

MINUTES
PWV BOARD OF DIRECTORS' MEETING
January 17, 2019 – 6:30 – 8:30 p.m.
Harmony Library – Ft. Collins

ATTENDANCE

Board Members: Tom Adams, Janet Caille, Jeff Dean, Elaine Green, Randy Ratliff, Linda Reiter, Mike Shearer, Sandy Sticken, Celia Walker, and Jim Zakely.

Board Members absent: Bob Hansen, Katina Mallon, and Jack Morgan.

Advisory Board Members: Fred Allen, Dave Cantrell, Mike Corbin, Jerry Hanley, Judy Jacks, Bob Meyer, Jacques Rieux, Jim Shaklee, Margaret Shaklee, and Mike Smith.

PWV Members, Other: None.

PWV Guests: None.

AGENDA. The agenda was adopted as amended.

MINUTES. The December minutes were approved.

REPORTS OF OFFICERS

A) CHAIR REPORT. Tom Adams mentioned the January 14th **Affiliation Gathering** and the excellent presentation Peter Skiba, son, Doug, and daughter-in-law, Heidi, gave on climbing Gannett Peak in Wyoming. Tom announced that he will be the ‘celebrity’ bartender at the Feb. 6th **Pour Brothers Fund Raiser**, which will be posted on neighborhood HOA sites and advertised via flyers.

Tom and Jackie Picard, Supplemental Chair, met with Jill Reynolds of **Larimer County Search and Rescue (LSAR)**. LSAR and PWV will try to put together some joint training and public outreach. Tom said that Jill also volunteered to do a presentation at Spring Training, i.e., “What to Do if You’re Lost”.

B) PAST CHAIR REPORT. Randy Ratliff reported Sandy Erskine has been very ill. Due to Sandy’s illness and minimal advanced planning for the Feb. 2nd **Stock Event**, the event has been cancelled. Hopefully next year such an event can be held.

The next **Ad Hoc Stock Committee** meeting is on January 24th and Randy has prepared a page of bulleted items of recommendations for the committee to consider. Randy has received good feedback via email and remains optimistic that the program will be grounded and moving forward. The group’s focus will be on recruitment and the committee will be getting brochures together. Randy asked for ideas on how the stock group can leverage social media platforms and get information out quickly. PWV doesn’t have a social media person although Karl Ritters posts on Facebook for PWV and Caitlin Mohr may be creating Instagram posts. Many people get information via social media.

C) CHAIR ELECT. Elaine Green had two quick things. Quite a bit of functionality is being added to the PWV calendar which Mike Smith will be addressing. Calendar requests now will come through the Web Team.

Elaine made the following motion which was seconded and passed by acclamation.

Move to appoint Linda Reiter to chair the KON/ recert refresher committee.

Linda said that Mary Beth McCubbin has agreed to be a shadow KON Chair for this year.

D) USFS REPORT. No report due to government shutdown.

E) TREASURER'S REPORT. Sandy Sticken gave the Dec. 31 **Statement of Financial position**. The 1950 Endowment amount as of November 30th has dropped and is now actually about \$70,000. The decrease was due to market declines. December statements have not yet been posted. Sandy reported that not much is new on the **Statement of Income and Expense**. PWV was billed for \$420 for software, which Sandy was able to get credited, and PWV now has access to the same software for no charge. Sandy said Guarantee Bank is changing names to Independent Bank. Flicker software is also free (photo/video committee). The following motion was made, seconded and passed.

Move to approve the January 17th financial report as presented.

REPORTS OF COMMITTEES.

A) RECRUITING COMMITTEE. Celia Walker presented the **2018 First Year Experience Survey results**. PWV gets 75-80% of new recruits through personal contacts. People weren't quite as happy with the PWV Application, but it has been totally revised and Celia thinks it should be ranked higher next year. Some of the negatives received are that it's hard to break-in to established groups. For the most part, comments were very positive. People enjoy PWV. Nothing brand new really was received over last year. Regarding the review of KON, the introduction portion was a little too long which can be easily remedied. Spring Training was ranked much higher this year than training at the USFS (due to snow) the previous year. Mentoring, may be an area in which PWV can work on two things: 1) consistency on what's presented on a mentoring patrol, and 2) training recruits that mentors often have their own style, and mentees need to realize this. The most common reason given for not attending some events was timing. The Year End Event, Gearfest, and Midsummer Event were all well attended. Other general comments were that PWV is run by retirees, and it's often tricky to make things work timing-wise for members who work. Celia thinks that the Second Year program to be held this year will potentially address recruits' knowledge-gap about committees. A suggestion was made to offer Trail Maintenance and weed crew opportunities to those that don't have their 6 patrols in yet. Mike Corbin said that for Restoration, recruits can attend events, and to attend other events, such as weed pulls, new recruits just need the committee Chair's permission. Celia said next year's survey, if done, should be done in October, 2019.

B) WEB TEAM COMMITTEE. Mike Smith presented recent **Web site modifications**. Mike explained that in the past, two calendar tools were in place. One tool was for use by the Chair Elect for **calendar events**, and the other by the Web Team dealing more with registration. Mike said the Web Team has now updated the calendar to include images and more functionality. Additionally forms have been added to the Members Only page, in an attempt to streamline the process for requests. All requests will come to the Web Team, and the Web Team will reply back when the request has been completed.

Mike showed that on the right sidebar of the PWV home page, Upcoming Events are still listed. At this point, one can click on Full Calendar, or the Calendar can be accessed from the drop down under News & Information. Images used help the viewer to determine the type of event and are color coded. Hovering over each image will display a bubble with some information (date, time, event) which if clicked on, displays additional information such as location, description, speaker, and other information as relevant. There is now a form available to help the Web Team support the calendar event. Clicking on location on the pop-up, will show

google map and give specific instructions. A viewer can also save to a personal calendar via links provided.

Viewers can go to the calendar month by month. If an event needs a registration form, there will be a link to click on to register. Certain events won't be shown if the viewer is not signed in as a member. For the new pages, "I'm not a robot" a spam-proof box must be checked. All forms will have this requirement. At the bottom, each calendar event is symbolized by a different color per category. If a viewer clicks on a certain color at the bottom of the page, all events pertaining to that category will be displayed.

Chair Elects in the past have updated the calendar but with the new tool, the Web Team will now be updating the calendar. An email notification will still be sent to the Chair Elect. Celia Walker asked that either location be added in the bubble or information be given on how to access to obtain the location. Multiple events can be displayed on the same day.

Next, Mike presented the four new **forms** that are being developed for PWV members to submit. Two of the new forms (Equipment Reservation and Hospitality) are currently available. To submit a form, a member must be signed on to Members Only. The new forms for requests are:

- PWV Broadcast email
- Calendar Email
- Equipment Reservation
- Hospitality.

For a **Broadcast email**, no calendar event or form is needed; this is just a quick way to get information out to PWV members or the PWV Universe (donations and fundraising). The form takes login information, date, subject, audience. In creating a request a member can copy and paste into the box provided or can upload a document. Pictures can be uploaded separately or embedded in an uploaded document. The Broadcast can go to a select committee or to the entire PWV membership. Again the Spambot must be checked. When asked about a reasonable time of turnaround for a request, Mike estimated about 24 hours. Any Broadcast email must be PWV-related.

Mike explained that **PWV Calendar event** can potentially contain a lot of detail. A short and long form for event registration is available. The short form is basically information needed to get the process started (date, time, location, . . .) and the event created. The long form gives a several options, i.e., is a broadcast email required, registration needed, etc., which says additional steps are needed. As Chair Elect, Elaine Green will get a copy of this request. Again document and pictures can be uploaded, a category can be selected, restrictions on size can be specified and speakers listed. By default it is presumed that most events will take place at the USFS office. Recurring events such as BOD meetings or Trail Restoration events can be indicated.

The new **Equipment Reservation Form** is almost identical to the existing form. For new members who may not know a location, a picture of the pick-up place is displayed, (USFS, Red Feather and Arrowhead). Images of LNT books, and weed books are all displayed on the form. Patrol details are entered as before. The Office Crew receives Equipment Reservation Form requests.

The final form Mike presented was the **Hospitality Form** for the Member Relations committee. Member Relations wanted a tool for members to submit for sending cards and

potentially flowers to PWV members who are ill or bereaved. The form collects information and forwards the request for processing to members of the Member Relations committee.

Elaine Green commended Mike Smith for his work on this and asked that Mike consider presenting to the Committee Chairs. Mike received a round of applause.

C) CENTRAL ROCKIES WILDERNESS VOLUNTEER WORKSHOP (CRWVW). Dave Cantrell said half a dozen PWV are involved in preparing for this workshop. CRWVW will be held April 10-11, with an optional field day on April 12th. The committee is working on housing, food, and venue. Dave's main focus has been working on the content for this workshop. Dave hopes to present to all something a bit different that will be a reason to attend. Registration opens on Feb. 1st. Once registration is open, the committee will probably put out a request to all members, asking folks to get in touch with friends about the workshop. With Bob Korsch's good help, he has been working on marketing strategies. Janet Caille mentioned the clipboard being passed around to house wilderness stewards. Celia Walker mentioned the intention of the workshop is for boots on the ground organizations and the issues they are struggling with, i.e., retention, training, fund raising, etc. Once identified, then what are possibilities for dealing with these issues. Dave said the intention is to move away from the "talk at us" format to working towards solutions together. Registration will be \$10 via PayPal.

D) NATIONAL WILDERNESS STEWARDSHIP ALLIANCE (NWSA) WEBINARS. Dave Cantrell talked about the NWSA webinar program. Barring unusual conditions, every 2nd Tuesday of the month at 1:00 RMST, a webinar will be presented and may be accessed through wildernessalliance.org. Dave said two series are being presented. The first is oriented around universal challenges that volunteer groups face. The second series is a partnership series: opportunities for volunteers to join national efforts. The recent webinar on Wildspotter software had to be cancelled due to the government shutdown. This software allows weed work being done to feed into a national database. Other webinars to be presented include: work on national trails, working with Cornell on a birding program, Latino Conservation Week, and National Public Lands Day. All of these programs have implications for PWV. These webinars are being produced for NWSA by colleagues at the National Trail System. PWV will have these webinars entered on the PWV calendar. There is no functional limit on the number of attendees.

E) ORGANIZATION HANDBOOK COMMITTEE. Mike Corbin presented a proposed update to the **Organization Handbook for the Animal Group Training Committee**. Mike Corbin and Janet Caille are Animal Group Leader (AGL) Chairs. Mike explained the history of the AGL committee, which has never been formally chartered in the Handbook. The committee basically recruits and trains the AGLs and the Role Players, and maintains the AGL and Role Player manuals. Additionally, AGL Chairs coordinate with the Training Trail Manager and Spring Training Chair. Celia Walker asked about the evaluation process.

The Organization Handbook Structure has been of value but is not flawless. There are three basic functions for the Handbook, PWV processes such as electing Board of Director members, chartering our committees, and documenting the processes needed. The last has not worked as well. For most of the committees the processes have been documented. A few have never been documented such as Recertification. This year PWV committees have started using Google Drive. For the next PWV meeting, Mike is going to come back with a proposal to keep the Handbook, but pull out the committee processes and put the process information on Google Drive. Mike thinks this will make it easier to keep the processes more up-to-date. One other thing of note is that the Training Manual doesn't normally come to the Board of Directors, but

Mike thinks it should. He will be sending this manual to the BOD for review/approval at the next Board meeting. The following motion was made and seconded.

Move to approve proposed changes to Organization Handbook (for the Animal Group Training Committee).

The Organization Handbook was Dave Cantrell's idea originally. The Handbook is typically updated a couple of times a year. Mike will take out the processes, and the processes will belong to the committee. Mike maintains that if the chartering process is correct the processes should be in line with the charter. Concern was expressed on committees not necessarily following the written processes. When asked if everyone has access to Google Drive, Mike said that his understanding was that all BOD and Advisory BOD members have read access. The motion passed.

F) 2018 YEAR-END ANNUAL FUND DRIVE CAMPAIGN SUMMARY. Jerry Hanley presented the final amounts. PWV raised \$10,168.83. Of this \$8,373.29 was received for Operations, \$1,150.00 was received for Endowment, and \$500 received was restricted for registration. Two institutional donations were received (our proportion of Colorado Gives and the Colorado Health Foundation Incentive) totaling \$326.29. Fees for Colorado Gives were \$145.54. \$2020.00 was received in checks. There were 74 total donations, 45 from members, 4 anonymous, 23 from non-members and 2 from institutions. Jerry Hanley and Janet Caille will be sending out Thank You emails/notes.

G) STRATEGIC PLANNING COMMITTEE. Jerry Hanley gave a short history of the Strategic Planning Committee which was first talked about in 2013 and then an ad hoc committee was formed in 2014. In 2015, the committee did a SWOT analysis (Internal Strengths & Weaknesses; External Opportunities & Threats) and presented a plan to the BOD in 2015 which was approved. The committee identified five performance metrics and developed detailed plans for plan execution, however, the execution plan was not diligently monitored, resulting in only partial completion. Jerry hopes the current permanent committee will have better success.

The 2015 plan had 5 performance metrics identified: high priority trail patrolling, member retention, increasing the proportion of new and veteran members who achieve their 6-patrol commitment, increasing volunteer hours, and a member survey on supplemental training offered. No data was collected regarding the supplemental training survey. The top four metrics have been reviewed by the Board of Directors (BOD) the last two years.

A permanent committee was formed in 2017 with committee members Jerry Hanley (Chair), Jim and Nancy Casadevall, Margaret and Jim Shaklee, Randy Ratliffe, Tom Adams and Russ Smith. Elaine Green has also joined the committee recently and Jim Shaklee has stepped away. The development process that the committee used was to:

- Establish a mission
- Decide on process to be used
- Update status of activities from 2015
- Update status of plan from 2015.

The committee felt compelled to go back to activities of the 2015 plan, and decided what is still relevant. Relevant activities were cleaned up and brought over to the new plan. Several had been completed. The committee developed a list of potential performance metrics for PWV.

The committee updated the SWOT analysis and sent out a questionnaire to all BOD and Advisory BOD members and to all Committee Chairs. The committee also determined which activities were operational in nature and which have strategic intent. Operational objectives are short-term goals and strategic objectives tend to be longer-term goals. The strategic plan is about:

- Setting a direction for the organization,
- Devising goals and objectives
- Identifying a range of strategies to pursue.

An operational plan does present highly detailed information.

Jerry presented the proposed **2019 Strategic Activities**. He explained this was a proposal of recommendations to evaluate, not to solve, but to achieve consensus on whether we want to pursue the activities listed below. PWV is a boots-on-the-ground organization supporting the USFS and our goals should reflect their goals. The following activities were recommended:

- Encourage “priority patrolling” to members as part of scheduling website
- Recruiting more diverse people
- More involvement of AGLs and Mentors after Spring Training
- Develop planned giving strategy
- Develop external donor database
- Design the Non-Patrolling training program
- Implement a means for members to self-assess their knowledge of PWV
- All Committees required to develop annual operating plans, goals, metrics
- Investigate Paid staff position
- Committee continuity in face of frequent committee chair turnover (transition process)
- Better organize and communicate supplemental training. Processes for integrating training events on PWV Calendar, Class Registration, and announcements of training events. Define possible training sequences/routes after year 1? Establish curriculum.

Discussion was held particularly on ‘encourage priority patrolling’ (stock issues, difficulty of parking, not as many trails to patrol), and recruiting of young people (overall impact on membership numbers, invest time to train, more likely to leave sooner, recruiting minorities). Due to time constraints, discussion was limited.

Jerry said the next steps would be to:

- Gain BOD approval
- Finalize planning template for committee use
- Review potential organizational metrics
- Work with committees to develop plan
- Present detailed plans to BOD for approval
- BOD to review progress on plans throughout year

General consensus of the Board was to pursue the plan as presented.

OLD BUSINESS None.

NEW BUSINESS

A) COLORADO OUTDOOR STEWARDSHIP COALITION (COSC). Janet Caille gave a quick summary the Statewide Stewardship Initiative that she and Mike Smith attended recently in Golden. COSC, which is in partnership with Greater Outdoors Colorado (GOCO), presented the workshop. COSC has developed a Best Practices Guide available on their website, outdoorstewardship.org. Funds are also potentially available. COSC will give this presentation 6 times around the state. The following motion passed was made, seconded and passed. Any PWV committees could access information on the GOSC website.

Move that PWV become a member of the Colorado Outdoor Stewardship Coalition.

Fred Allen said that the next Newsletter is being developed to include potentially the following topics:

2018 Fact Sheet (final)
Spring Training, need volunteers, what to expect, etc.
Subsidies Spot/InReach
2019 budget
Wilderness Workshop
Stock Patrol Preparation
Kids In Nature Getting Ready
Member Spotlight: PWV member
Announcements From the Board
PWV Fundraising Activity - if any are scheduled
USFS article
Trail Crew what to expect
Restoration what to expect

The Meeting adjourned at 8:30 p.m.

Janet Caille, Secretary

Next Board Meeting: **February 21, 2019 6:30 p.m.**