



BCHA
Executive Committee Minutes - Draft
Tuesday, September 26, 2017
8 pm ET
VIA Conference Call: 712-770-5216, 694619

Members attending: Freddy Dunn, Don Saner, Alan Hill, Darrell Wallace, Sherry Copeland, Becki Krueger, Yvette Rollins

Staff: Randy Rasmussen, Erica Fearn

Actions taken:

- ✓ Motion to approve the consent agenda reports. APPROVED.
- ✓ Motion to receive and file the financial reports. APPROVED.
- ✓ Motion to accept the Legacy Committee Report. APPROVED.
- ✓ Motion to accept the resolution to open a Charles Schwab account. APPROVED.
- ✓ Motion to approve the NBM budget. TABLED.

Action items:

- BCHA credit card users are required to forward receipts to Headquarters.
- Develop approach for using grant station.

Topic	Accountable	Topic & Discussion
Welcome	Freddy Dunn	Changes & additions to the agenda <ul style="list-style-type: none"> • Wisconsin update • Staff attending BCH state meetings • Kühl Quality Clothing • Grant Station Review consent agenda
	Freddy Dunn	<i>Consent agenda:</i> Minutes of the August meeting (sent out via email in August) Leadership Reports: <ul style="list-style-type: none"> • Chairman’s Report, <i>included</i> • Public Lands and Recreation Report, <i>included</i> • Marketing Committee Report, <i>included</i> • Public Lands Report, <i>included</i> • Fundraising Report, <i>included</i> <ul style="list-style-type: none"> ○ Chairman’s Letter Update ○ Trails Forever Report • Ad Hoc Membership Committee Report, <i>included</i> • Headquarters Report, <i>to be sent</i> • BCH WA Pilot Program, <i>included</i>
Finance	Sherry Copeland	Financial report as of end of August. \$63,000 in net income. Income is exceeding projections by \$12,000, expenses are under \$50,000. We project that we will incur \$58,000 by end

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		<p>of year. We will be over budget by expenses by \$7,900. Financial reports are being done well. We are working on a simpler format.</p> <p>Explanation on the Trails Forever Fund. 30% of income goes on the balance sheet, restricted for the Foundation, 70% is reflected on the profit and loss.</p> <p>BCHA credit card users are required to forward receipts to Headquarters.</p> <p>Recommendation that all BCHA credit card receipts be forwarded to headquarters and noted for what purpose they were incurred.</p> <p>Recommendation from the Legacy Committee, <i>included</i>. National Board Meeting Budget, <i>to be sent</i>.</p>
Strategic Agenda	Darrell Wallace	<p>Additions to the agenda: Wisconsin update- Becky Krueger Working to raise funds and hope by April to have Wisconsin as a new state.</p> <p>Staff and/leadership attending BCH state meetings Best practice:</p> <ol style="list-style-type: none"> 1. when traveling to states to attend a meeting - BCHA representative must be on the meeting agenda 2. should have the opportunity for a face to face with just the leadership- purpose -review advocacy, membership, strengthening the state and chapters-have an agenda ready and present, report back to BCHA EC 3. if at all possible a separate meeting with chapter leaders, should be held with the same agenda or format as the state leadership meeting. <p>Typically, BCHA representative would arrive evening or morning of the annual meeting - plenty of time to arrange to meet people before the annual meeting for breakfast or lunch. Breakfast/lunch should be "Dutch". Meeting should be well before the event so all present will be focused on the BCHA agenda, not the upcoming meeting.</p> <p>Kühl Clothing-high end outdoor wear. The sales manager is a dedicated volunteer for BCH Utah, works with Craig Allen. We will be developing a partner program with them. Randy made the introduction at the Grassroots Outdoor Retail trade show in June. Erica will be the contact with Kuhl. The program will be a BCHA members only benefit.</p> <p>Grant Station-is a database/program that allows nonprofits to review available grants, plan their grant program and proposals. BCHA will be purchasing an annual subscription for \$99.</p>

Topic	Accountable	Topic & Discussion
		<p>Business Plan- Challenge to review the business plan in regards to what we would like to put additional financial resources to:</p> <ul style="list-style-type: none"> A. Hill – if we can predict a positive income a few years ahead, that would be a priority. Trails and advocacy. B. Saner – half in reserve, the rest divided between education and state development, retention. C. Dunn – show recovered \$10k deficit from last year, place \$5k in reserve and cherry pick the balance. D. Copeland – state development E. Rollins – promoting youth development, education, \$5k reserve F. Krueger – reserve, state development G. Fearn-\$5k, state development, communications H. Rasmussen – endowment, diversity in funding I. Wallace - \$5k reserve, state development <p>Darrell will put together a matrix and then ask for proposals. Future reports – should include action items/future actions that will be taken.</p> <p>NBM Agenda Overview, included <i>Will we have an EC meeting/new national board member orientation?</i> Tabled to the next meeting.</p> <p>Membership Report: https://docs.google.com/spreadsheets/d/1luSYjEFfc9N88HL8Ecl2BeAUzSgs_5K4_PUuit4cn0/edit?usp=sharing</p>
Adjourn		Next meeting date October 24, 2017.

Public Lands Update- Randy Rasmussen

US Forest Service Trails Budget

Randy was contacted by staff of Oregon Senator Jeff Merkley’s office in follow up to last month’s in-person discussion regarding FY’2018 Appropriations. As stated in the August 2017, Public Lands Update, Sen. Merkley sits on the [relevant Appropriations Subcommittee](#) and Randy has been communicating with his office on critical needs of the trails community. The Senator’s office said that he would seek an increase in the **USFS’ trails budget** (known as CMTL) in the current **Fiscal Year 2018 Appropriations bill**.

Randy offered to demonstrate support for this effort by submitting a letter-to-the-editor (LTE) in a prominent Oregon newspaper, explaining why the trails budget was important. He brought the Pacific Crest Trail Association into the discussion and crafted a joint BCHA-PCTA LTE that was published in last Sunday’s *Oregonian*, the state’s largest newspaper, and which can be found [here](#). The Senate might reconcile the 2018 budget with the House of Representatives as early as this week.

Note: BCHA members should call their senators at this time, irrespective of their state, to ask if they would please support an increase in the U.S. Forest Service’s budget for trails (CMTL). Ask that Congress fund Forest Service trails to at least \$85 million. Doing so is consistent with the 2017 National Forest System Trails Stewardship Act, which is now Public Law 114-245, because volunteers cannot be expected to do more if the agency’s budget continues to be reduced.

Phone numbers for U.S. senators can be found [here](#).

The House last month passed its 2018 budget bill that included only \$75.5 million for CMTL—a cut of nearly \$2 million compared to the agency’s trails budget in Fiscal Year 2017. The agency’s budget for CMTL peaked at \$85 million in 2010, but has gone down each year since that time.

Land and Water Conservation Fund

Congressional reauthorization of the **Land and Water Conservation Fund** could accompany negotiations regarding the 2018 budget. At present, there are bipartisan stand-alone bills to reauthorize LWCF ([H.R. 502](#) with 186 cosponsors, [S. 569](#) with 35 cosponsors). Yet LWCF reauthorization also recently was included in the current Energy bill by Senate [Committee](#) on Energy & Natural Resources Chairman Lisa Murkowski ([S. 1460](#), the Energy and Natural Resources Act of 2017).

Note: BCHA members should call their senators at this time, irrespective of their state, to ask if they would please cosponsor both S. 569 and S. 1460. BCHA members should call and ask their U.S. representatives to cosponsor H.R. 502.

Phone numbers for U.S. senators can be found [here](#). Phone numbers for U.S. representatives can be found [here](#).

Randy tailored state-specific action alerts and talking points for BCH National Board members whose senators sit on the [relevant Appropriations subcommittee](#) and whose states stand to lose recreation-related funding (in this case AL, FL, MS, MT, TN) if LWCF is not reauthorized to include at least \$400 million for 2018. Congress authorized \$400 million for LWCF for Fiscal Year 2017, but the budget for 2018 passed by the House last month contains only \$275 million for LWCF—a 31% cut from the 2017 level.

Fundraising Committee Report – Donald Saner

Spur donations January 1- September 22, 2017 are \$43,787.99.

Spur donations May 1- September 22, 2017 are \$26,996.00.

Trails Forever Fund: Recurring \$3,425, One-time \$1,320, TOTAL \$4,745. 70% that BCHA keeps: \$3,321.50

Marketing Committee Report - Mark Himmel

1.	Home - Back Country Horsemen of America (Web b Site views last week)	270	32.22%
2.	Chain Saw News Archives - Back Country Horsemen of America	57	6.80%
3.	Who We Are - Back Country Horsemen of America	33	3.94%

4.	Become a BCH Member - Back Country Horsemen of America	31	3.70%
5.	Hung-up Tree Awareness - Back Country Horsemen of America	25	2.98%
6.	Find Your Park - Back Country Horsemen of America	16	1.91%
7.	Leave No Trace - Back Country Horsemen of America	15	1.79%
8.	Becoming Part of the solution - Back Country Horsemen of America	14	1.67%
9.	Member Organizations - Back Country Horsemen of America	14	1.67%
10.	Contact Us - Back Country Horsemen of America	13	1.5

I attended a Webinar which said to shake things up a little, if your member will not come to the Webb site take the Webb site to them.

On Saturday 9/16 we ran a post on Facebook with a link to the Webb site page on Chainsaw news, overnight became the number 1 viewed page on Webb site. Public can be directed to Webb site. Two weeks ago we E mailed the Directors the link on "Leave no trace video", 61 E mails sent out and 64 views within 3 days.

We are posting youth Video (Untrammeled) on Facebook with a link back to the Webb site next week.

Face Book Last Month

Total Reach last 30 days – 39,672

Most popular post was the membership poster on 9/8/17

At the moment we have a photo contest for the ugliest leaner, only 4 replies. One of the pic from Idaho showed sawyer with not all PPE on.

Public Lands Report – Alan Hill

USFS has seen a total collapse of funding for trails and administration with further unfunded demands for fires! Upper, lower and tech positions suffer with chaotic 90 day detail transfers across the country with persons to sit on positions of responsibility without any knowledge, experience or commitment!

Have suffered an incredible loss of experienced people at all levels to retirement, inability to hire and lack of funding. Would like to have a BCHA discussion of a more proactive recognition of the problems and seek advocacy positions and information for solutions.

Fire crews in some areas have been incorporated into trail crew work and have helped on fires with stock program support and learning experiences. It has apparently been occurring --under the radar-- on a spotty local level. It appears there is a total lack of direction, guidance and policy support. The vacuum is being filled on an unplanned uncoordinated basis by those few left who are dedicated to the agencies.

I believe we are in a good position to effectively advocate national and local positions and policies of these issues we support in a coordinated manner.

Ad Hoc Membership Committee Report-Darrell Wallace

We had our 2nd conference call on 9/19, and agreed upon 10 action items and deadlines. We now number 5: me, Yvette, Erica, Sherry, and Jerry Bentz; and have asked each member to recruit one more (Jerry was mine), especially looking for people with knowledge of state membership process. Erica continues to be very helpful, as I expected.

Our tentative plans include: a short survey of states regarding trends, best practices, and needs; to provide a library of best practices on the BCHA website; and to conduct monthly conference calls for state membership chairs.

I briefly explained the WA pilot (the WA Board approved it Saturday) so committee members would have no surprises.

All in all, I am satisfied with our progress. I asked the committee to think about a more permanent chair, as the interim is a weak link. Our next call will be October 24, 10 AM ET.

BCHA and the BCH WA YourMembership™ Pilot -Darrell Wallace

BCH Washington is at a transitional point; having a new Executive Director, a vacancy in the Membership Chair position, and a concern about the vendor providing their email lists. Consequently, they are very interested in exploring the capacities of Your Membership (Y/M) and have proposed a pilot to explore a number of functions, including email lists, membership invoicing, and sawyer certification data collection and reporting.

BCHA has proposed that **during the pilot**, BCH WA negotiate directly with Mainspring LLC for services not covered by the BCHA contract, paying hourly rates directly to Mainspring for those services. BCHWA Executive Director Nicole Sedgwick will be the single point of contact with Mainspring, and will enter data, work with Mainspring and BCH WA membership coordinators to arrange and test an array of data entry options, payment and billing, and other capacities of the Y/M platform. The pilot will extend no longer than March 31, 2018. During March, BCHA officials will review the WA experiences with Nicole and Erica, and compile a list of “Extended Services” and prices therefore to be offered by BCHA to the BCH states. The plan is for the EC to approve that list and prices, then to present that list to the NBM in April. It is anticipated that the BCHA contract with Mainspring will be revised to accommodate those services, and that the prices to states will reflect the additional costs to BCHA. All of this is contingent on agreement between both parties.

National Board of Directors Agenda Overview-Draft

Overview

Date & Times	Subject	Speaker
Sunday, April 22		
10:00 am – noon	Executive Committee Meeting	
noon – 6:00 pm	Set Up at Northern Quest Resort & Casino	Erica, Beth, volunteers
TBD	Meet and Greet	

Monday, April 23
7:30 am – 5:00 pm
8:30 am – 5:00 pm
5:30 pm – 9:00 pm

National Board Meeting
BCHA Country Store
Business Meeting
Offsite Event

Chair Freddy Dunn

BCH Washington

Tuesday, April 24
8:00 am – 4:30 pm

7:30 am – 5:00 pm

Public Lands Workshop
Members are welcome and encouraged
to attend.
BCHA Country Store

Randy Rasmussen, Director
Public Lands Recreation

Wednesday, April 24
8:00 am – 2:00 pm
8:00 am – 4:30 pm
5:30 pm – 6:30 pm
6:30 pm – 10:00 pm

National Board Meeting
BCHA Country Store
Business Meeting, continued
Silent/Live Auction & Social
Annual Banquet, Passing of Gavel,
Awards, Live Auction

Chair Freddy Dunn

Thursday, April 24

Travel Home