

# November 12, 2018 Sedona Red Rock Trail Fund Meeting



Guest: Stephanie Giesbrecht and Amaryth Gass. Board members present: Kevin, Liz, Jennifer, Mike, Dan, Doug, Adam, Lauren, Joan

## 1. Call to Order – Kevin

## 2. Welcome of guests - Kevin

Amaryth was welcomed, and is looking to participate on a committee.

## 3. Changes to the Agenda – Kevin

None

## 4. Approval of minutes from October Meeting – Lauren

October meeting minutes were approved.

## 5. New Business Item 1 – Kevin

### a. Board candidate Stephanie Giesbrecht introduction

We did a round of introductions. Stephanie told us she has a strong desire to preserve the trails and wants to seize the opportunity. She is a hiker and equestrian.

### b. Q&A

Dan asked where she sees herself fitting in to our committees:

She has a lot of experience in donor-fundraising experience and it's a nice fit.

Lauren asked her what her favorite trail is:

She said the Cockscomb/Girdner area.

Adam asked her where she thinks we can fundraise better:

She said in order to get traction, it's one on one relationship building. It's meeting people and finding out what their capacity to give is. It's finding the people with the heart and capacity, and then finding ways for them to give. There's also potential to develop legacy programs.

The board unanimously approved Stephanie being on the board.

## 6. Red Rock Ranger District Update – Adam

Reroute of Girdner trail began. There was 20 people on the trail work day. They had another trail day Saturday that rerouted Trancept with 20 people. The Friends of the Forest are doing

maintenance on Woods Canyon Trail. The next volunteer day is November 17th for Girdner. Kevin will send the full trail work schedule to the board, post in on the website and our Facebook.

## **7. Reports**

### **a. Treasurer's – Liz**

Very little activity in November. Our bank balance is approximately \$105,000.

#### *i. FY19 Budget approval*

Kevin put together the FY19 budget which was passed out earlier. The budget is projected that we will raise \$308,000, which Kevin acknowledged that this is aggressive but we probably won't get every grant we apply for.

The budget was approved unanimously.

Jen commented that for grants it would be nice to have a wish list with expected expenses from the Forest Service to make our grant application more sellable. Adam said he could get this.

Liz finished the 990 EZ, and Kevin will look at the final copy before mailing it in.

The IRS is also still considering the refund of the tax issue.

### **b. Executive Committee - Kevin**

Kevin brought back the IMBA Power of Partnership Award and it will hang in the Red Rock Ranger District.

Jim Kemper is interested in joining the board and is a long time Westerner. Kevin is going to try and meet him.

### **c. Grants Committee - Dan**

The committee met on November 1st and outlined the target for the grants they're interested in applying for, assigning a grant manager to each one. They are looking at 10 grants totaling \$120,000.

They also worked out their business plan and fundraising strategies.

### **d. Donor Committee - Jennifer**

Jen is working on the end of the year mailer. She asked if we want to make the mailer Western Gateway and mention the fact that the money will be matched. The group agreed it would be good to do the mailer. Liz would like the mailer to be more general. Jennifer will be getting feedback from Stephanie and Kevin on the mailer.

She will also be meeting with Steve Segner on doing the automatic donations with businesses.

**e. Events Committee – Joan**

She got the letters out to resorts asking them for donations. Amara, Poco Diablo, Hilton and Red Agave have all donated.

Joan followed up with Rob on the Giant bike donation and Giant is waiting for the budget to be approved, probably in 10 - 14 days. Mike said they would give two bikes but did not know the model or what they would look like. We should know more in 10 - 14 days.

In the next few weeks, Joan is going to hit the retail spots in Sedona and the restaurants.

Dan asked if there's a point when you have too many things and Joan and Kevin answered that small things will need to be packaged well. Joan said there will be one bucket with lots of different winners.

Paul is taking care of the table at the Hilton.

**f. Community Outreach Committee - Kevin**

Kevin said talking to Rob, he thinks he's close with getting two hotels to do money sign offs at the check out for the SRRTF. One is Arabella and the other is L'Auberge.

Kevin also said he talked with Jennifer Wesselhoff and the Chamber of Commerce for an additional \$30,000 for the Western Gateway project. Kevin also asked if that could be included in the next year's Chamber budget to the city and Jennifer said she would do that.

**8. New Business Item 2 – Kevin**

Kevin would like to know if we can meet four times a year and the committee chairs meet with their committees as needed. December, March, June and September. The board agreed we would meet next month and then go to a new quarterly schedule.

**a. Board Schedule Change**

Kevin updated that he met with Paul Babbit about listening to our district and Paul said it would be implemented at the district level.

Also Kevin said there is still one committee's strategies and goals that need to be approved.

**9. Old Business – None**

**10. Comments, Announcements, Other Business**

a. Arabella Pavilion Ribbon Cutting

**11. Adjournment – Kevin**

7:45

**NEXT MEETINGS & UPCOMING EVENTS:**

**Next BOD Meeting December 10th**