

**Beartooth Recreational Trails Association (BRTA)
Board of Directors Meeting
November 11, 2020**

BRTA Board of Directors meeting held via Zoom. Meeting called to order at 6:32 p.m. by President Jones.

Board Directors Present: Terry Jones (President), Jennifer Drinkwalter (Vice-President), John Clayton (Secretary), Bill Foisy (Treasurer), Doug Anderson, Marci Dye, Heidi Gilbert, Pete Hinmon, Marv Keller, Tom Kohley, Dan Seifert, Derek Stiegemeier.

Board Directors Absent: Anita Philipsborn.

Welcome and Guests: no guests.

Announcements/Upcoming Events

- Kids Ski Rentals November 14 at the Civic Center. It will be outdoor, drive-through, staggered. Marv reviewed some of the details.
- Turkey Trot, Thanksgiving day. We have supported with \$200, and Red Lodge Events may still need volunteers.

Minutes: Bill moved, and John seconded, to **adopt the minutes** of October 14, as distributed to the Board. The motion carried on a voice vote.

Treasurer's Report: Marv moved, and John seconded, to **adopt the treasurer's report**. The motion carried on a voice vote.

- With \$9280 (vs. \$5900 budgeted) from the Fun Run, our fundraising has netted \$11,899 so far, vs. \$12,500 budgeted. So we're in good shape despite no Oktoberfest.
- The Fun Run included a 9.2% match. Thank-yous have been written to 90 donors. Of them, 28 gave more than \$100, 8 more than \$200.
- Our special plea for the West Fence Line trail bridges netted several donations including \$1000 for a named bridge from Rob Hylton.
- Specifically, the report included:
 - Year to date profit and loss for the adopted budget, April 1, 2020 – March 31, 2021, to include through October 2020 income of \$19,547 versus \$65,600 budgeted, expenses of \$29,012 versus \$81,540 budgeted, and net income of -\$9,465 versus -\$15,940 budgeted.
 - Transaction List by Date, October 2020.
 - Checking account report with a balance of \$16,854 as of October 30, 2020.
 - Savings account report with a balance of \$62,721 as of October 30, 2020.
 - Savings (capital reserve) account report with a balance of \$18,001 as of October 30, 2020.

Old Business:

- The highway 78 multi-use path signs were installed. Some minor revisions needed.

- We will delay our e-bike public discussion until post-pandemic, so it can be in person. But it is important.

Outside Committee Updates

- Dan and Jennifer attended Parks Board last month, and gave them advice.
- It is not known how much funding is available for the City to do the trail maintenance needs identified by BRTA. Bill will check on the amount of funds budgeted in the adopted City budget for parks and Parks Board activities.

Standing Committees

Summer Trails: Supplementing a written report, Dan highlighted projects including Red Lodge Mountain bike trails (on track to meet with JMA in January), Parks Board partnership (can we get the multi-use path plowed?), applying for a Montana Tourism Grant for trails construction, and the now-completed West Bench trail. Red Lodge Ales has approved locations for the Bent Nail Trail, but we now have to wait until they finish constructing an adjacent warehouse.

Winter Trails:

Supplementing a written report, Doug led a discussion.

- With yesterday's soft opening, we capped a successful offseason: new parking lot, bridge repair and construction, windbreak, and a big burn pile of debris.
- Kiosk signage is coming soon to address pandemic conditions and first-time skiers. We also have material from Ski Kind.
- Terry has drafted a letter to the Garlows, new owners of the land west of Aspen Ridge, to see if they'd be open to expansion. The board liked the draft.
- If families cannot afford a ski pass, we have two options: Dierdre McNamer's foundation, and if that runs out, RLACF. Let's promote.
- All the paperwork is set for the West Fork.

Marketing:

Supplementing a written report, John highlighted:

- With construction of the logo, website, and video complete, we can shift more to maintenance mode. We'll meet quarterly rather than monthly, and John will compile a list of responsibilities.
- Jennifer will send out a newsletter in December. It would avoid a time-crunch on her and John if you could send items early, and pre-write them.
- Anita will work with Doug on a plaque for the new Hylton bridge.

Community Bicycle Program: It's been slow, but we've gained inventory. We now have 24 bikes (moved out of the Lions Park storage area for the winter). Now that Doug is heading Winter Trails, he'd like to step aside from this program, having someone else take it over.

Event Committees

- Fun Run: discussed above.
- Kids Ski Rentals: discussed above.

- Filmfest: WWA may be supporting only virtual showings of its best-of video compilation, and charging \$20/viewing. Tom will learn more next week, but we may need something very different.

New business:

- Ruth Sheller's \$54,400 gift must go either to an endowment (probably managed by RLACF through the Montana Community Foundation) or a Fiduciary Money Managed Account that would act similarly. Terry and Bill distributed materials, and much discussion ensued. A task force of Terry, Bill, Derek, Pete, and John will pursue.
- Marv and Terry will work on this year's RTP grant. We will target operations, again—not equipment, as the rules are too restrictive (that's why we have the capital account). Meanwhile a new parallel program, the Montana Trail Stewardship Grant Program (MTSGP) may be more appropriate for Summer Trails. Tom, Dan, and Jennifer will investigate.
- Doug reported on the recent meeting of the Cross Country Ski Area Association. We should expect bigger crowds this winter. We were wise to expand parking; there may also be more demand for instructors. How can we also improve the product for newcomers? Doug had three ideas: 1) Ambassadors on busy days to greet people at the kiosk and advise them on trails (and make sure they pay!). 2) On busy days, a regular schedule of instructors for first timers? (Marci noted that the CCSAA instructing protocols are a bit different this year.) 3) How-to videos. Doug also encouraged us to understand these customers: a) what do they want and like? b) can we collect demographic info useful in grants?

Next Meeting/Adjourn We will meet on Wednesday, December 9, 2020, 6:30 p.m., probably again via Zoom. Meeting adjourned at 8:53 pm by President Jones.

Certification of Minutes

Minutes prepared by John Clayton, Secretary.

Certification of minutes approved by the Board of Directors:



12/9/2020

Terry Jones, President

Date adopted by the Board of Directors