



BCHA  
Executive Committee Minutes  
Tuesday, May 22, 2018

Members attending: Freddy Dunn, Ginny Grulke, Darrell Wallace, Sherry Copeland, Becki Krueger, Yvette Rollins, Mark Himmel, Mike McGlenn  
 Staff: Erica Fearn, Randy Rasmussen  
 Absent: Don Saner

Action taken:  
 Motion to approve the consent agenda and reports.

Action items:  
 Darrell, Sherry, Erica to review ideas for the National Board Meeting.  
 Erica to resend marketing proposal to EC and marketing committee.  
 Erica and Randy will work to get the BCHA MOU's updated.

Topic	Accountable	Topic & Outstanding Actions
Welcome	Freddy Dunn	Welcome new executive committee members Changes & additions to the agenda- Asheville Review consent agenda
	Freddy Dunn	<i>Consent agenda:</i> Minutes of the March meeting Leadership Reports: Chairman's Report Public Lands & Recreation Report Headquarters Report Donation Report
Finance	Sherry Copeland	Financial report as of end of April. Need future executive committee discussion on budget for National Board Meeting. Host states are only responsible for the additional activities.
Strategic Agenda	Freddy Dunn	Review of the National Board Meeting Evaluations <a href="https://docs.google.com/document/d/10Zwprn21xxF9S17q90tNj27pJuPvlz8OA-T6VGiNIJ8/edit?usp=sharing">https://docs.google.com/document/d/10Zwprn21xxF9S17q90tNj27pJuPvlz8OA-T6VGiNIJ8/edit?usp=sharing</a>  Membership Report – attached  Marketing Strategy, target market – one of the priorities, Mark will be working with Jeff Nichols.

Topic	Accountable	Topic & Outstanding Actions
		<p>Committee Action Plans</p> <p>Committee chair meeting last Tuesday. A few surprises from the call. Chairs will be meeting every month. Many of the action plans were not updated. Biggest change was in public lands committee. Public lands committee is one cohesive unit vs. the state and national committees. The four co-chairs met to discuss what the public lands committee does, expectations of EC and where staff fit in. Direction for staff time comes directly from the chair and/or executive committee.</p> <p><a href="https://drive.google.com/open?id=1zdAVSEa1C5thQKIL5SWWcZbM_JPLHNJ">https://drive.google.com/open?id=1zdAVSEa1C5thQKIL5SWWcZbM_JPLHNJ</a></p> <p>Priorities for next three months.</p> <p>Marketing strategy and how to coordinate with all our committees.</p> <p>Membership report – review.</p> <p>Education need a report for next month.</p> <p>How do we get the message out for people to join the Presidents' calls.</p> <p>Reviewing our MOU's – we need to update the contact information. BCHA's info is out of date.</p>
Adjourn		Next meeting date June 26, 8 PM ET via conference call.

Chairman's report. May 2018

We had a Committee Chair conference call on Tuesday, May 15. Some of the chairs had updated their Action Plans, some had not. I gave Mark Himmel the high priority directive to work w/ Jeff Nichols in **creating a marketing strategy** that focused on our primary market:

- day riders....
- riders just coming out of the arenas....
- women more than men....
- non skilled labor (who can later become skilled labor)

I feel it is imperative, that if we are to increase our membership in the coming year(s), we need to carefully direct our focus and pay attention to who our membership is now - not in 1995.

On Thursday, May 17, I had a conversation with Brandon Elwood and his partner, Alex from a company called AppJester. My purpose was to talk to them about creating an app for the collection of Volunteer Hours. These gentlemen work out of Salt Lake City and were referred to me by a trusted friend. They have been in business since 2011 during the 'there's an app for that' campaign was going strong. I sent them a link to our Volunteer Hours page and after a 30 minute call where I described who, where, what and why and the end product needed - they said they would be in touch within 10 days.

Had a call with Randy to go over the LOI questions for the Dew Foundation grant. Randy will complete the form after some input from select committee chairmen.

# Public Lands & Recreation Update

## HR 1349, Bikes in Wilderness bill

No updates (which is good news, for the time being). BCHA and its partners will monitor events in Congress to minimize the potential of this bill becoming “packaged” with other, less controversial public land bills.

### Central Cascades Wilderness Strategies Project

At the request of BCH Oregon, Randy reviewed the Environmental Assessment and outlined a rationale for resisting newly proposed restrictions on recreational stock use in five Central Oregon wilderness areas. To date, Randy has facilitated direct dialogue with:

- Forest supervisors of both the Deschutes and the Willamette national forests;
- Researcher/scientists who are studying the impacts of recreational use in the wilderness areas;
- The office of Congressman Greg Walden, who had Randy coordinate last summer a “Stakeholders Meeting” regarding the Wilderness Strategies Project.

Randy has coordinated a unified approach with BCH Oregon’s president and submitted a separate public comment letter on behalf of BCHA that challenges the rationale for proposed restrictions on stock use.

## National Forest System Trails Stewardship Act - Implementation

With the unexpected resignation of the Forest Service Chief, Randy circulated a letter (signed by BCHA’s Chairman and 5 other national partners) asking the Interim Chief to “act quickly to ensure that implementation of the Trails Stewardship Act continues in accordance with the timeline set out by Congress.”

Nonetheless, the Forest Service recently announced the following significant developments with respect to implementation of the Act:

1. Provided \$400,000 to sustain Year 2 of the “Trails Stewardship Act” funding program. The funding is for competitive grants that go directly to grassroots organizations working to address the trail maintenance backlog. Last year, seed money of \$250,000 was used to leverage \$1.55 million of resources (cash match, in-kind labor) for on-the-ground trail projects. This year’s \$400,000 is expected to yield over \$3 million of resources for trail projects.
2. Announced the launch of the “Summer of Trails” crowdfunding campaign. In partnership with the National Forest Foundation, the agency secured up to \$500,000 in funds to match dollar-for-dollar what is raised via the crowdfunding campaign (i.e., up to \$1 million could be made available for competitive grants, to be funded in 2019). The agency hopes this becomes the start of a national “trails endowment,” to be funded largely via corporate and individual philanthropy.
3. Announced the hiring of 6 Sub-Regional Volunteer Specialists in the Southern Region (R8) as part of a 3-year pilot project to better engage and organize with partner organizations across its 13-state region. Specific to this pilot project is work related to the Trails Stewardship Act.

## US Forest Service Trails Budget

Background: The Forest Service’s current annual budget to manage its trails program (CMTL budget line item) is \$80 million, an **increase of \$2.5 million from Fiscal Year 2017**. This represents the **first time in 5 years that CMTL funding has trended up**. Jaime Schmidt of the USFS has twice heaped praise on BCHA and its partners for helping to secure this increase. But it represents relatively “small change,” and is not close to adequately addressing the agency’s trail maintenance backlog.

**BCHA is leading a national campaign to bump up CMTL to \$100 million in FY 2019.** This ask of Congress (for an additional \$20 million for trails) represents another, but important, “baby step.” Yet maintaining an

upward trend for CMTL funding would represent a major accomplishment in an era when Congress and the Administration are proposing significant cuts to federal land agency budgets.

Update: In order to demonstrate to Congress broad public support for an increase in the Forest Service CMTL budget in FY 2019, BCHA and its partners submitted the following group sign-on letters:

1. A group letter that addressed the importance of U.S. Forest Service CMTL and Legacy Roads & Trails funding (with logos and signatures from **6 national organizations, including BCHA**).
2. An organizational sign-on letter, **supported by 207 groups nationwide**, with specific budget requests for all 4 primary land management agencies (bearing logos on the masthead of **4 national organizations, including BCHA**), including the \$100 million CMTL request.

## Headquarters report:

National Board meeting follow up, compiled NBM evaluations, spoke with 2019 hosts for alternative venue and pricing

Attended the YourMembership conference. Kentucky Derby Party, AMC program, Partner Rally for Community Brands, Roadmap Sneak Peak, Data Dive with Gravitare, Accounting Essentials for YM AMS, Advanced Event Management, Disrupt or Die, The Online Donor Journey, Adapt Your Membership Models, Getting the Most Out of Google Analytics, The Power of Member Engagement Through Gamification, Financial Leadership Roundtable, 3 ways to improve your website

Top three takeaways, listed by priority or recommendation

- o Member, donor, guest (client) journey paths must be reviewed, evaluated and changed. We should have member, donor, guest, landing pages that tells members what we are up to, the page should change weekly and engage members with an action (survey, question)
- o YM integration with QB-implement
- o Fundraising platform EGesture is amazing and worth evaluating for client use

BCHA Marketing

- o Evaluating the trade show booth damage

Personnel

- o Researched travel/auto insurance available on our Sparks Visa Card
- o Liaised with workers compensation insurance company for compliance

## Fundraising Report\*

	February 2018	March 2018	April 2018
Trails Forever Fund			
Number of Donors	50	53	52
Amount of Donations	\$615	\$695	\$660
Spur Fund			
Number of Donors	37	20	4
Amount of Donations	\$2290	\$2155	\$180

\*The fundraising report is from the YM database; it will not match the financial report due to the timing of funds being deposited.

## Membership Report

Memberships expiring in 2018 (or later.) Report as of 5/25/2018.

Date_Membership_Expires (Multiple Items)	
2018 or greater	
Row Labels	Count of Date_Membership_Expires
Alabama	3
Alaska	36
Arizona	143
Arkansas	13
BCHWI	26
California	1573
Colorado	147
Florida	140
Georgia	1
Idaho	2
Indiana	1
Iowa	61
Kansas	76
Kentucky	137
Michigan	62
Minnesota	32
Missouri	248
Montana	515
Nevada	1
NewMexico	121
NorthCarolina	196
NorthDakota	20
Oregon	246
SouthDakota	43
Tennessee	183
Utah	326
Virginia	67
Washington	1350
Wyoming	246
(blank)	54
Grand Total	6072