

MINUTES
PWV BOARD OF DIRECTORS' MEETING
February 20, 2014 – 6:30 p.m.

ATTENDANCE

Board Members present: Richard Clopper, Mike Corbin, Sandy Erskine, David Fanning, Jerry Hanley, Bob Manuel, Alan Meyer, Meg Parmer, Martha Shepard, Cathy Trout, and Kevin Cannon (*USFS*).

Board Members absent: Archy Archuleta, Judy Christensen, Daryl Smith and Jennifer Watson.

Advisory Board Members: Fred Allen, Chuck Bell, Dave Cantrell, Jacques Rieux, Karl Ritters, and Margaret Shaklee.

PWV Members present: Judy Jacks, Jim Shaklee, Sandy Sticken, and Nate Donovan.

AGENDA. The agenda was accepted.

MINUTES. The January 2014 minutes were accepted as presented.

REPORTS OF OFFICERS.

A) CHAIR JERRY HANLEY.

STRATEGIC PLAN. Jerry explained the Executive Committee had met February 12, and approved going forward with the 3 to 5 year STRATEGIC PLAN for PWV. We will look for a facilitator within PWV, one who has not served on the Board. The committee would consist of 8 to 12 selected volunteers of varied backgrounds. Jeff Johnson was mentioned as a possible facilitator. He is a new member, and was formerly with Cabela's. If anyone is aware of others who might be qualified to facilitate, please advise Jerry of that person. Also advise if you know of qualified members to sit on the committee. Planning would start after Spring Training. Initially, a day retreat would be scheduled and held at the Shaklee home. Some items to be considered are potential income sources, contact strategies, marketing requirements, and determination of organizational structure to support the plan. Planning would require a couple other, full-day sessions. The following **motion was made, seconded and passed:**

Move that PWV proceed with developing a 3-5 year strategic plan to be facilitated by an internal resource. The committee will be made up of 8-12 selected volunteers of varied backgrounds.

NEWSLETTER. Thanks to Daryl Smith and Gail Blinde for their work in planning and getting published the *Poudre Trails, Winter 2014 edition*. They did an excellent job and published vast amounts of good information. The publication can be viewed on the website.

NEW RECRUITS/ SPRING TRAINING SCHEDULE. Currently, we have 160 potential recruits, a much greater number than previous years. A meeting is set for February 24, 6:30 p.m., at Mulligan's (others may attend). Bob Manuel explained the training trail schedule includes 8 groups, with 12 recruits in each (+ AGL's), which is the maximum we can have on the trails. It will take about 7 ½ hours to complete the course.

B) LIAISON KEVIN CANNON. Kevin met with RMNP folks, who offered trail crews to help with repairs on North Fork Trail, but had to decline that offer because of Park Service standards which are not acceptable for the Forest Service. North Fork is the priority trail. CLRD will have use

of the USFS' pack string for 2 weeks this summer; and he will use them to remove fire pits and clean up campsites at Rawah. Mike Corbin, Mindy Cooper, Bob Hansen and Kevin have devised an event to replace "jeopardy" at Spring Training, one that covers how to do trail reports.

C) TREASURER'S REPORT. Martha Shepard gave a brief Treasurer's report, indicating balance of cash of \$83,185, up from \$59,516, mainly coming from grants for trail repairs. The full Treasurer's report was previously sent to Board members.

REPORTS OF COMMITTEES.

A) WILDERNESS ACT 50th ANNIVERSARY. **1) Posters.** Alan Meyer reported 3500 posters were printed, of which 100 were signed by John Fielder as "limited edition" posters. We are in the black now by \$1200, and have a big inventory. **2) Wilderness Walk.** PWV will not do its own "wilderness walk", but will join the RMNP and Evergreen Wilderness walks, both set for September 26, a Saturday. We will have a booth at the Evergreen event. **3) Favorite Wilderness Trail.** Alan had called on members to let him know their favorite wilderness trails, and state why it is the favorite. Please consider your "best" trail, and submit to Alan with your comments. **4) Wilderness Showcase Kiosk.** PWV was invited by NWSA to apply for a Wilderness Showcase Kiosk grant for use in 2014. Alan plans to submit a proposal by March 28, the due date. If awarded the grant, the moneys would be used to build a kiosk at the West Branch or Rawah trailhead, commemorating this event. **5) Wilderness Art Exhibit.** Alan asked for Board approval to work with local artists to market the Wilderness Act poster. He would work with Marcella Wells, who would do all marketing. There is no cost to PWV, and we could net a fair amount. The Memorandum of Understanding with Wells was sent to Board members in the Information Sharing document for this month. The following **motion was made, seconded and passed:**

Move that PWV accept and execute the Memorandum of Understanding between Wells Resources, Inc. and PWV, to organize and implement a Wilderness Art Show at Bas Bleu Theater Gallery in September and October 2014. The agreement covers the period from February 21 to November 15, 2014.

C) FUND RAISING COMMITTEE. **1) Current Grants.** Fred Allen reported on the current grants, \$22,800 of which has already been received. Pending grants include the National Forest Foundation for \$18,000; Wal-Mart for \$2,500; National Trail Foundation for \$5,000; O'Dell's for \$1,200, and possible others. (Fred mentioned filing IRS form 990.) Jerry Hanley noted the Fund Raising Committee had 2 meetings, with more planned, working to secure a permanent committee. **2) Grants' Manager.** Jerry Hanley will talk with Rhonda Koski, CSU research assistant, who deals with grants, regarding the position of grants' manager. **3) Direct Marketing Campaign.** Jerry reported on the pros and cons of this effort, and discussion followed. It was pointed out that this method of fund raising is the norm for non-profits such as ours. We will plan to use this method in the future, but modify the tone of the request.

D) ENDOWMENT FUND COMMITTEE. Judy Jacks reported this committee will host a back yard party, goods and services' auction, on Saturday, June 22, 4:00 p.m., at Judy Christensen's home. She passed out a donations' idea sheet to be completed and submitted to her. Put it on your calendar and start working on what you can do to support this effort. This event will be advertised at Spring Training.

E) SPRING TRAINING COMMITTEE. Co-chair Nate Donovan reported all leader positions are filled for Spring Training and everything is on track.

F) STOCK PATROL COMMITTEE. Sandy Erskine expressed the need to encourage more patrols in the wilderness, and how stock patrol members could assist in this effort. Tony Schock will conduct several sessions on “patrolling in the wilderness on horseback”. Chuck Peterson will teach a half-day clinic on skills required to pack in the wilderness. Several overnight trips, utilizing skills learned in these training sessions, will be scheduled this summer. This group of horse lovers will discuss how they can support hikers in carrying their gear to make it less cumbersome for them to patrol in the wilderness. These patrols will be scheduled with the Supplemental Training Chair.

G) WEBSITE COMMITTEE. **Karl Ritters was appointed by the Board to Chair this committee.** The ad hoc committee includes Alan Meyer, David Fanning, Kirk Sticken and Scott Ackerman. Karl explained the history of the website; and informed the committee was put in place to address the website problems. The committee will be keeping the site up to date, has cleared out old material, restructured the site to include new materials, and is working on a process to continue and maintain the site.

H) INVENTORY COMMITTEE. Chair Richard Clopper had sent out a consolidated inventory to Board members, who were asked to review it and advise him of any corrections.

NEW BUSINESS.

A) FIELD GUIDE PROPOSAL. David Fanning proposed ways to make the Field Guide more usable and less cumbersome, noting it contains much **more information than is needed on patrols**, with too small print, having added much information over the years. He proposed putting most of the Field Guide on the member website; including **the trail patrol descriptions**; under the title “PWV Manual”. The information on the website would be easily modified and kept up to date. The **PWV** Field Guide would be smaller and more user friendly. He explained all the changes.

B) LEAVE NO TRACE MASTER TRAINER SEMINAR. David Fanning informed of the upcoming LNT training seminar, to be held in Moab UT, in September, the cost being \$325. When someone is selected for the training, the Board will approve that expenditure.

C) PWV MAIL LISTS. Alan Meyer advised of the group mail lists on the website and keeping them current, so as to avoid some of the current problems. He reminded the Board of the websites and included them in the Information Sharing document. ***If anyone needs to change an Email address, please send that information to Karl Ritters, and he will assure the change.***

NEW BUSINESS CARRIED FORWARD. HOSPITALITY COMMITTEE DUTIES. (Jan Creager)

The meeting adjourned at 8:35 pm.

Meg K. Parmer, Secretary

Next Board Meeting: **March 20, 2014, 6:30 p.m.**