



Executive Committee Agenda

Tuesday, August 28, 2018

8 – 9 PM ET

VIA Conference Call: 712-770-5216, 471409

Members attending: Freddy Dunn, Don Saner, Ginny Grulke, Sherry Copeland, Becki Krueger, Mark Himmel, Mike McGlenn, Yvette Rollins

Staff: Erica Fearn, Randy Rasmussen

Absent: Darrell Wallace

Actions taken:

- ✓ Motion made to accept the consent agenda. APPROVED.
- ✓ Motion to approve the financial reports. APPROVED.
- ✓ Motion to relieve the accounts receivable due from ██████ in the best interest of BCHA. APPROVED.
- ✓ Motion to approve funding the “Sharing the Trails Conference” in the amount of \$750, with a letter stating funding is contingent on the conference being held. APPROVED.
- ✓ By consent- to not fund the National Wilderness Workshop – Society for Wilderness Management. APPROVED.
- ✓ Support the National Trails Conference at \$1000. APPROVED.

Action items:

- Freddy Dunn, Darrell Wallace, Sherry Copeland, and Erica Fearn will have a conference call regarding membership.
- Education and Marketing plan for the BCHA Friends program.

Management recommendation:

The EC/membership committee should develop action items to ensure the membership growth of BCHA.

Presidents’ Call: Mark Himmel, Randy Rasmussen, Sherry Copeland will be on the call.

Topic	Accountable	Discussion
Welcome	Freddy Dunn (3 min.)	Changes & additions to the agenda Mark Himmel – photo contest Ginny Grulke - TFF Friends recommendation Review consent agenda
	Freddy Dunn (3 min.)	Consent agenda: Minutes of the August meeting Leadership Reports: <ul style="list-style-type: none"> • Public Lands & Recreation Report • Headquarters Report • Donation Report • Committee chair call notes (see resources)

Topic	Accountable	Discussion
Finance	Sherry Copeland (10 min.)	<p>Financial report as of end of July.</p> <p>Discussion on packing scholarship funds. Referred to education committee. State interested should write a letter to request funds. We are ahead financially from this time last year. We are behind in meeting the business plan goal.</p> <p>Update on accounts receivable. Reconsider pursuing the AR.</p>
Strategic Agenda	<p>Freddy Dunn</p> <p>Mike McGlenn</p> <p>Randy Rasmussen</p>	<p>Washington County Utah Bill – In St George they want to put a highway through a national conservation area. Lee and Stewart have put bills in the senate that if passed, would enable a local government to bypass the Endangered Species Act (ESA) and National Environmental Policy Act (NEPA), the 2009 Omnibus Public Lands Management Act (OPLMA) and portions of BLM’s Resource Management Plan (RMP) that are in place to protect threatened and endangered species. Freddy has been asked to go to Washington to represent the recreation interests the first week in September.</p> <p>Has this happened in other states? Yes it has happened in one other state (AZ/NM.)</p> <p>Randy and Mike will be speaking with Land Tawney of Backcountry Hunters and Anglers to discuss items of mutual interest.</p> <p>Advocacy Partners – Mike will be ready to start working the Advocacy Program after he returns the 16th of September from vacation.</p> <p>In September, Randy will attend the AHC Fall Fly In, thanks to the funding from the “Chapter Challenge” started by Kentucky.</p> <p>National Trails Equestrian Conference financial support; recommendation to support in the amount of \$750. It is not the traditional NETC; the new event name is “Sharing the Trails, a National Symposium for All Trail Users,” dates are Nov. 2-4 in Phoenix. Financial support is contingent on the event happening. Freddy Dunn will be attending. Don Saner is not in favor of supporting the conference. Why doesn’t BCHA host and manage the conference in future years?</p> <p>Fiscal note: funding for the "Share the Trails Conference (\$750) is included in the annual budget.</p> <p>National Wilderness Workshop, October 9-13, Gunnison, Colorado – Society for Wilderness Management – they are not seeking sponsorship. At this time the recommendation we will not fund the conference in October.</p> <p>Fiscal note: funding for National Wilderness Workshop (\$0) was included in the budget at \$1,000.</p>

Topic	Accountable	Discussion
	<p data-bbox="272 415 415 443">Erica Fearn</p> <p data-bbox="272 684 448 711">Mark Himmel</p> <p data-bbox="272 804 440 831">Ginny Grulke</p>	<p data-bbox="643 142 1528 289">National Trails Conference, October 22-25, Vancouver, Washington. Randy is on the committee. Proposing BCHA being a \$1,000 sponsor. Mark Himmel has been involved and was a judge for the photo conference.</p> <p data-bbox="643 300 1487 369">Fiscal note: funding for the National Trails Conference (\$1,000) is included in the annual budget at \$3,000.</p> <p data-bbox="643 415 1208 443">BCHA membership report – lessons to learn</p> <p data-bbox="643 495 932 522">Sponsorship proposal.</p> <p data-bbox="643 533 1520 638">Comments: Doesn't reference new sponsors. Pricey. Would like to see resume and references. Proposal has been sent to Fundraising Committee.</p> <p data-bbox="643 684 1520 753">Photo contest- want a photo that represents BCHA. Mark will reach out to the states for submissions.</p> <p data-bbox="643 804 1528 1031">TFF Friends recommendation- Recommend a Friend of BCHA fund. Benefits we will give a monthly or quarterly newsletter. Some of the content from our members' newsletter. Friend of BCHA fund will be distributed the same way the TFF funds are distributed. Fundraising committee is to work on it for another month (develop a marketing plan.)</p> <p data-bbox="643 1077 1344 1104">Over 60,000 people came through FaceBook this year.</p>
Resources	<p data-bbox="272 1157 586 1184">Committee Action Plans</p> <p data-bbox="272 1272 586 1299">Committee Chairs Notes</p>	<p data-bbox="643 1157 1507 1226">https://drive.google.com/open?id=1zdAVSEa1C5thQKIL5SWWcZbM_JPLHNJ</p> <p data-bbox="643 1272 1520 1341">https://docs.google.com/document/d/11OZPJG0t2nSQWUDIIdCoDCUH22_iGmslhXuGJAFkz0/edit?usp=sharing</p>
Parking Lot		<p data-bbox="643 1354 971 1381">Style and Branding Guide</p> <p data-bbox="643 1392 948 1419">BCHA Program of Work</p> <p data-bbox="643 1430 915 1457">Employee Handbook</p> <p data-bbox="643 1467 971 1495">NBM Budget and Agenda</p>
Adjourn		<p data-bbox="643 1509 1451 1537">Next meeting date September 25, 8 PM ET via conference call.</p>

Public Lands & Recreation Update

Internal/Administrative Highlights

Crafted article for **BCHA e-newsletter** to empower members with information they can share with local national forests to prompt continued dialogue on plans to increase the role of volunteers and partners in addressing the trail maintenance backlog, as required by the 2016 National Forest System Trails Stewardship Act (i.e., “**Trails Act**”).

Coordinated a plan for submission of a **\$25,000 grant application** to the DEW Foundation with BCHA Chairman, Treasurer, Education Committee chair and Executive Administrator. The grant, if awarded, would support strategic outreach programs by the Education Committee.

Developed first-ever **Public Lands blog on BCHA YM website**. Topic dealt with how we might address the U.S. Forest Service’s proposed Central Cascades Wilderness Strategy, which is mentioned below. Prompted by BCHA’s Media and Marketing Chairman, will develop a similar blog for sharing with a broader audience on BCHA’s Facebook.

Worked with the Following BCHA States

BCH Oregon

Central Cascades Wilderness Strategy Plan and EA: Continued negotiations with BCHO president and forest supervisors of the Willamette and Deschutes national forests to avoid proposed restrictions on visitors to five Central Cascades wilderness areas, even though use of pack and saddle stock was not identified as contributing to the current problems of overuse, etc. **Drafted a joint BCHA/BCHO “pre-decisional objection”** to have on-hand for a Sept 6 face-to-face meeting with the forest supervisors.

Worked with the Following Partners

Participated in discussions and conference calls with the following BCHA partners:

American Hiking Society

Shaped another **group letter to congressional appropriators** as they negotiate the FY’19 budget for the federal agencies. In addition to reauthorizing the Land & Water Conservation Fund, other trails-related requests included \$85 million (a \$2.5 million increase from 2018) go to the Forest Service trails budget.

U.S. Forest Service

Held in-depth conversations with USFS’ Trails Program Leader (Washington DC office) regarding implementation of the Trails Act, including next steps and how the agency intends to use \$2.5M of “new” 2018 trails money. Sent email update to BCHA’s EC, Public Lands Committee chairs, and BCHA partner organizations; included specific action items that partner organizations might undertake.

The Wilderness Society

Worked with The Wilderness Society to **prompt original Senate cosponsors of the Trails Act to request a briefing on Trails Act implementation from the Secretary of Agriculture** as one means to ensure that national forest trails and the maintenance backlog remains a priority for the Administration.

Headquarters report:

- Communications
 - Kim Testoni joined Mainspring's staff as communications intern. Kim's responsibility is to develop a communications plan for BCHA. Her focus will be donor, membership and advocacy partners. The plan includes a series of communications for each stakeholder group.
 - Created our first video using FreeConferencing.com. The video was Kim introducing herself to Freddy.
 - Kayla Fearn and Kim will be working together to determine design needs. Kayla will implement the designs.
 - The monthly member e-news was sent out. We have three feature articles that need to be created, well written and ready for the fourth week of the month. The newsletter will be emailed the first week of the month.
 - The Presidents' Call notice and Presidents' Call follow up emails are sent out to state presidents, vice presidents, secretaries, and national board members on the third Wednesday and fourth Friday. We are adding BCHA specific information to the emails that states can share with their members.
- Policy Manual
 - Chris O'Sullivan completed the policy manual updates regarding resolutions. He liaised with Darrell Wallace, Mike McGlenn, and Freddy Dunn on the project. Past NBM minutes (2010 and later) were reviewed to verify the updates and the purpose of BCHA.
 - A new menu item and page has been created with members only access <https://bcha.site-ym.com/page/GoverningPolicies>. Resolutions are posted on the page in a file library.
 - Additions to the policy manual are noted with an *, section 2.3.10 begins the additions.
- Membership
 - Chris O'Sullivan created membership rosters for each state. The roster differs from the membership list in that it only has current year members (expire date of 12/31/18 or greater.)
 - Membership Benefits page has been added to the members only site. Login access is required as the benefits are members only
 - Updated membership lists are due to headquarters by September 1. Jean Tomasko is working on updates.
 - Kayla Fearn will take over the daily function of the membership dashboard. She is responsible for replying to and/or assigning contact forms. She is reviewing the BCHA email's and responding where appropriate.
- Sponsorship
 - Met with sponsorship program developer. Shared ideas and reviewed proposal. Forwarded proposal to the EC.
- Management
 - The Mainspring contract will be renegotiated this fall with a new contract in effect January 31.
 - Committee chairs have been asked for input for the [program of work](#). The process is what to stop, start, and continue.
- Donor support
 - Thank you notes written and mailed, list of donors sent to Chairman weekly
- Assisted education, advocacy partner committees
 - Developed contact form for the Public Lands committee.
- Financial
 - Teresa Meyers completed monthly financials and reconciliations in the second week of the month.
 - Landon Fearn processes donation payments weekly

- Liaised with Rob London, CPA and Sherry Copeland on the IRS990.

Fundraising Report*

	April 2018	May 2018	June 2018	July 2018	August 2018
Trails Forever Fund					
Number of Donors	52	53	59	59	57
Amount of Donations	\$660	\$695	\$915	\$860	\$675
Spur Fund					
Number of Donors	4	8	35	155	22
Amount of Donations	\$180	\$805	\$2,903	\$10,421**	2817

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

**41 donors gave \$100 or more.

George B. Storer Foundation Grant of \$15,000 was received.

Membership Report

The report is the number of members that expired on 12/31/YEAR.

The column 2018 is the current membership for the state (does not include lifetime members. CA has an additional 115 members that expire after 12/31/2018. ID has 2 and WA has 11)

Saratoga NY is not included in the report, 22 current members.

	Non renewed	Non renewed	Current members	
State	2016	2017	2018	2019
Alabama	206	34	133	
Alaska	26	12	40	1
Arizona	16	46	162	
Arkansas	15	22	83	
BCHA at Large	2	3	11	5
California	403	51	835	624
Colorado	318	162	263	6
Florida	33	46	160	
Georgia	117	8	118	
Idaho	226	196	482	
Illinois	54	8		
Indiana	30	24	27	
Iowa	31	42	63	
Kansas	4	21	85	
Kentucky	92	69	137	
Michigan	130	30	83	
Minnesota	14	17	51	
Mississippi	19	30		
Missouri	192	97	279	
Montana	113	327	555	
Nevada	86	106	29	
New Mexico	183	6	167	
North Carolina	77	67	205	
North Dakota	26	25	25	
Oregon	102	79	318	2
South Dakota	69	30	39	4
Tennessee	102	97	143	75
Utah	114	126	365	
Virginia	16	25	81	
Washington	498	301	1463	7
Wisconsin			31	
Wyoming	77	52	262	
Grand Total	3580	2200	6696	730

What can we learn from the membership report:

- A. 2200 people from 2017 did not renew in 2018. $2200 \times \$15 = \$33,000$
- B. For every lost member, it takes three new members to grow the organization
- C. 6696 current members = \$100,400 dues revenue for BCHA in 2018 (\$133,000 budgeted = \$32,600 = 2,173 members short of goal)
- D. 14 States with high number of non-renewed members (over 50 non renewed members)
- E. 50% of BCHA states have a high number of non-renewed members
- F. Updates are due September 1, membership numbers may change
- G. Identify the states that may be struggling and need support
- H. Identify states that we may not have accurate data from or have not received an updated membership list from
- I. Recognize states that have good to great results with membership and share what they do with other states (NM, CA, GA, WA)
- J. Identify areas in the database where changes may need to be made

Recommendation:

The EC/membership committee should develop action items to ensure the membership growth of BCHA.