



BCHA
Executive Committee Minutes
Tuesday, September 25, 2018

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

Staff: Erica Fearn

Actions taken:

- ✓ Motion to approve the consent agenda and reports. APPROVED.
- ✓ Motion to approve the policy on pass through of funds. APPROVED.
- ✓ Motion to accept the IRS 990 as filed. APPROVED.
- ✓ Motion to initiate a Friend of the Trail donor program. APPROVED.
- ✓ Motion to approve the resolution to Protect the Principal and Spend Gains/Interest from the BCHA Legacy Fund. APPROVED.

Action items:

- Add to the BCHA State and Chapter Handbook the requirement that all states have an EIN. Darrell Wallace and Freddy Dunn will create the language for the handbook.
- Add policy on pass through of funds to the policy manual.
- Ginny Grulke will create a document that can be used to promote the BCHA Legacy Fund.
- Add resolution to Protect the Principal and Spend Gains/Interest from the BCHA Legacy Fund to the national board meeting agenda.

Topic	Accountable	Topic & Outstanding Actions
Welcome	Freddy Dunn	Additions to the agenda: Chairman – Freddy Dunn Federal ID Number add to Financial Report Advocacy Partner – Mike McGlenn Marketing – Mark Himmel Review consent agenda
	Freddy Dunn	Consent agenda: Minutes of the August meeting Leadership Reports: <ul style="list-style-type: none"> • Public Lands & Recreation Report • Headquarters Report • Donation Report • Media & Marketing Report • Committee Chairs Conference Call Notes
Finance	Sherry Copeland	Financial report as of end of August. The balance sheet and profit and loss were presented. The reports will be approved once the profit and loss

Topic	Accountable	Topic & Outstanding Actions
		<p>budget vs. actual is presented. Requested that the reports include the YTD comparison.</p> <p>BCHA EIN –IRS Issue BCHA does not appear on the IRS charity website.</p> <p>Policy on pass through of grant monies. Background - from time to time BCHA is asked to accept grant payments on behalf of a BCHA state or chapter. The payment is received and then a check is issued to the BCHA state or chapter. BCHA acts as (fiscal) Agent for the funds. An administrative fee of 3.5% will be assessed on all grants where BCHA acts as agent.</p> <p>EIN needed for each state Background - Each BCHA state organization should have an EIN (Employer Identification Number) https://www.irs-ein-tax-id.com/learn/fag/nonprofit-organization-need-tax-id/ BCHA should have on file the EIN for each state. Sherry Copeland will reach out to the states and collect the EINs.</p> <p>990 review The 2017 IRS 990 has been completed, reviewed by the treasurer and filed. As a best practice, the EC will be emailed the 990 and the minutes of the next EC meeting minutes will note that the EC reviewed the IRS 990. The 990 says that we have a whistle blower policy and conflict of interest policy. Our governance policy has the policies, while they may be called by a different name. The list can be found on page 8.</p>
Strategic Agenda	<p>Freddy Dunn</p> <p>Ginny Grulke</p> <p>Mike McGlenn</p>	<p>We need an expansion chair. Starting next month, ask the committee chairs to report on their budgets and spending. Education committee members will be meeting with Craig at his home in Ogden, Utah. Freddy wrote an endorsement for Liz’ H book. Jim McGarvey and Cindy are doing well. Jim is involved with Region 8 Trail Users. Jim has pledged \$1,000 to the BCHA Legacy Fund.</p> <p>Fundraising Committee Report and Proposals:</p> <ul style="list-style-type: none"> • Proposal to initiate a Friend of the Trail donor program (page 9) • Resolution to Protect the Principal and Spend Gains/Interest from the BCHA Legacy Fund (page 11) <p>Did not get to meet with BC Hunters and Anglers. Randy Rasmussen has reached out to the two people Land Tawney said to reach out to regarding mountain bikes.</p>

Topic	Accountable	Topic & Outstanding Actions
	Mark Himmel	Advocacy Partners-Don Saner is working on a prospect for a grant. Marketing & Media Ads in the newsletter, ads could use better oversight. How advocacy ads get into newsletter. Facebook – the first week the course reviewed. BCHA should have more than one person involved with the social media calendaring.
Resources	Committee Action Plans	https://drive.google.com/open?id=1zdAVSEa1C5thQKIL5SWWcZbM_JPLH_NJ
Parking Lot		Style and Branding Guide- ?Mike McGlenn? BCHA Program of Work-Committee Chairs, Darrell Wallace Business Plan-Darrell Wallace Employee Handbook-Freddy Dunn NBM Budget and Agenda-Sherry Copeland
Adjourn		Next meeting date October 23, 8 PM ET via conference call.

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Public Lands & Recreation Update

Internal/Administrative Highlights

Submitted \$25,000 grant application to the **DEW Foundation**. If awarded, the grant would support strategic outreach programs by BCHA's Education Committee.

Submitted final report to the **Storer Foundation** for their 2017 grant to support BCHA's public lands advocacy, including defense of the Wilderness Act and responding to threats to sell or transfer federal public lands to the states.

Legislative Efforts

Promoted **inclusion of the US Forest Service within the Restore our Parks and Public Lands Act** (HR 6510/S 3172, introduced in late July). The bill carries strong bipartisan support and is intended to address the maintenance backlog, including trails, within Department of Interior lands, which include national parks, BLM lands and national wildlife refuges. Yet it currently does not extend to the Department of Agriculture (and US Forest Service). Reached out to House NR Committee chairman's office, and asked BCH state leaders in Utah and Arizona to contact the Committee chairman and Ranking Member (Democrat), respectively, to continue prompting inclusion of the USFS in this important bill. Participated in coalition conference calls to examine feasibility of adding USFS to the bill and submitted coalition letter to key Senate leaders applauding the bill and asking that the USFS be added.

Traveled to Washington DC to participate in **American Horse Council's Fall Ride-In**. Undertook Capitol Hill visits with colleague from American Hiking Society, with topics ("asks") including stopping the bikes-in-Wilderness bills, trails funding for Fiscal Year 2019, including the USFS in the Restore our Parks, etc. bills, and reauthorization of the Land & Water Conservation Fund.

Reached out to and discussed with Senate Energy & Natural Resources staff person a **public lands and outdoor recreation-related bill soon to be introduced by Senator Maria Cantwell (D-WA)**. Met staff person in Washington DC in attempt to ensure the bill includes provisions favorable to horsemen.

Worked with the Following BCHA States

BCH Oregon

Central Cascades Wilderness Strategy Plan and EA: With BCH Oregon's president, held meeting with forest supervisors for the Deschutes and Willamette national forests to clarify BCHA's/BCHO's objections to horsemen being included among a proposed limited entry permit system for five Wilderness areas.

Oregon Caves National Monument and Preserve Plan and EA: Convened call with park superintendent and staff person from the office of Oregon Senator Ron Wyden to confirm that the Park Service will rescind most of the restrictions on equestrian use that it had proposed in its draft management plan.

BCH Virginia

Worked with Golden Horseshoe chapter to craft a letter to the local USFS ranger district requesting justification of their apparent changes in Trail Classification Standards for four trails used by equestrians.

BCH Alabama

Worked with BCH AL public lands officer to develop strategy to resist the apparent “squeeze” being placed on equestrians with respect to access to the Sipsey Wilderness.

BCH Washington

Coordinated with BCH WA public lands officer our outreach to new leadership within the USFS Pacific Northwest office, which has a new Regional Forester, Volunteer Coordinator, and Trails Specialist.

Worked with the Following Partners

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

American Hiking Society

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

Teamed with AHS to educate legislators in Washington DC during AHC's Fall Ride-In.

National Park Service

Crafted and submitted brief write-ups and photos of recent BCHA-NPS partner success stories for use in an article to be posted by the NPS in their internal newsletter, *Inside NPS*.

Headquarters report:

- Committee support:
 - Attended committee chair conference call
 - Researched and made recommendation to the education committee regarding the matrix
 - Drafted resolution for the BCHA Legacy Fund, attended committee call
- Communications
 - Kim Testoni created a draft 30 Days of Giving proposal and shared it with Ginny Grulke, Fundraising Chair via conference call
 - Membership lists from states have been updated in preparation for the fall newsletter mailing
- State support:
 - Tradeshow booth successful in New Mexico, next stop is Georgia.

Fundraising Report

Submitted by Ginny Grulke, Chair of Fundraising

Page 9 - 10: Trails Forever Fund

- Proposal to initiate a Friend of the Trail donor program

Page 11-12: The BCHA Legacy Fund

The Legacy Committee has revitalized, and Steve McClintock has become re-involved. Other members include Dick Rahal (NM), Edith Conyers (KY) and Ginny Grulke (KY).

WE NEED 1-2 MORE MEMBERS.

- What and why of Legacy Fund?
- Funding Goal and Status for this FY
- Recognition of initial donors to Legacy
- EC Members' Role in getting the Legacy Fund established
- Administration of Funds
- Draft of Resolution on Use of Legacy Funds

	May 2018	June 2018	July 2018	August 2018
Trails Forever Fund				
Number of Donors	53	59	59	57
Amount of Donations	\$695	\$915	\$860	\$675
Spur Fund				
Number of Donors	8	35	115	22
Amount of Donations	\$805	\$2903	\$10,421**	\$2,817***

*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.

***8 donors gave \$100 or more.

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

1809 BCHA Committee Chairs Conference Call

Attendees: Sherry Copeland, Freddy Dunn, Leean Sahagun, Ginny Grulke, Mark Himmel, Barry Reiswig, Roy Cornett & Susan, Darrell Wallace, Craig Allen

Reports sent prior to the call:

Fundraising:

The Legacy Fund Committee is working on policies for the fund, defining processes for receiving and depositing checks, writing "WHY give to the Legacy Fund", discussing recognition for donors, as well as recruiting at least 2 new members. A "Job Listing" for Legacy volunteer positions will be in the Fall Newsletter. The EC will also be asked to approach individuals in their states. Dick Rahal and Steve McClintock are chairs.

The Trails Forever Committee is developing a detailed proposal for the EC's review to begin a "Friend of the Trail" class of donor, which will be targeted at non-members and non-horsemen. This should begin late in 2018, with a Friend donation of \$20 per year.

30 Days of Giving Plan- starts before Thanksgiving. BCHA would be participate with National Day of Giving.

The Corporate Sponsorship Program is the next on our list to work on. We need additional committee members for this effort.

Media & Marketing:

Liz Hughey recognition - Finalist for Will Rogers Award

<https://www.thecowgirlpoet.com/meet-barney-the-lopsided-mule.html>

FaceBook

Kelli Rohloff (Facebook Manger) participating in a six week Social Media Marketing Course (\$350) This course will help us connect things that were doing in a better way. BCHA should have more than one person involved with the social media calendaring.

We Ride Sport & Trail Magazine

Into our third month with submissions. Receiving photos for the cover photo in October.

Web Site

Marty & I have begun reviewing files in member's home section that are not being used. New theme will be an image menu. Increase blog pages on site for easier uploads. Member use on web site is way down (20%).

Reports from the call:

Don Saner is meeting with a potential foundation this evening. Some activities in October with National Park Service.

Governance policy will be changed to remove the vision committee due to redundancy.

Expansion Chair - Steve Lindsey stepped down.

Brian Pierick from Iowa has been asked to be chair.

Volunteer Hours Coordinators, Leean Sahagun.

Contacting national directors that we do not have state contacts for.

Article in the newsletter to remind people about volunteer hours and why they are important.

Need to validate the value of use of trucks, etc.

Melinda Wagner will head the Double Diamond Award.

Needs assistance in sending out announcement.

Track it Forward app- working on logistics. Making sure volunteer hours coordinators would get the information that they need. Ballpark figure of \$20,000.

Education Committee - how to post architecture so people can click on links

Need to get on a call with mechanics.

New York BCH - reached out to the chair, will visit in January, made recommendations which some were adopted.

Wisconsin has gone silent. They are reviewing state bylaws (had adopted affiliate bylaws.)

Veterans Day Holiday-first ever education committee workshop, it will be four days. What it takes to run a state and chapter. Put together so it can be used as an annual webinar.

Help wanted ad in the newsletter.

Public Lands

Minnesota called for assistance. DNR permits to motorcyclists (800 bikes.) Trails are being wrecked. Looking at a possible law suite. State forest issue.

Kentucky - Reservoir, county judge supports BCHA partnering up with fish & wildlife to better manage.

Conservation Lands Foundation took Freddy to DC to lobby against building a road through a National Conservation Area that is also a habitat for an endangered species. Land was protected by the Omnibus Act of 2009. County Commissioner wants a road built but all due diligence has not been done, nor options fully explored.

Membership-Darrell Wallace

Article in the newsletter. Looking for ways to improve membership report and utilizing data. Tools for helping states with membership have been uploaded.

Nominating Committee-Freddy Dunn

No committee members have been appointed.

Freddy Dunn thanked the committee chairs for all their hard work and said "BCHA has unprecedented momentum. We make a difference in people's lives."

Strategic Plan- needed for NBM.

Where do you want your committee to be in five years. Need it by year end.

Fundraising Committee Proposals

Proposal:

The BCHA Friends of the Trail (“BCHA Friends”) donor program

September 25, 2018

INTRODUCTION

The BCHA Friends of the Trail Program offers a way for horsemen and all other trail users to financially support the good work of BCHA with a minimal pledge of \$20 per year. BCHA Friends do not get membership benefits except for an e-newsletter and a tax deduction (as all donors do).

The BCHA Friends donor plan provides a number of benefits to BCHA:

- I. It enables BCHA to form alliances with non-members and other trail users, as well as provide a source of revenue to carry out our organizational goals by tapping into non-member sources
- II. It will also assist with Membership and Expansion, as we communicate BCHA activities both on the ground and in Washington and with other user groups. There will be a number of BCHA Friends who may convert to membership.
- III. Some BCHA Friends may increase their giving beyond the BCHA Friends membership amount, and may also influence their own organization to join or donate to BCHA. This may include saddle clubs, hiker and biker groups, nature lovers.

THE BCHA FRIENDS PROGRAM IS CONSISTENT WITH STRATEGIC PLAN

I. The increased revenue assists meeting the following strategic goals

- a. **Goal:** As individuals and groups, American youth will have access to back country and Wilderness experiences to enjoy and learn the value of public land stewardship.
- b. **GOAL:** BCHA provides people plus pack and saddle stock to keep trails accessible
- c. **FISCAL IMPACT:**
Costs are substantial to work, maintain, clear, log trails, in addition to delivering trail crews, camp supplies, food, tools, and materials to a work site.

II. Members will sustain and support the national organization

- a. **GOAL:** Membership and fundraising will support costs to “be at the table” with agencies and like-minded organizations to support the right to ride on public lands and assist regional leaders
 - i. **Success Measure:**
\$100,000 in fundraising initiatives each year to leverage member dues

III. ANNUAL FUND RAISING PLAN

a. FISCAL IMPACT:

At least \$100,000 will be raised each year to build capacity and provide assistance through matching grants for state, affiliate, chapter, and unit members in their efforts to keep trails open and accessible.

DEFINITION OF THE PROGRAM

The target audience is hikers, bikers, sportsmen, nature lovers (ie such as photographers, birders, etc) and horsemen who are riding on trails but won’t join a chapter.

The target audience will be reached via Facebook & Twitter, horse mags articles, local mags, IMBA, flyers, trade shows. Initial thrust will be to current Facebook followers. The Marketing Committee will work with TFF Committee to implement the marketing effort.

The BCHA Friends Annual Fee is \$20.

BCHA Friends funds will be put into the TFF Fund.

Benefits for BCHA Friends will be a quarterly e-newsletter which will be a modification of the members' newsletter (adjusted to remove anything particularly "internal"). The TFF committee will make the modifications and Mainspring will send out.

Revenue for Year 1: We estimate we may be able to collect \$500 between launch and April 2019. However, the current TFF giving is going to fall short of our goal, so this will partially offset that shortfall.

There is no required cost to implement the program. Mainspring is able to integrate this new form of donation into their existing donation processes.

There will be a "kick-start" promotion: "First 100 BCHA Friends get a XXXX." (Expires in April). Fundraising will use its budget to pay for the promotional item.

The BCHA Friends program will be launched via FB Posts ('teaser posts' 2 weeks prior), enews to members, the BCHA newsletter, and other trail group newsletters, horse mags via press release, Horse Councils (AHC meeting), American Hiking Society, etc. Announcements will either be posts or press releases.

Timeframe for announcement is November 1, 2018.

The BCHA Legacy Fund

What and why of Legacy Fund?

The BCHA is dedicated to keeping the trails open for all, to protecting the forest and wilderness areas and trails, and to assure public lands stay in public hands. More than just an annual commitment, the BCHA mission has a long-term, multi-year commitment to the future. To give proper emphasis toward sustaining BCHA for 25, 50, or 75 years from now, the BCHA Legacy Fund is being established to provide dedicated, financial assets to assure future financial viability — for Advocacy, Education, and Volunteerism.

Funding Goal and Status for this FY

We are currently “seeding” the Legacy Fund. Our goal was to have \$10,000 in the Legacy Fund by 2019 NBM. We currently have \$8,000.

---\$3,000 from stock from Steve McClintock and \$5,000 from KY donors

We also have 4 Challenge Donations: An additional \$2,000 EACH will be donated to Legacy if BCHA can reach \$20,000 by the 2019 NBM. This is a total of \$8,000!

--- Challenge Donors: Mainspring Management Association, Steve McClintock, Edith Conyers, Roy Cornett

WE NEED THE EC MEMBERS’ HELP IN REACHING THIS GOAL!

Recognition of initial donors to Legacy

We would like to honor those who help us seed the Legacy Fund by 2019 NBM, with \$1000 or more, with a distinction of being “Legacy Fund Founding Members.” This title would be in perpetuity – their own BCHA Legacy.

AFTER the 2019 NBM, only those who donate \$5,000 or more would be included as a Founding Member.

EC Members’ Role in getting the Legacy Fund established

1. The Legacy Committee is asking EACH EC MEMBER to donate “something” to the Legacy Fund. It is important when approaching other donors to be able to say that 100% of our Executive Committee gives to this fund.
2. We are asking each EC member to identify 2-3 individuals in their states who would be likely to give to the Legacy Fund, in the amount of \$1000 or more. Good candidates are members who have somewhat higher income and are committed to the BCHA mission, and the necessity of the organization. Or possibly BCHA Friends or land managers who know the work you do and are very supportive.

You can make the ask, or we can. The donations are tax deductible.

Donations can be: cash, stocks (avoid capital gains), or required IRA distributions.

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WE NEED AT LEAST \$12,000 IN HAND BY FRIDAY APRIL 5TH

Administration of Funds

The Committee has met with both Erica and Sherry to define the operational aspects of accepting checks and stocks, and who does what, what accounts are used, how the funds are reported in our P&L and Balance Sheet, etc.

Resolution on Use of Legacy Funds

It is critical that the Legacy Fund has tight restrictions on withdrawals. We are working hard to get up to at least \$500,000 before forming an endowment, and it cannot be frittered away.

Here is a draft of the restrictions that would be on those funds. This is modelled after the resolution for the Legal Fund and is still in draft mode. The committee will present a final proposed resolution at the next EC meeting.

Resolution to Protect the Principal and Spend Gains/Interest from the BCHA Legacy Fund

WHEREAS, it is in the best interest of future generations to have a funded BCHA, the BCHA Legacy Fund has been created.

WHEREAS, the Legacy Fund was established in 2018, as a long term fund with the following criteria established in 2018:

1. Donations may be designated to the BCHA Legacy Fund.
2. Donations designated to the BCHA Legacy Fund will be restricted (Principal).
3. The Executive Committee may determine to add other sources of funds to the BCHA Legacy Fund.
4. Once funds are designated as Legacy Funds, they cannot be withdrawn.
5. The Principal cannot be disbursed.
6. No disbursements of gains/interest will be made until the fund exceeds \$500,000.
7. The percent of gains/interest that can be spent in any given year cannot exceed 4% of the previous four years average gains.

THEREFORE, BE IT RESOLVED that the Executive Committee report on the balance and gains of the Legacy Fund to the National Board of Directors.

THEREFORE, LET IT FURTHER BE RESOLVED that the Executive Committee may utilize the disbursement of gains/interest to the operations of BCHA.

Presented to Executive Committee September 25, 2018.

Approved by the Executive Committee September 25, 2018.