



**Executive Committee Minutes**  
**September 24, 2019**

**Members attending:** Darrell Wallace, Sherry Copeland, Mark Himmel, Freddy Dunn, Ginny Grulke, Mike McGlenn, Brad Pollman,

**Staff:** Randy Rasmussen, Erica Fearn

**Guest:** Jerry Bentz, Chairman Public Lands Committee

**Absent:** Tif Rodriguez, Dennis Serpa

**Actions Taken:**

- ✓ Motion to approve the consent agenda. Ginny Grulke abstained. APPROVED.
- ✓ Motion to receive and file the financial reports. APPROVED.
- ✓ Motion to suspend the budget approved by the national board of directors and to temporarily replace the budget with the revised budget with examination after December 31. APPROVED.
- ✓ Motion to suspend the Legacy Fund Campaign until we review financials after December 31. Tabled.
- ✓ Motion tabled. APPROVED.
- ✓ Motion to approve up to \$5,000 from the BCHA Legal Fund to support of the litigation currently underway in regards to the ebike issue, in response to the National Forest Service allowing the illegal use of e-bikes in the Tahoe National Forest. APPROVED.

Topic	Accountable	Topic & Discussion
Welcome	Darrell Wallace, Chairman	Changes & additions to the agenda Budget Discussion Jerry Bentz will join the call Partnerships- TABLED TO NEXT MEETING.
	Darrell Wallace	Consent agenda: Minutes of the August Meeting
Treasurer Report	Mark Himmel, Treasurer	Treasurer's Report August 2019
Strategic Agenda	Randy Rasmussen	Agency approval of electric bikes on non-motorized trails on the Tahoe National Forest and whether BCHA would support joining litigation with The Wilderness Society
	Latifia Rodriguez	Fundraising: End of Year fundraising Discussion
	Mark Himmel	Media & Marketing

	Freddy Dunn	Social Media - add a Facebook Donation Button
	Sherry Copeland	<p>Funding Report Randy, Jim McGarvey, Craig Allen, Sherry Copeland and I completed an application to the Dew Foundation for a \$30,000 grant. If you'll remember, last year we asked for \$25,000 for General Funds and received only \$5000. This year, our grant is project specific and Education driven. Here are both the explanation that was submitted as well as the project budget. Note that it has several aspects and we can still work on the project if we receive any amount from them.</p> <p>Review and approval of the BCHA Organizational Process Flowchart, attached in excel. <b>Motion to approve the BCHA Organizational Process Flowchart. TABLED.</b> Authorization for Sub Committee Chairman to access Charles Schwab account data. <b>Motion to approve sub committee chairman to access Charles Schwab account data. TABLED.</b></p>

	Parking lot	Next meeting date: Tuesday, October 29, 2019 8 PM ET.
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**Funding Report - Freddy Dunn**

BCHA is committed to growing, improving and strengthening the skills and capacity of our state and chapter leaders and individual members in order to enhance our mission over the long term. A continuing BCHA/DEW Foundation partnership will help to achieve these commitments in a more timely and complete way. The funding of this request will build upon the activities begun in 2017, supported by the DEW Foundation in 2018, and set the stage for 2020 and beyond. Continued funding will be allocated from annual fund-raising activities through the BCHA budgeting process, as described below under Funding Sources.

A grant from the DEW Foundation would be used to further continue and expand currently budgeted BCHA Education Committee activities to create, conduct, document and catalogue training needed by

the states, chapters and volunteers in three major areas: Organizational Excellence, Trail Craft and Effective Partnering.

The activities of the Education Committee include the conduct of live classes and webinars to present training, workshops and Roundtables for our membership in person and online. Committee members also meet from across the country to turn disbursed individual research activities into lesson plans, desired learning objectives and course materials. DEW Foundation resources would enable the use of our management company and staff to perform tasks required to provide the continuity, skill and sustained activity needed to support the voluntary efforts of the committee members.

Back Country Horsemen of California provides the only Leave No Trace Master Educator with Stock training in the country (see attachment that describes this LNT program). BCHA wishes to leverage this core competency to provide stock focused (but not stock limited) Leave No Trace training with the goal of having and sustaining a certified LNT Trainer in each of BCHA's approximately 200 chapters in 31 states.

DEW Foundation resources would be used to plan, organize, equip and then bring the LNT training to the Midwest and Eastern BCHA states to provide easier access to volunteer trainees. The newly trained Master Educators could then begin to train LNT Trainers in their states who could provide training, awareness workshops, clinics and presentations at chapter meetings, work projects, and public outreach outings. BCHA, with financial support from the DEW Foundation, can spread the LNT Outdoor Ethics throughout the non-motorized user groups who visit and recreate on public lands.

Together, BCHA and the DEW Foundation can share the knowledge and grow the capability to keep the trails open for all.

*Grant Budget* attached.

## Public Lands & Recreation Update

### **Policy Changes to Allow E-Bikes on Trails (for background, see July and August 2019 updates)**

With partner The Wilderness Society (TWS), prepared a proactive/anticipatory press release condemning the Department of Interior's pending change in policy regarding electric bike (e-Bikes) use on multi-use trails. Issued coalition press release immediately upon the Aug. 29 release of DOI Secretarial Order [3376](#), titled "Increasing Recreational Opportunities through the use of Electric Bikes." Consequently, the coalition [press release](#) was the only coordinated response cited by national media. Coverage and mention of BCHA's role included the following:

- *Associated Press*: "Electric bikes soon to be humming along national park trails," including this [article](#) in *The Seattle Times*.
- *Greenwire*: "Interior allows e-bikes on non-motorized trails."
- *Durango Telegraph*: "[Ticket to Ride](#): BLM, national park trails open to e-bikes."

Joined Backcountry Hunters & Anglers in issuing a [press release](#) that condemned the DOI order. It generated at least one article, in the Casper WY [newspaper](#), that quotes BCHA.

Developed detailed article on the e-Bike issue for BCHA's forthcoming Fall 2019 newsletter.

Tahoe National Forest: Organized an equestrian coalition including leadership of BCH California, its Mother Lode Unit, and the Gold Country Trails Council (an equestrian group) to form a response to the Tahoe National Forest's illegal authorization of over 130 miles of non-motorized trails for use by electric bikes.

- Shaped a coalition "[demand letter](#)" to the Tahoe NF and the Regional Forester. It lays out a number of legal claims that might be filed over the illegal authorization of e-bikes if the agency does not rescind its decision, cease encouraging e-bike use on these trails via the [forest website](#), and instead agree to enter into a public planning process.
- Briefed BCHA's Executive Committee and Public Lands Committee regional co-chairs on these developments and the pros and cons of joining TWS in litigating this issue if the Tahoe National Forest does not respond or comply with the demand letter.
- Met with TWS staff attorney in Denver CO to discuss options and next steps.

#### **Continental Divide Trail Coalition – Strategic Planning Retreat**

Traveled to Keystone, CO, to participate in a weekend strategic planning session with the CDTC. The 3-year strategic planning session was facilitated by the Keystone Policy Center and included partners like BCHA, IMBA, Colorado Trail Foundation and the Montana Wilderness Alliance. Retreat objectives were:

- Provide input and recommendations regarding the future growth of the CDTC and its plans for regionalization (i.e., field offices).
- Provide feedback to specific programmatic questions to help guide the next 3 years.
- Help provide guidance and priorities to the CDTC for the long-term vision of the organization.

Randy will be attending and presenting at the October 18-20 State Horse Councils Annual Meeting.

## **Fundraising Committee Proposed Plan for Yearend 2019**

### **Unified Theme - BCHA - Keeping Trails Open for You**

All funds go to general operating fund for BCHA

Spur, TFF, Friends of the Trail, Corporate Sponsors, matching donors, website, social media All combined into one overarching fundraising effort

### **Communication Plan**

- **Chairman's Letter** - 2x/year, spring and fall; Coordinate text with yearend theme
- **Monthly blasts** - January through mid-September (second Tuesday) to members across all platforms - social media - Facebook, Instagram, E-mail (folding in other avenues as we grow)
- **Create Google Calendar** to be used/shared with all committee members and EC - Tif has started, Fundraising Committee will maintain.
- **Ensure timely thank-yous for all donations**

### **Management Tools**

**Vital: A DMS (Donor Management System)** that can track donations accurately for future planning and targeting. Grant folks should be researching funding opportunities for this system.

### **Website and Facebook**

- **Donation buttons** all reflect single theme
- **Website Donation page** – Eliminate all the different funds. Just a single “Support BCHA” (or other wording) choice. Monthly, one-time, credit card and mail-in options.

### **Schedule of Activities**

#### **Mid September through December 31**

**YEAR-END CAMPAIGN - This is the time of year when folks are most generous**

**Assemble Team:** Tif & Ginny to spearhead

- Need solid fundraising committee folks
- Utilize NBMs, EC, committee chairs, folks in different time zones
- Share posts on social media platforms when they're released at approximately the same time on the same day so we reach more people and are more effective - peer-to-peer fundraising is vital

- Identify matching gift donors – approach 2 people to match a gift
- Promote social media posts
- Periodically posts will refer folks back to our branch merch and online store, featuring items for sale that would make great gifts; we need to clear out some of our “brand inventory”
- Encourage members to do birthday fundraisers

### **Specific Contact Methods:**

- One Direct (US MAIL) by Thanksgiving: Maybe forego in 2019, no budget for it.
- Email/Social Media posts x2/week - to start October 1
- Donate buttons updated with UNIFIED THEME on website, social media sites - donate buttons s/b up yearly
- Social Media - Focus will be Facebook, Instagram - can fold in Twitter and others in future years
- Mobile Text to Give - something to work on for future years - 25% of donors complete donations on mobile devices, we need to make this accessible to folks - is it? 25% of e-mails get opened, compared to 95% of texts - Wow
- Phone Calls –
  - To follow up with folks that have stopped their monthly donations. Call to see if they’ll re-up.
  - To contact current monthly donors to ask if they’ll increase their donations by \$5/month - Ginny to do - others in future

### **Giving Tuesday - 12/3/19**

- Theme will be “**#Giving Trailsday**”
- Have announcements and logo developed
- Develop landing page on website for all donations with unified message, one donate option, all funds go to BCHA
- **Timeline:**
  - End of September
    - E-mail and social media posts\* to a “save-the-date” for 12/3 (with a calendar invite attached)
    - Make general announcement that we are participating in Giving Tuesday
    - Start regular social media about our campaign
  - October
    - Start ramping up social media

- Two posts\*/e-mails a week - one to be on Tuesdays
- Prepare team and BCHA leaders to be ambassadors for cause and have them all share messages on their pages
- November
  - Early – Post\*/e-mail 2 times a week
  - Mid – Posts\* should start focusing on Giving Tuesday, posting every other day, if possible. Best practices are 1-2 posts on Facebook and Instagram; share impact stories about us and our work
  - Late: Connect our messages to the holiday giving season, remind people to give back to us on Giving Tuesday

\*Not all posts are asking for money - one asks for money, next one or two are a reminder what we do and our impact.

### Media and Marketing Help

- Branded Materials, images, logo, tagline, hashtag - all uniform
- #BCHA, #TrailsForever, BCHA logo, Giving *TrailsDay*, "Keeping Trails Open For *YOU*" - sample logos specific to Giving Tuesday in FR folder, link above
- Needs - **Will each EC member send a testimonial with one or two pictures AND a short video** to Tif/Ginny, and solicit a couple from your chapter/state, focusing on:
  - What does BCHA do for you?
    - Boots on the ground projects
    - Educational event
    - Social event
  - Impact of your BCH chapter in your area
  - Youth/community events
- **Randy** - will you put together a few videos (less than 2 minutes each), regarding the e-bike issue, importance of our work and coalitions on national scenic trails, such as the CDT and others, and anything else you think pertinent to our mission and objectives?
- Homepage pop-up for website - Mark/Brian
- Work on Donation page per above
- Design all media and thank you's - Tif can do, with help/input from media and marketing based on research and stats of what's effective
- Test all e-mails and donation pages prior to release to decrease issues

### Monthly Giving

- We need to focus on this; \$5/month, this appeals to folks because it's a small donation that we all can afford to keep our trails open and BCHA healthy; do some promotions.
- Starting **NOW** - launch end-of-year campaign and reach out to those that contributed monthly and no longer do, to appeal to them directly, consider monthly giving, \$5/month - Tif and Ginny doing.

There's only about 42 members (I think) giving to TFF; those folks can remain the 30%/70% split until if/when that changes. This campaign is for BCHA and where we need it; okay from FR Committee on 9/23/19 call.