



BCHA
Executive Committee Minutes
Tuesday, August 22, 2017
Via Conference Call

Members attending: Freddy Dunn, Ginny Grulke, Doug Bechen, Alan Hill, Darrell Wallace, Sherry Copeland, Becki Krueger, Yvette Rollins

Staff: Randy Rasmussen, Erica Fearn

Actions taken:

- ✓ Approve travel for Randy Rasmussen to attend the NWSA's National Wilderness Workshop, October 2017.
- ✓ Motion to approve the consent agenda reports. APPROVED.
- ✓ Motion to receive and file the financial reports. APPROVED.

| Topic | Accountable | Topic Discussion |
|----------------|-----------------|---|
| Welcome | Freddy Dunn | Changes & additions to the agenda Legacy Program, Utilizing YourMembership™ for Education Committee, Booth needs. Review consent agenda |
| | Freddy Dunn | Consent agenda: Minutes of the July meeting (sent out via email in July) Leadership Reports: <ul style="list-style-type: none"> • Public Lands and Recreation Report, <i>included</i> • Marketing Committee Report, <i>included</i> • Fundraising Report, <i>included</i> <ul style="list-style-type: none"> ○ Chairman's Letter Update ○ Trails Forever Report • Headquarters Report, <i>included</i> |
| Finance | Sherry Copeland | Financial report as of end of July. Bank balance \$106,065. Income 96% of projected income. An additional \$13,031 in spur donations in August. Treasurer recommendation that as we implement our business plan we need to fund committees. With that the EC will need to do some work as to where the funds are coming from. With some of the excess funds we have received will be freed up, we should consider funding projects and committees. Propose that anytime a motion comes before the EC a dollar amount, not to exceed dollar amount be part of the motion. |

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| | | The treasurer has a tally of items that the EC approved that was not in the budget. |
| Strategic Agenda | Darrell Wallace Sherry Copeland | <p>Business Plan Review the nine items in the plan and ask Sherry to give us her best on what we can conservatively spend money on.</p> <p>Community Foundation Research Sherry made contact with the Austin Community Foundation, we received the \$5,000 by donor directed funds, anonymously. Our IRS listing is still not correct on the IRS site.</p> <p>Legacy Update- Steve McClintock, Jim McGarvey, Sherry Copeland are approaching three more people for the committee. Steve has registered for the Crescendo conference in San Diego in September. Jim is formulating the 30 second elevator speech. Will work with Erica to formulate a list of top donors from past years.</p> <p>Booth needs- Erica will formulate list of what is needed.</p> <p>Utilizing Your Membership for Education Committee We need to gather and collate good ideas for fundraising, membership, chapter building, etc. 50 ways to</p> <p>Membership – declining? <i>Membership history attached.</i> Develop action plan- create an ad hoc committee on how to educate our membership on how to do that – give them tools, ideas, Darrell Wallace will be an interim chair and will start with an outline of what is already accomplished. Yvette Rollins will be on the committee. Create a pool of ideas and communication.</p> <p>Action/Follow-up items: Erica to reach out to Mark Himmel on the BCHA Guide Book. Erica will work with Mark on the booth. NBM topic grant writing? Community Foundations.</p> <p>Presidents’ Call items: 50 Ways.... Community Foundation – add list to education section of the website Financial administration of grants, BCHA will be a fiscal agent Successful to renew membership each year. New Chief of Forest Service is Tony Tooke. Newsletter deadline for September 5, need membership updates. Trails Forever Fund is making good progress.</p> <p>Alan Hill reported on the California fires. The use of pack stock has increased in fighting the fires. Tragic to see the number of resources that have been destroyed by fire.</p> |

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| Adjourn | | Next meeting date September 26, 2017. |

August 2017 EC call

Public Lands Update

Congressional Activity

Members of Congress are in their home states/districts for the August Recess. Randy was contacted by the office of Congressman Greg Walden (R-OR) to develop a list of stakeholders to invite to a round table discussion convened by the congressman. Topic was the [current proposal](#) by the Deschutes and Willamette national forests to regulate day and overnight use in five wilderness areas along the Central Cascades as a result of skyrocketing use by hikers and backpackers.

Randy participated in Congressman Walden’s round table, as did officers of BCH Oregon, Oregon Equestrian Trails, the Pacific Crest Trail Association and local tourism and elected officials. The following day, Randy met with staff of Senator Jeff Merkley’s office to discuss BCHA’s desires for FY’2018 Appropriations. Sen. Merkley sits on the [relevant Subcommittee](#) for Appropriations and Randy has been communicating with his office on critical needs, including the USFS’ trails budget, LWCF and the BLM’s overall recreation budget.

Arizona National Scenic Trail Comprehensive Plan

Randy undertook a series of phone calls to size up BCHA participation in the forthcoming [management plan](#) for the Arizona National Scenic Trail (aka, Arizona Trail). One of only 11 national scenic trails, it was designated by Congress in 2009 to accommodate hikers, horsemen and mountain bikers—with bikers required to follow reroutes where the trail traverses designated Wilderness and the Colorado River in Grand Canyon NP.

Randy spoke to: 1) Trail managers for the US Forest Service to get an initial read on equine-related issues, 2) Officers of BCH Arizona to set in motion an action plan for our engagement in the planning process, and 3) The director of the [Arizona Trail Association](#) to discuss ways to work in unity with trail partners. Public scoping comments are due by Oct.1 and BCHA will submit a letter jointly with BCH AZ.

Media and Marketing Committee – Mark Himmel

Webb site & Facebook use.

First Time users still 70% of traffic on Webb Site

Currently using analytic on Webb site and Facebook to observe use of what our followers like.

| Webb Site most looked at articles last 7 days | | Pageviews | % Pageviews |
|---|---|-----------|-------------|
| 1. | Home - Back Country Horsemen of America | 228 | 31.02% |
| 2. | Become a BCH Member - Back Country Horsemen of America | 38 | 5.17% |
| 3. | Who We Are - Back Country Horsemen of America | 29 | 3.95% |
| 4. | Contact Us - Back Country Horsemen of America | 26 | 3.54% |
| 5. | Find Your Park - Back Country Horsemen of America | 23 | 3.13% |
| 6. | Chain Saw News Archives - Back Country Horsemen of America | 18 | 2.45% |
| 7. | Collecting Volunteer & Education Hours - Back Country Horsemen of America | 17 | 2.31% |
| 8. | Resources - Back Country Horsemen of America | 17 | 2.31% |
| 9. | Blog - Back Country Horsemen of America | 13 | 1.77% |
| 10. | Staff - Back Country Horsemen of America | 13 | 1.77% |

Started new category in July “Chain saw news” I E mailed the National Directors a few weeks ago and sent them a link to this page, with in two days it became the #1 viewed page. National Directors do respond to E mails sent to them.

Marty & I have started to review articles on Webb site that have not been visited in past year (quite a few of them) and delete.

Overall Webb site use down 100 views a week in past month.

Face Book: Continues to grow steadily. Most liked articles below

- 1) Educational (take your horse camping 20,000 + views)
- 2) Projects with a few pics and a story or history of event
- 3) Projects with 10 or more pics
- 4) Politics (articles peak in about two days)

About 13,100 followers each week on Facebook

Twitter: getting more tweets. Article on Facebook automatically load on Twitter

Instagram: minimal use

Headquarters Report – Erica Fearn

Activities this month include conference calls with Steve McClintock regarding the legacy program, review of financials with Sherry Copeland, call with Alan Hill regarding the Advocacy program, outreach/reply to contact requests and managing the chairman's letter funds. Researched endowments and policies. Outlined/clarified sources of income for BCHA operations.

BCHA Operations - Sources of Income

BCHA has five sources of income used for day to day operations*.

1. Membership Dues - annual payments by states and individuals
2. Chairman's Letter - fundraising letter mailed in Spring, targeted at prior donors
3. Fall Fundraising Letter - mailed in the Fall, sent to all members
4. Trails Forever Fund (TFF) - Branded fundraising program asking for \$5 per month from individuals, both members and nonmembers.

Formerly known as the \$5 Per Month Club.

70% of funds go to BCHA operations, 30% to the BCHA Education Foundation.

The BCHA Education Foundation is a separate 501C3 organization.

The BCHA Education Foundation utilizes funds for grants to BCHA States/Chapters. The 30% distribution to BCHA Education Foundation is determined by BCHA EC.

5. Grants.

Recommendations:

BCHA should review the state and federal requirements for employees and determine areas where compliance is needed.

Follow up:

Advocacy program

Sponsorship

Membership – can we put a survey on the website for first time visitors?

Fundraising

Spur donations for 2017: \$27,336.99

Spur donors from Chairman's letter: 176 from 31 states, \$23,576.

Trails forever fund:

Donations for 2017: \$4,230

162 Donors from 24 states.

Travel Request Justification: 2017 National Wilderness Workshop

Madam Chairman:

July 26, 2017

The following is provided as justification for proposed BCHA-related travel to ensure that travel budgets are well spent and aligned with organizational priorities.

Anticipated Travel Dates: October 1-6, Russelville, Arkansas

NWSA is a national umbrella group for wilderness stewardship organizations. They are a key strategic partner with BCHA. In recent years, NWSA has held an annual National Wilderness Workshop. I attend both their 2014 and 2016 workshops, held in Albuquerque and Missoula, respectively.

NWSA was supportive of the National Forest System Trails Stewardship Act. They secured \$230,000 from the U.S. Forest Service this spring to be distributed in a competitive grant process to encourage additional partners and to attack the agency's trail maintenance backlog (hopefully to become an annual program). BCHA participated among the selection committee for this grant program.

NWSA is a critical partner in our growing coalition to oppose HR 1349 (bikes in Wilderness). Last month, NWSA invited my application to join their board of directors as a representative of BCHA. The sole travel requirement expected of board members is to attend the annual board meeting, held immediately prior to each National Wilderness Workshop. The workshop this year will be held in Russelville, Arkansas.

A draft conference agenda is here: <http://www.wildernessstewardship.org/wildernessworkshop/info>

Attendees will include Susan Spear, the USFS Wilderness program lead (who joined BCHA's 2016 NBM in Las Vegas), Jaime Schmidt, USFS Trails program lead (who joined our 2017 NBM), and many other USFS, BLM and National Park Service (NPS) wilderness managers. Agenda topics include NPS Wilderness Stewardship Plan implementation. Prominent scientists also will discuss ramifications of current and ongoing research on recreation impact and visitor use management.

Prior to BCHA receiving the Storer Foundation grant, we assumed my travel budget to be very limited and that Sherry would attend in my place. I then secured a spot for Sherry Copeland on the workshop agenda (Volunteer Stewardship Success Stories, Oct. 5th, afternoon). Either way, I propose that Sherry remain on the agenda and participate in this capacity as she has a great success story to convey. What's changed, however, is the expectation that I attend the October workshop now that I have been selected to serve on NWSA's board of directors.

Anticipated Expenses:

Airfare and bag fee: \$653 RT

Conference Registration: \$104

Food: \$25 x 6 days = \$150 (pro-rated to reflect conference-provided meals)

Airport shuttle: \$58 (Oregon)

Rental car = \$331 (Arkansas)

Hotel: \$89 x 5 nights (+taxes) = \$476

TOTAL ESTIMATE = \$1,772

Respectfully submitted,

Randy