



**BCHA**  
**Executive Committee Agenda**  
**Tuesday, October 24, 2017**  
**8 PM ET**  
**VIA Conference Call: 712-770-5216, 694619**

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

**Staff:** Randy Rasmussen, Erica Fearn

**Actions taken:**

- ✓ Motion to approve the consent agenda and reports. APPROVED.
- ✓ Motion to receive and file the financial reports. APPROVED.
- ✓ Motion to allocate total of \$16,000 in unanticipated revenue: \$5,000 to reserve, the remaining \$11,000 to be allocated between the business plan priorities, as proposals are introduced and approved by the Executive Committee. APPROVED.

Topic	Accountable	Topic & Discussion
<b>Welcome</b>	Freddy Dunn	The following changes and additions to the agenda were made: Chairman’s Letter Update Fundraising Report Public Lands Issue Discussion
	Freddy Dunn	<b>Consent agenda:</b> Minutes of the September meeting (sent out via email in September) Leadership Reports: <ul style="list-style-type: none"> <li>• Chairman’s Report</li> <li>• Public Lands and Recreation Report</li> <li>• Marketing Committee Report</li> <li>• Public Lands Committee Report</li> <li>• Headquarters Report</li> <li>• Intern proposal</li> <li>• Legacy Committee Report</li> </ul> <b>Motion to approve the consent agenda reports.</b>
<b>Finance</b>	Sherry Copeland	Financial report as of end of September. Income and expenses are on track based on projections from last call. We are in excellent shape. IRS Update-we are officially recognized as a 501C3. It will be through the system on 11/10/17.
<b>Strategic Agenda</b>	Randy Rasmussen	<b>Public Lands Issue Discussion</b> Public Lands Transfer; last week the senate budget committee passed a bill including a \$1 billion incentive that could lead to mass selling of public lands.

Topic	Accountable	Topic & Discussion
	<p data-bbox="289 170 459 207">Ginny Grulke</p> <p data-bbox="289 289 459 327">Freddy Dunn</p> <p data-bbox="289 638 488 676">Darrell Wallace</p> <p data-bbox="289 1178 459 1215">Freddy Dunn</p>	<p data-bbox="574 92 1549 165">Public Lands Committee considering the forest health bills. SB1991. Is it in BCHA's mission to take a position on forest health initiatives?</p> <p data-bbox="574 212 1446 285">Trails Forever Fund-email sent to all the members. Holding for the committee chairman's meeting.</p> <p data-bbox="574 331 1466 405">Met with Public Lands Committee and encouraged them to be more active.</p> <p data-bbox="574 451 1549 558">Waiting to hear from Mack to be back from hunting camp to set a date for the committee chairs conference call. Committee Action Planning Form has been created to allow for better tracking.</p> <p data-bbox="574 604 919 642">BCHA Foundation update.</p> <p data-bbox="574 688 943 726">Business Plan, <i>report below</i>.</p> <p data-bbox="574 772 1495 879">Will we have an EC meeting Sunday, April 22, 2018, 4 PM. Darrell Wallace, Doug Bechen and Becky Krueger will work together to develop a new national board member orientation.</p> <p data-bbox="574 905 1549 1012"><b>Membership Report:</b> <a href="https://docs.google.com/spreadsheets/d/1uSYjEffc9N88HL8Ecl2BeAUnzSgs_5K4_PUuit4cn0/edit?usp=sharing">https://docs.google.com/spreadsheets/d/1uSYjEffc9N88HL8Ecl2BeAUnzSgs_5K4_PUuit4cn0/edit?usp=sharing</a></p> <p data-bbox="574 1058 1523 1176"><b>Ad Hoc Membership Committee</b> Is meeting monthly. We would like approval to give hats to respondents to the survey.</p> <p data-bbox="574 1222 1544 1371">Introduced Committee Action Planning Worksheets. The sheets will allow us to better to track activities and priorities for the committees. Jeff Nichols from Utah is working with Marty and Mark to review the website and create a landing page.</p>
Adjourn		Next meeting date November 28, 2017.

## CHAIRMAN'S REPORT – OCTOBER 2018

With the summer packing season and the hunt coming to a close, it's time to get busy and have all of our committees working to benefit BCHA.

- Mack is about finished with his season and I hope to see the Education Committee working to fill in the outline they presented in Great Falls.

- Randy has met with Barry and Jim and they are formulating how the Public Lands committee can best work to set the public lands direction for BCHA. I do not feel that the Chairman should unilaterally set policy. It should be a recommendation to the EC from the Public Lands Committee as to our priorities and positions
- I plan on having a **Committee Chairman conference call** as soon as Mack is available to discuss our projects, budget requests, etc for 2018. We need to avoid duplication of efforts.
- I would ask that **everyone on the EC and all Committee Chairmen look at the website at least once a week** to keep abreast of any new information. I would also ask that those same people in leadership positions be familiar with YourMembership.
- We just received a quick update from the Am Horse Council on the Economic Impact Study. Currently, they project an initial release of key points from the data around the end of November/early December.
- I had planned on attending the Shift Conference with Randy and Don the first three days of December, but a death in the family has caused me to change plans. Randy and Don will continue to network and spread the word about BCHA in Jackson WY, with Randy playing a more active role in fundraising efforts.
- I approved an expenditure for Randy to attend the one day Oregon Trails Summit on October 27<sup>th</sup>. Projected expenses - \$440
- I received an email from a 7<sup>th</sup> grade student from Annie Wright Schools in Washington State asking for an interview for a school project. I called the school and spoke to the supervisor who enthusiastically confirmed the request. The assignment is to do a 3 minute video about a Non-Profit organization and this young lady, Mckayla Jones-Bishop, has chosen BCHA. Maybe we'll have a video to show in Spokane 😊
- I have been disappointed with the attendance on the President's calls. Hopefully and fall and winter sets in, attendance will pick up. If not, we'll reduce it to one evening instead of two.
- I have asked Steve Lindsay to chair the Nominations Committee. He has accepted and will follow all guidelines as written in the Governance Policy.
- Communications is a big deal. Having a full time professional communications manager would be awesome. BUT, in the meantime, we are going to put out an RFP for a
- **Communications Intern and Advocacy Interns.** Randy and Erica have put together the outline:

### **Intern Position Announcement - Communications Plan Development**

**Location: Virtual**

**Mentor: Executive Administrator**

The Back Country Horsemen of America, a national non-profit service organization, seeks an energetic and skilled individual with a wide range of administrative and technical skills to assist with developing a strategic communications plan.

The position is estimated to be 5-10 hours per week and is an unpaid part-time intern position which typically runs for 3 to 4 months. The position is offered from January through May 2018.

In addition to creating a strategic communications plan, the internship may include:

- Research nonprofit communications plans
- Implementation of the plan
- Direct work with leadership and committee chairs regarding communication
- Follow-up communications with states and chapters
- Develop program updates
- Social media

Skills include enthusiasm and interest in Back Country Horsemen of America, strong written and oral communication skills, the ability to manage multiple projects and tasks simultaneously, flexibility, and the ability to work independently.

The internship is virtual. The intern must have a laptop and reliable internet access.

Supervisor will be Erica Fearn, Executive Administrator, BCHA.

The Back Country Horsemen of America is a service organization of state and local chapters. BCH states, chapters and members are dedicated to keeping trails on our public lands open for all users. Chapters work closely with trail partners and local land management agencies to clear and maintain trails. [www.bcha.org](http://www.bcha.org)

### **Intern Position Announcement - Policy and Advocacy**

**Location: Virtual**

**Mentor: Public Lands Advisor**

The Back Country Horsemen of America seeks an energetic and skilled individual to provide research, administrative, and logistical support to the team's policy and advocacy activities. The intern will report to the Public Lands Advisor.

The position is estimated to be 15-20 hours per week and is an unpaid part-time intern position which typically runs for 3 to 4 months. The position is offered from January through May 2018.

Excellent written and verbal communication skills are desired along with experienced working with Microsoft Office Suites applications and familiar with database systems. Must have the ability to work with all types of people and situations as well as being a team player

#### **The intern will:**

- Conduct desktop research related to US government policies, legislation, and priorities;
- Assist with the development of policy recommendations and documents;
- Identify and research opportunities around key BCHA issues;
- Direct work with leadership and committee chairs
- Maintain and update knowledge management tools;
- Prepare action alerts
- Perform general administrative tasks as needed.

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## Public Lands Update

### Arizona National Scenic Trail Comprehensive Plan

Worked closely with BCH Arizona's East Valley Chapter to submit public scoping comments for the comprehensive plan for this national scenic trail (one of only 11 in the nation), established by Congress in 2009. Reviewed and made suggestions for comment letter to be submitted by the chapter, plus wrote and submitted scoping comments on behalf of BCHA that requested the plan address the following issues:

- Current factors limiting equestrian use at present (water sources and trailhead facilities/trailer parking);
- Methods to minimize user conflict on this hiker/horse/mountain bike trail (noting that few conflicts occur at present); and
- That Trail Management Objectives must accommodate horse/stock use throughout the 800-mile length of the trail.

### National Wilderness Workshop

Participated in the National Wilderness Stewardship Alliance's (NWSA's) annual wilderness workshop, held this year in Russellville, Arkansas. As a newly elected NWSA board member, participated in their one-day board meeting held prior to the workshop. Participated on a workshop panel discussion titled "Stewardship Group: Best Fit for Wilderness and Your Community." Sherry

Copeland, BCH Missouri and BCHA Treasurer participated in a panel titled "Volunteer Stewardship Success Stories." We, plus Jacque Alexander and Nancy Deisch from BCH Arkansas, networked with federal agency personnel, recreation scientists/ researchers, and fellow trail and wilderness stewardship organizations to make BCHA's presence known throughout the 3-day workshop.

### BCH California State Board Meeting

Represented BCHA as guest speaker during BCH CA's state board meeting, held in Santa Nella (see summary trip report emailed to BCHA Executive Committee on 10/17/17). Held interactive discussion with state and unit officers regarding current public land issues that could affect BCHA's mission and interests, including:

- Bikes-in-Wilderness bill in Congress (HR 1349);
- Changing tactics by proponents of federal land transfer to the states;
- BCHA's attempts to prevent drastic cuts to the US Forest Service trails budget;
- The need for Congress to fix "fire borrowing" by the US Forest Service (HR 2862, Wildfire Disaster Funding Act), which has been documented to harm the agency's trails program.

## Public Lands Committee Report:

Conference call was held with the 2 co-chairs and Randy R. on Wed. 10/18.

We are working on a mission statement for the PLC  
 We agreed on the top 5 public lands issues facing BCHA

- 1) Bikes in Wilderness
- 2) Public Land Transfer
- 3) Trails funding and implementation of the Trails Stewardship Act
- 4) LWCF
- 5) Wildfire Disaster Funding

We agreed that 1,2,3 are items we might be able to “move the needle” on and that 4 & 5 probably not.

We will have future calls to develop and action plan on these items.

And we will discuss committee organization to best serve BCHA, the states and the membership and increase committee member involvement.

## Headquarters Report:

Liaised/did work for the chairs of the Legacy Committee, Marketing Committee, Trails Forever, Membership.

Updated the database with state member lists. Realized that excel does not work for doing updates. Reached out to states that did not send list. Spent hours cleaning data.

Time well spent working with some state membership chairs.

Sent clean mailing list to the mail house. Spoke to mail house about postage and ACH. Frustrating to work with.

Continued work with BHC Washington Pilot Program.

Worked on updating the Guidestar profile. Much more to do.

Reached out to Amazon Smile.

Marketing Old Spanish Trail Guide

The book is available on Amazon, the Old Spanish Trail Guide, \$23.00. There is about \$5.00 net profit per book, I am donating all profits to the Backcountry Horsemen of America. Sales have been slow but steady. I'd love to see each member of each state chapter buy a copy, that would put some money into the BCHA bank account! As it is, I will be sending checks to BCHA each month with the proceeds from the book sales. If you or anyone else at BCHA have any ideas on marketing the book, I am interested in hearing them. [https://www.amazon.com/Old-Spanish-Trail-Guide-account/dp/1973752417/ref=sr\\_1\\_1?ie=UTF8&qid=1507845609&sr=8-1&keywords=old+spanish+trail+guide](https://www.amazon.com/Old-Spanish-Trail-Guide-account/dp/1973752417/ref=sr_1_1?ie=UTF8&qid=1507845609&sr=8-1&keywords=old+spanish+trail+guide)

## Business Plan Priorities for Budget Surplus

On the Sept 26<sup>th</sup> EC Call, Treasurer Sherry projected a budget surplus of \$16,425. Darrell surveyed the EC to determine which Business Plan priorities each favored for an increased budget. The following table describes which priorities received support:

BusPlan Priority	Alan	Don	Freddy	Sherry	Yvette	Becky	Darrell
Trail Maint	Yes						
Advocacy, Legis, Partnerships	Yes						
State Devel		Yes		Yes	Yes	Yes	Yes
Program (Committees) Support		Yes			Yes		
Membership		Yes					
NBM							

Admin							
Fund-Raising			Yes	Yes			
Reserve		50%	\$5k		\$5k	Yes	\$5k

Darrell volunteered to develop some options for that budgeting revision based on the EC input. Since then, he and Sherry have agreed that they favor increasing budget priorities with a caveat: that only reasonable proposals with good chances of success would be allowed to spend these available funds – in other words, no one is just given the extra funds! The EC would have to approve each proposal on its merits.

The following budget increase options are intended to take EC input into account, while simplifying the choices for the EC. Obviously, it will be simpler if EC members simply choose one or another option, but none are presented as “take it or leave it”: for example, a member may reply that she likes Option #3 but would rather increase Trail Maintenance by \$1,000 and reduce the Reserve by that amount.

BusPlan Priority	Option #1	Option #2	Option #3
Trail Maint	\$2,000		\$1,000
Advocacy, Legis, Partnerships	\$1,000		\$1,000
State Devel	\$2,000	\$2,500	\$1,000
Program (Committees) Support	\$2,000	\$2,500	\$1,000
Membership	\$1,000		\$1,000
NBM			
Admin			
Fund-Raising	\$3,000	\$3,000	\$1,000
Reserve	\$5,000	\$8,000	\$10,000
<b>Total</b>	<b>\$16,000</b>	<b>\$16,000</b>	<b>\$16,000</b>

**Notes Estimated cost of projects:**

Ad Hoc Membership - \$400

Brochure printing - \$

Confirm that we are talking about 2017-expenses.

Trail Maint – funds would go to the Foundation to manage.

Use Trail Maint for a program at the NBM.

Put \$5,000 in reserve

Pilot program approach

## Media Committee Report – Mark Himmel

Webb site yesterday 10/18

	<b>Page Title</b>	<b>Pageviews</b>	<b>% Pageviews</b>
1.	Home - Back Country Horsemen of America	331	34.19%
2.	Become a BCH Member - Back Country Horsemen of America	54	5.58%
3.	Who We Are - Back Country Horsemen of America	38	3.93%
4.	Trails Forever Fund - Back Country Horsemen of America	37	3.82%
5.	Contact Us - Back Country Horsemen of America	23	2.38%
6.	Find Your Park - Back Country Horsemen of America	22	2.27%
7.	Chain Saw News Archives - Back Country Horsemen of America	20	2.07%
8.	Collecting Volunteer & Education Hours - Back Country Horsemen of America	13	1.34%
9.	Newsletter - Back Country Horsemen of America	13	1.34%
10.	Becoming Part of the solution - Back Country Horsemen of America	12	1.24%

Have added a link to Partners for National Trail on left side of main page

### Facebook use

Total Reach last week - 10,828

Most looked at post – “Hidden hazards of the trail” 6941 reach

Videos viewed last week - 574

Education related post outperform by a large margin

We are currently cross posting with Partners for National Trail system. <http://pnts.org/new/>

Two videos have been cross posted so far.

### Partners for National Trail System

I have attended two conference call so far, group calls consists of American Hiking Society(AMS) , BLM, Pacific Crest Trail’s, Partners for National Trail System committee chairs, to name a few. These calls move along very fast, hard to keep up with at times. Currently group working on national photo contest to start next month, Trails 50 events (50<sup>th</sup> anniversary National Trail System). Partner groups have been asked to donate items for Photo contest winners, (American



Hiking Society donated a single membership, all weather hiking jacket (nice) & water bottle). AMS has been only partner to donate so far. It would be my suggestion to donate and item with BCHA logo on it. (One of the blankets with BCHA logo). Next call 10/24.

#### Webb Site

Webb site committee (Marty Devall, Jeff Nichols & myself) currently working on Webb site redesign Leaning towards new design theme for Nonmembers visiting the site (80% of Webb site use) Still hashing out ideas, original site would still be used as a member sub site (BCHA.org/members) Webb has grown to 116 page library that very few utilize, Jeff Nichols (Utah Dir) a past Media and Marketing manager has been reviewing the site and confirms what Marty and I see in the data of those who visit the current Webb site. We have a conference call tonight to start working on a plan.