

MINUTES
PWV BOARD OF DIRECTORS' MEETING
August 17, 2023 – 6:30-8:03 p.m.
Hybrid Meeting

ATTENDANCE

- **Board Members:** Jennifer Collins, Joe Cox, Jim Medlock, Sean Orner, Jeff Randa, Mark Snyder, Bruce Williams
- **Board Members absent:** Jim Branch, Rich Cappello, Jeanne Corbin, Ruth Janitscheck, Steve Musial, Pete Ramirez, Dan Schultejann
- **Advisory Board Members:** Jerry Hanley, Linda Reiter, Kevin Cannon, Celia Walker
- **PWV Members, Other:** Hayden Hamby, Peter Skiba, Renee Skiba, Anne Yakos

ESTABLISHING QUORUM AND MEETING GROUND RULES

- Mark Snyder welcomed everyone in attendance and established that a quorum was not present.

AGENDA

- The agenda was adopted.

REPORTS OF OFFICERS

(A) CHAIR REPORT

- Nothing to report from Mark Snyder.

(B) CHAIR ELECT

- Nothing to report from Sean Orner.

(C) IMMEDIATE PAST CHAIR REPORT

- Nothing to report from Bruce Williams.

(D) USFS STAFF REPORT

- Kevin Cannon spoke for Matt Cowan. The Youth Corps is done on Roaring Creek Trail. Overland Mountain Bike Association has a few more public dates coming up but they are still expecting the trail to open in October. Larimer County Youth Corps starts in the Brown's Lake/Flowers trail area for the first week and they're on until the end of September. Trails for All is in September. Matt said that 90% of the trails in the Rawah and Commanche Peak wilderness trails have been cleared and open this year and congratulated PWV and thanked all who helped.

(F) TREASURER

- Jim Medlock has asked committee chairs for suggested one-time items that we could use the endowment funds for projects with over \$9000 available. He asked that their responses be back by October 1. He hopes to have the remainder of the budget materials due October 27.

COMMITTEE REPORTS

STRATEGIC PLAN UPDATE

- Bruce Williams gave a status update on the new board member training plan. They developed a draft for training new board members and committee chairs and received

feedback from participants along the way. The board member trainings have 4 simple pieces. The first is a meeting with the new board members and the executive committee to go over some key things that make it easier to learn how to be a board member. They made a suggested document list for new board members. After 3-4 months they sent out a simple questionnaire targeting what they need to know now. A second session with the Executive Committee follows.

- They've developed a broad training plan like the board member training for new committee chair orientation with the addition of a transition checklist for new committee chairs. We'll ask the new chair to sit down with the outgoing chair and go through the list. Then we'll have a meeting with the Executive Committee and assign them a contact from the Executive Committee to help them throughout the process. We will also suggest that new Committee Chairs attend at least 2 board meetings.
- Jeff Randa spoke on the Coordinated/Planned PWV Messaging to help external people understand our brand which we learned a lot about with the GoFundMe campaign. The committee Chairs are doing a lot of heavy lifting trying to communicate and we want to take some of that load off them. We're also trying to engage more with local businesses. They've received feedback primarily from the Committee Chairs that has impacted the developing plan. The process will be refined with progress. The objective is to support the Canyon Lakes Ranger district and the Committee Chairs. PWV is comfortable with our member size therefore we don't have a goal with recruitment. Internal communication is very important to share information about what PWV is accomplishing so they can better understand what we do. Jeff met with Whitney and Reghan, the Coalition for the Poudre Watershed and they're interested in helping us and building a relationship. Volunteers for Outdoor Colorado in Greeley want to provide resources to us. They're meeting with Rocky Mountain Conservancy in a couple weeks to have a marketing discussion. We are getting more visibility with press releases for recruiting, trail conditions, bridge stories and the Oboz Trail Experience. They updated the standard press release format and "boilerplate". They'd talked about a YouTube channel but shelved it due to the workload. We are beginning to identify targeted businesses we want to engage with long term.

TRAILS FOR ALL SEPTEMBER 6 EVENT FOR FORT COLLINS ADAPTIVE RECREATION OPPORTUNITIES NOW OPEN FOR SIGN UP

- Anne Yakos stated that they are looking for more volunteers on September 6. Carol Kennedy has connected with Jim Mull, who is working with the City of Fort Collins Natural Areas on rating trail accessibility. The city is looking into developing a track chair program like the one at Staunton State Park. Jeff Randa indicated that they are thinking about how to share info with the public about the work we are doing with Trails for All. Kevin Cannon suggested putting the September 6th event on the website calendar with a signup list to attract volunteers.

PHOTO VIDEO: TRAIL DESCRIPTION DEMONSTRATION PROJECT

- Peter Skiba is working to create video trail descriptions that would complement the trail descriptions on the PWV website. They would describe the trail and provide visual highlights. They've shot some footage of Young Gulch and Greyrock trails. If this proves successful, we could create videos for all our PWV trails. He hopes to share these 2 first videos with the Oboz Experience people to use for the campaign this year. Kevin Cannon expressed that we may not want to show wilderness areas in these videos so we can reduce impact and keep excitement alive with unexpected sights in these areas we would like to keep more secluded.

SUPPLEMENTAL TRAINING UPDATE

- Anne Yakos reminded us that we still have Wilderness First Aid on the calendar and currently have 5 people registered. They would like to increase that roster. They are still looking at new venues for Spring-Tune Up and the library is still the best option. Peter Skiba suggested sending out the video they made of Wilderness First Aid training to attract more participants.

SPRING TUNE UP COMMITTEE

- Jim Medlock & Janet Caille will present a motion to appoint a committee chair at the next board meeting.

OTHER BUSINESS

OBOZ TRAIL EXPERIENCE BEGINS SEPTEMBER 1

- Jeff Randa reminded the board that this is our third year with this event and it will begin in September. It is lead by Brown's Shoe Fit. Oboz gives away 5 pairs of boots for the event. This has turned into a community focused event. It's grown from last year from 22 trails to 26 and 127 miles. It's grown from being competitive the first year to not at all. We have offered Lower Dadd Gulch, North Fork, Young Gulch, and Greyrock Summit. We are getting \$500 and a lot of exposure for this. Last year we had 15 different companies and now we have 27. There will be an after event in October with a presentation. The Mishawaka is our newest sponsor. City of Fort Collins launched it with their wellness program. He reminded all that PWV members will get a 15% discount at Brown's Show Fit through the end of the year. It may be valuable to send out a reminder to the membership.

WILDERNESS FIRST AID PATCH TO BE WORN BY MEMBERS ON THEIR SHIRTS

- Joe Cox is hoping to give patches to members who have completed a Wilderness First Aid class to display on themselves. It fits well on the pocket of the shirt. Mark Snyder indicated that Matt Cowan communicated that the Forest Service is fine with the patch.

STREAM TRACKER UPDATE

- Bruce Williams spoke about the Stream Tracker project which collects data on streams. There are 900 committed community members nationwide. He is seeking volunteers to sign up to hike one of 3 priority trails (Blue Lake, Emmaline Lake or Big South). You download an app for your phone and take a few photos. It takes very little time while on the trail. He asks anyone interested to email Kira at info@streamtracker.org.

- **HIGHWAY ADOPTION AGREEMENT**

- Mark Snyder indicated we are in the second year of our agreement which expires in 2024. Leah Balzer was the person in charge of it. We are looking for another person to take over by the expiration date.

CLOSING

- Mark Snyder thanked all in attendance.

Next Board Meeting: **September 21, 2023, 6:30 p.m.**

