

Call to meeting: President called meeting to order at 7:40 PM

In attendance: TJ, Nik, Jake, Mike, Jerry, Travis, Sue, Kristian, Jen, Christie

Media/Online Issues - cabin Fever, blaming, infighting

- TJ noted that we're seeing the annual discourse in March about who can do what on the trails
- Recently had WNYMBA members getting into it with hikers on the FB hiker page
- We need to curtail this
- Regardless of who is right or wrong, it reflects poorly on the club when we take an accusatory tune, esp when we go on other groups' pages
- Whether we're right or wrong, we need to play nice in the sandbox
- History has shown us that we can lose access if we're not careful
- We need to take the high road
- TJ proposed having corporate messaging set up so that if we choose to engage we have an approved message
- Nik agreed with the idea of having some standardization in our messaging
- Christie noted that this is an ongoing battle, we need to reinforce the message of "just scroll by" and alert the Board so that WNYMBA can respond more professionally
- We're not the trail police
- Jerry noted that we have the same issues in Fla, just sent a trail etiquette email last week. One big difference is that most of the trails here are MTB only
- Sue noted that if the club has more frequent communications, it starts to fill the void and can help to control the message. It won't fix the problem, but it will help set the tone.
- Jake shared that Jake (didn't catch the last name) donated \$5K for signs through hike western New York. Due to the messages from a WNYMBA Board Member on FB, we have lost that relationship. This is one of multiple examples.
- **ACTION ITEM: TJ will send out a message to the club, and will also follow up with individuals. Nik will draft a communication for TJ to send out.**

Position Round Table "Check in"

President -

- IMBA 501c3 transition process
 - We still will be a member organization of IMBA and will still have the benefits that we have today, e.g. IMBA will manage membership, discounts, etc.
- Reaching out to shops for the swap
- Also working with shops to repair relationship

VP - No update

Sec-

- Sue to figure out why some people are not getting it when she shares minutes with them
- **ACTION ITEM: Nik to post Trail Steward minutes**
- **ACTION ITEM: A few outstanding bills Christie will send tomorrow**

- **ACTION ITEM: TJ, Joe, and Christie are in a group chat to address the bank approvals. Proposed that all three will meet at a Buffalo branch on 4/12 to complete the transition to remove Joe from the account and add TJ**

Media -

- Created a volunteer page for people to volunteer for trail work; it's on our website underneath trails
- Zoho email campaigns: Have been working with the free trial, but the options for automations and workflows seem like they would be very beneficial. Would cost around \$100 annually. Talking with contact at IMBA about importing contacts. Could work on reminder emails as membership is expiring.
 - Nik requested approval, no vote needed b/c under \$100, but TJ and Christie expressed their approval
 - **ACTION ITEM: Nik and Christie to meet and set up online payment**

New Business:

ATV Repair Quote - Board Approval needed (vote)

- Fran got a quote from Brundridge Bros Repair. Total cost is \$592.54.
- Jerry asked if they checked the fuel line? **ACTION ITEM: TJ will check with Fran about fuel line concerns**
- Mike noted that we haven't put much if any \$ into this before.
- This is under \$750, so no vote needed, however the majority of the Board approved

Swap:

- Resurgence secured for 4/13
- We will have access to the space to start setting up at 8:30.
- We'll need to let Kimberly know a few weeks before the event how many tables we need for vendors.
- Paul and Sue (and whoever wants to join) will do a walk through with Kimberly on 4/2 at 5:30 to confirm what goes where. That means we'll need to know how many vendors we'll have by that point.
- Confirmed vendors
 - Go Bike will have a free table. They are donating the bike corrals, including setup and breakdown, for \$100. TJ will have a follow up with Kara b/c Christie thinks that we didn't get charged last year
 - NorthStar
 - Love and Sprockets
 - Kickstand Culture
- The majority of our income has been from shops in the past. The lower volume this year will significantly decrease our income.
 - Paul suggested that we may need to do our swap earlier next year, especially with other organizations doing their own swaps
- **ACTION ITEM: Sue will work with Nik to get out a call for volunteers communication**
- Plan for WNYMBA merch:
 - Need volunteer to gather everything up and do an inventory
 - Need to agree on prices for each item and create a price list

- **ACTION ITEM: Nik and Christie to meet and manage the inventory, set prices**
- Card swiper or PayPay tap:
 - AGREED: We will take cash and use VENMO or Paypal
 - **ACTION ITEM: TJ will see if he can find the swiper**
- There was general conversation regarding the future of the swap. Concern about the timing in April
- Jake suggested we could partner with Love and Sprockets in the future, might want to rethink our winter brewery fundraiser rather than doing our own swap
- Christian noted that an event earlier in the year might be better, could help build some excitement
- Paul stressed that a big part of the issue is that the other swap came first, booked lots of the same vendors we are looking to for support. He noted that it's a lot of work, but would be willing look into it for next year

Grant Writing for WNYMBA with Jake

- The Ralph Wilson Jr. released their application, WNYMBA doesn't have any approved projects to apply for
- Also \$300M through Parks and Trails NY
- Also a WNY Trails summit - Jake invited, WNYMBA not b/c we do not have a relationship
- First step is getting approvals for projects from land managers, then following up with relationships with funders
- Jake will do a seminar to show an example of what he is working on
- Sue stressed that we need to focus on making the plans for the trails we want to build, getting approval from land managers, and then finding the funds.
- Jake noted the importance of working with the Land Managers off season b/c that's when they have the time to participate.
- The seminar will be in April so he can show the maintenance fund application that he's working on now
- Jake stressed that the funders see the infighting on Facebook and it can cost us funding
- **ACTION ITEM: TJ, Jake, and Nik will meet to plan the grant seminar, will do after the swap**

Trail Work Maint Schedules: We don't have many commitments

- We had a trail stewards and volunteers, had about 20 people attend the virtual meeting
- About half the attendees were not WNYMBA members
- We need trail days to present at the general membership meeting
- Noted that we don't have clear understanding of trail stewards for Erie County trail systems
- **ACTION ITEM: TJ will email the people who said they were interested and solicit dates for trail work so we can present at the general membership meeting**

- Jake noted that there is chainsaw certification coming up in CHQ county, open to everyone. People can sign up. If the grant request is approved the attendees won't have to pay. If the grant is not approved, they will notify the attendees 2 weeks ahead of time and users will pay half and the club will pay half
- Trail days:
 - Long Point, 5/3 (Love my Parks Day)
 - Whalen Memorial State Forest, 5/31 and 6/1
 - Harris Hill State Forest, 6/7 (National Trails Day)
 - Golden Hill 4/26
 - Eville 4/19

Camping Trips, events to add to our Calendar

ACTON ITEM: Nik will add these to the WNYMBA calendar. She will also create FB events for the ones that are WNYMBA "owned"

- Join CHQ event for all non profits in the county, WNYMBA will participate. 3/29, noon to 4:00
- Rip the rocks 6/27-29
 - Jake will help with getting the WNYMBA campsite
- Ride CHQ trails day 6/21, will highlight all the trail systems in CHQ county. Will have beginner, intermediate, and advanced rides. Jake will provide more info as it's available
- Rooted 7/25 - 27
 - TJ will have sign up sheets at next week's meeting looking for volunteers
 - WNYMBA buys the food and materials up front, and then Rooted makes a donation from the event's profits. Last year the ROI was more than 2:1
 - Will streamline purchase of the food and delivery to the event site
 - Heather has indicated that she is open to WNYMBA doing one breakfast. She also noted that they really like the Thursday night pizza party. The Board was agreeable to this
 - Jacob will lead a "dudes ride" on Saturday at Whalen.
- West Virginia Big Bear weekend
- Holimont Weekend 8/8 - 10
- Greg Culver Memorial: Date TBD, presenting proposed trail at meeting with Erie County
 - AGREED: we will not do the memorial in conjunction with the 42N event on 5/29
- For discussion: WNYMBA may choose to have a tent and represent at the 42N event, John has asked us to be there

March General Membership Meeting - Any highlights? Contributions?

- TJ working on messaging
- Will start with a moment of silence for Jerrine
- Recruit Trail Stewards for Erie County

Merch for 2025

- Ideas: riding gloves

- **ACTION ITEM: Christie to get quotes for gloves**
- **ACTION ITEM: TJ to get quotes for socks**
- Jim Allen 80 years old jersey - one of Jim's friends suggested this, wants it to be a surprise
- Christian suggested a new WNYMBA jersey, others suggested we could somehow sneak a tribute to Jim in there (Jim as a Mountie)
- Jake suggested going through Cognitive MTB, other agreed
 - Paul noted that you may not be able to do a custom jersey through Cognitive
 - **ACTION ITEM: Christie to find out what we're able to do with Cognitive, get quotes**
- Paul noted that you can do completely custom designs with Primal
- Jackaroo you can do a single item with custom work
- **ACTON ITEM: Paul will get quotes from vendors other than Cognitive for jerseys**

Old Business Issues?

- None noted

New Business

- Jake drafted a new mission, highlights key terms and phrases that will support grant writing efforts
- Need to have "New York State Forests" in your mission statement in order to get grants from NYS Parks and Trails
- The new mission can be presented next week and ratified immediately
- **ACTION ITEM: Jake will distribute to the Board for feedback ahead of next week's meeting**
- Christie: in order to be reimbursed:
 - If you're using a vendor who has our tax exempt #, call Christie and she will complete the transaction over the phone
 - TJ will communicate to the people out it in the field
- Bylaws: TJ suggested that we change our operating calendar year. He suggested that starting with new people in Feb is late.
 - Suggests that if we had elections in late fall, the newly elected folks could start working on Jan 1. Transition would happen through December.
 - Christie agrees, but questioned Nov, suggested maybe Dec.
 - Paul noted that we will need to have a nominating meeting ahead of the elections
 - AGREED: We will pick this up at the next Board Meeting

Adjourn Meeting -

- TJ moved to adjourn, Jerry seconded. Meeting adjourned at 9:20 PM

Submitted by Susan Watkins, Secretary

