board Member		500.00	
	VVCC Raffle Tickets Sold On-Line		3,440.00	
	Westerner		50.00	
	Chamber Program		30,000.00	
Total for Western Gateway				\$109,948.33
Restricted Funds REI	REI Grant for Volunteer Workdays		3,000.00	
	Refreshments for Workdays		-1,474.29	
Total Remainder of REI Grant				\$1,525.71
Restricted Funds	Trail Keepers		70,000.00	
Maintenance	Mailer		12,801.16	
	Sedona Westerners (uncludes 2 bd members)		6,850.00	
Total for Maintenance				\$89,651.16
To Be Applied to Operating Expenses				
	Hotel Check Offs		2,070.00	
	PayPal		310.00	
	Cairns		552.79	
	Hilton Open House		1,026.00	
	Miscellaneous Businesses		1,293.90	
Total for Operating Expenses				\$5,252.69
Use to be Determined				
	Sedona Westerner Club		1,000.00	
	Friends of the Forest		1,000.00	
	Board Members		1,440.00	
	Supporters (checks received)		338.40	
	SRRTF Raffle Tickets		7,290.00	
	Bike Fest Individual Donors		219.01	
	Part of VVCC Raffle Ticket sold at Bike Fest		5,360.00	
	Equestrians		2,300.00	
	Carry Forward from Fiscal Year 2018		24,009.76	
Total TBD				\$42,957.17
Total of All Available Funds				\$249,335.06

Attachment 3 Grants Committee Report

Here is a summary of grant activities since the December SRRTF BOD meeting.

1. AZ State Parks Safety Education and Environment (SEE) \$10,000 grant was submitted Feb 26th. This was for a project to replace two metal panel kiosks at trailheads.
2. AZP Trail Maintenance \$30,000 grant was submitted March 1st. This project is for a contract with American Conservation Experience (ACE) to conduct deferred heavy maintenance on Doe MT, Bear Mt. and Boynton Canyon Trails. Work is scheduled for the 2019/2020 trail work season.
3. The Fruhman Foundation invited SRRTF to apply for a \$5000 trail grant. This will be used for either maintenance or Western Gateway, at our discretion.
4. REI Flagstaff invited SRRTF to submit a \$6000 grant application for the Western Gateway project. In addition, REI has identified SRRTF as one of 3 local trail stewardship projects to be featured during its "Loving Our Local Outdoors" event, March 7-April 10. This promotion could bring up to an additional \$5000.
5. The 2019 and future National Wilderness Trail Stewardship Alliance (NWTSA) grants are in question at this point. The National Forest Service may move National Forest System Trail Funds from this program to the regional Forest Services for disbursement in a different manner. SRRTF has sent a letter to Mr. Cal Joyner, National Forest Region 3 Ranger, for clarification about this proposed method of disbursing funds. Ranger Joyner's response will help determine whether or not SRRTF will send a letter of support to NWTSA to advocate for retaining the current trail funding model.
6. The SRRTF application for a City of Sedona grant (trail maintenance) has been deferred to the Verde Valley Cyclists Coalition. This has been done to avoid a conflict of interest and potentially disqualifying factor because Board Member Stephanie Giesbrecht chairs the City small grants process. Since Doug Copp is a member of both organizations, he will continue to work the application under VVCC sponsorship.