

**BCHA Executive Committee Conference Call
February 16, 2016**

Participants: Mack Long, Alan Hill, Tom Thomas, Freddy Dunn, Don Saner, Randy Rasmussen, Roy Cornett, Chuck Miller, Erica Fearn, Jim McGarvey, Peg Greiwe
Kathryn Spears, Crescendo, will be on at 10:30.

MSP to accept the minutes of the January call as presented.

Registration Form –

\$275 for registration plus scholarship.

AR would handle processing of registration; send to AR via snail mail; send to Peg FAX or email.

Put on website too; FB – notice to go to website.

Treasurer's Report, Freddy Dunn reviewed financial reports.

Budget – Freddy – working on it

ProForma – Jim McGarvey

MSP to accept treasurer's report.

Tom Thomas - can't move into Chair position at this time. It has been an honor to work with everyone.

Crescendo - Kathryn Spears called in. She and Jim discussed their services and reviewed them. Expand reach of marketing efforts for planned gifts. 6 full time attorneys on staff that are available as a resource. Have another set of attorneys around country to help out with individual appointments and assistance. Any idea of wild figure that could be generated with a group such as ours (aging demographics, stock owners, regular people...) Once started is it a longer term of revenue – difficult to give exact responses. Challenge: can't meet people in person because we are all over the country. \$5500 is annual cost. They provide knowledge and we have to do the work; will take 6 to 8 weeks to get website ready; make sure that branding is consistent. Do free seminars throughout country about 20 per year. Specific software is part of the package. Chuck would like to see short presentation at NBM so other directors can see how it would work – and if they could do it. Could we reach outside of our BCHA group? We would have to collect the information on other donors outside of BCHA. Have some direct mail pieces in the package. Two different programs (\$5500/\$3500). Is there a ROI that should be more in the higher priced package. Separate website from ours but branded with our information. "Planned Giving" button would drive to planned giving website. Kathryn signed off.

Discussion: Who would manage the software? Jim would be willing to do it.

Alan – likes 3 things about it; Jim did due diligence on Crescendo; like to see if they would come to NBM and describe the process. Need the one person that would work with this. Need full board buy-in on this. Have marching orders go out to all states.

Freddy – do we really need the higher priced package?

Tom – can we financially do it? Yes, probably can do this (Freddy).

Freddy would be more comfortable sitting on this for a month. Finish the budget. Get the Trails Forever Fund going first.

Make decision prior to NBM. – March EC meeting.

How does this interplay with gift giving letters and trails fund?

Next month's agenda for vote.

Packing Scholarship, Mack Long – updated info to webmaster; call with Mylon today; will have applications by NBM.

Chair Report, Don Saner

- Education Chair – Pete Kriger is resigning. Looking for another chair.
- Expansion, Steve Lindsey – Alaska, Iowa apps in. Busy and lots of interest. Mary K Church is helping.
- Event Insurance – hot item; Steve looked into it; complex and extremely expensive; will give brief outline at NBM.
- **Audit** – NR Smith is doing it. Will be a \$200 increase because we have to do a full 990 tax return.

MSP to accept Chair's Report.

Executive Director Report, Jim McGarvey –

- \$5/month club – Ginny wants to kick off at NBM; she won't be able to handle this; taking on a non-paying job. LNT doing a DVD on equine use; free. BCHA getting 500. Could use as an incentive.
- USA Today Ad in commemorative issue of NPS - \$10,000 deadline this Friday; reserved a spot for us; gets printed on May 9th; bill on June 9th; can do a five month billing (\$2000/month). Utah – 7 voted in favor; USA Today magazine, all over country; will be seen by people not in our field; on newsstand for 2.5 months. Alan will make a run at BCH CA for a \$2000. Once in a lifetime opportunity. Will be on all the desks of NPS. Erica – should have a follow up campaign so will need more than \$10,000; it has to emphasize that horses are legitimate use of NPs. Need to get right byline to support equestrian use on NP. Could do the challenge thing...

MSP that we do full page ad in USA Today magazine for national parks.

MSP to accept ED Report.

Director, Public Lands Recreation, Randy Rasmussen

- BLM - MOU - will also be able to promote formalizing trails not currently managed by BLM;
- NPS: Submitted late January a strong public scoping comment letter on Yosemite Wilderness Stewardship Plan (WSP)
Will be focused this week on Mt. Rainier WSP public scoping comment letter.
- Splinter group Mtn bikers (Sustainable Trails Coalition) trying to get bill in Congress to force review of bike use in designated Wilderness; IMBA has distanced itself from STC.

- Troubling development: FS Region 1 (MT/ND/ID panhandle) had budget cut for trails maintenance: 30%, phased in at 10% cuts for each of next 3 years. New national budgeting formula places greater emphasis/funds toward trails in populous states/regions.
- Hike the Hill in DC (Feb. 8-11)
Joined by AERC, PNTS, PCTA, CDTC, AHS, AHC, etc.
 1. LWCF renewal in the current Energy Bill was key topic—permanent authorization, full funding are the asks
 2. Trails bill (HR 845/ S 1110) was also one of the key topics at Hike the Hill:
 - a. Sunday pre-meeting: Randy spoke to 70 people on need for trails bill and push for cosponsors
 - b. Sen. Enzi distributed Dear Colleague letter on Feb. 5 (to all U.S. senators) urging cosponsors
 - c. New sponsors listed Feb. 9: Sens. Gary Peters (D-MI), James Inhofe (R-OK)
 - d. Bill in Ag committees is “cleared for markup” at earliest convenience
 - e. Interest expressed by staff of Sens. Heller (R-NV), Feinstein & Boxer (Ds-CA), Kaine (D-VA), Murray (D-WA)
 - f. Senators soon to be listed as cosponsors include: Sen. Joe Donnelly (D-IN), Dianne Feinstein (D-CA), Martin Heinrich (D-NM), Tom Udall (D-NM), Tammy Baldwin (D-WI)

MSP to accept Randy’s report.

Public Liaison, Alan Hill – FS MOU expires in November; will be going through renewal process. Buffalo Soldiers event for this year in discussion (BCHCA and Buffalo Soldiers in planning). Next annual meeting with PCTA, BCHA, etc., will discuss maintenance of feeder trailers.

Nominating Committee, Alan Hill – seeking nominees.

MSP to adjourn at 11:26 a.m.

Peg Greiwe
Executive Secretary