

ATA Board of Directors Meeting Minutes

Saturday April 8, 2017

10:00 am. – 2:15 pm.

Horseshoe Ranch, Agua Fria National Monument

Board members present: Rob Mason, Ambika Balasubramaniyan, Bernie Stalman, Jeff Whitney, Fred Gaudet, Ben Murphy, Denis Ryan

Board members present telephonically: Susan Lagerman

Board members absent: C.W. Payne, Steve Anderson, Jan Hancock, Todd Sadow

Staff members present: Matthew Nelson, Executive Director; Shawn Redfield, Trail Director

Guests present: Volunteer Secretary Phyllis Ralley; Wayne Ralley; Mariposa Nelson

NO.	DESCRIPTION	ACTION ITEMS
1	Meeting was called to order by President Rob Mason at 10:08 a.m. and Rob conveyed Jan Hancock's regrets about not being able to attend today's meeting. Rob also introduced Steve Kyles of Arizona Game & Fish Dept, our host and manager of the Horseshoe Ranch. Steve provided the history of the 200-acre ranch and the wildlife that Game & Fish is trying to protect there. Top minnow, pupfish, garter snakes, leopard frogs, yellow-billed cuckoos and antelope are among the species benefitting from the Game & Fish management at Horseshoe Ranch.	
2	Minutes from May 30, 2016 Board of Directors Meeting Rob Mason called for any corrections to the last meeting's minutes and Fred Gaudet said he was not present telephonically. Rob Mason had some questions on Item 10, bullet point 9, which were answered by Matthew and did not require a correction. Fred Gaudet made a motion to approve the minutes as amended, Jeff Whitney seconded and the vote for approval was unanimous.	Jan to make the corrections in the October 2016 Board meeting minutes.
3	Financial Report Matt Nelson provided the financial report in the absence of C.W. Payne, Treasurer. He provided a summary of the attached budget and noted that ATA is on target or ahead of the financial budget to date. Matt announced that he and Debbie and Felicia (accountant) are reworking the accounting structure for monthly expenditures to more accurately reflect where money is being spent. Rosemont has once again told Matthew to stand by to begin new trail construction, but he reported they have made this request many times previously, so he is not going to mobilize until they have received necessary permits, litigation has been resolved, and the release of the funds actually happens.	

	Ben Murphy made a motion to approve the financial report, and Ambika Balasubramaniyan seconded the motion, which was approved unanimously.	
4	<p>Conflict of Interest Form Rob Mason distributed and collected the signed Conflict of Interest forms, required by the IRS. Members must read and sign the IRS form and get them to Matthew. Members not in attendance should mail their forms in to the ATA office.</p>	Absent Board members to submit a Conflict of Interest Form via mail to Matthew at the ATA office.
5	<p>ATA Advisory Council Ambika distributed the draft letter she would like to send out to a group of potential Advisory Council members, and there was a discussion about the requirement that participants be ATA members. This discussion continued on to a general discussion of the Board and Rob announced that Jan Hancock had expressed her desire to remain on the Board, but requested assistance with the secretarial tasks, such as taking minutes, etc. Ambika suggested it might be possible to hire someone to take the minutes. Ben provided a comparison with other organizations he belongs to during this discussion. Ambika reported there are 35 names on Larry Snead’s list of potential Advisory Council members. Jeff Whitney suggested recruiting from the Gateway Communities. Ambika asked for suggestions from the equestrian community and Phyllis suggested contacting the Copper State Trail Riders. Including politicians was also suggested. The size of 30-40 was mentioned. There will be more than one request letter sent out. Jeff congratulated Ambika on her work thus far.</p>	
6	<p>Standing Committees The ATA has the following existing standing committees: Executive Committee (this is an active group that gets a lot done in the management of ATA); Board Development Committee (Jeff Whitney has accepted the role of Chairman of this Committee); Geospatial and Technology; Trail Operations (Fred Gaudet continues to lead this Committee); Financial Development Committee (there is a vacancy in this position, so Ben Murphy volunteered to Chair this Committee, and Denis Ryan, and Ambika volunteered to serve on this Committee; Director of Philanthropy is Wendi Lucas. Matthew asked the Board, and all Committees, for assistance with defining ATA’s “Big Picture” goals. Jeff Whitney mentioned that Governor Ducey is recruiting large corporations to come to Arizona, and ATA should watch this closely as opportunities may arise to reach out to these new corporations. Rob Mason agreed to remain on the Finance Committee, joined by Denis and C.W. Payne. If C.W. moves to Alaska, he committed to replace himself with another CPA for our organization. Other Potential Future Standing Committees include: Legal;</p>	

	Land Management; Public Relations; and Volunteer Development and Acknowledgement	
7	<p>Membership Committee</p> <p>Bernie Stalman reported on his efforts to increase membership. He noted that membership in all organizations is declining nationwide. The question of whether or not we need a membership committee was addressed in discussion. Jeff commented that perhaps the new Advisory Council could help with membership recruitment. Ambika suggested that all volunteer vacation participants should receive a free first year of membership. Bernie offered to remain on the Membership Committee with Todd, Jan, and Debbie Thorman. Matthew mentioned the Membership Report had been updated (see attached Report) and Fred Gaudet asked to see a report that had a breakdown of age categories, and Bernie asked if the Report could identify geographic locations of the members by County.</p>	<p>Debbie to identify geographical locations of members to determine if there were some unrepresented geographic areas to look at for recruiting new members.</p>
8	<p>Merchandise Sales</p> <p>The merchandise report was provided, and Denis Ryan suggested that ATA put its ATA merchandise on Amazon.</p>	<p>Debbie or Tamara to follow up on Amazon merchandising</p>
9	<p>Board Matrix</p> <p>Rob reported that ATA currently has 12 Board members, but due to the difficulty of obtaining a quorum for Board Meetings, he hoped we could have 15-16 Board members. Historically the Board has had as many as 18 members.</p> <p>C.W. Payne may move to Alaska and resign from the Board. There was a discussion about Board members who do not regularly attend. C.W. has offered to recruit his replacement if he leaves the Board. Ambika suggested recruiting Board members based on skill sets. Rob suggested that the Board should be aware of the importance of recruiting younger people to join our Board.</p>	<p>Executive Board and Jeff Whitney to make suggestions for the Board recruitment process</p>
10	<p>Website Discussion</p> <p>Ambika mentioned the need for an updated ATA website, and nearly all in attendance agreed. Matthew mentioned he has been trying to work with David on a website “facelift.” Ben inquired how much funding is dedicated to the website each year. Matthew shared that David Babcock is compensated @ \$14,000 for his web, eNews, database and web development work. Board consensus was that it can be done for a fraction of the price with a much better product that allows staff and volunteer leaders to make updates instead of relying on one person to manage the content.</p>	<p>Matthew will come up with a plan to address the Board’s concerns before the next meeting</p>
	<p>LUNCH BREAK</p> <p>Thank you to Tamara for preparing a delicious lunch.</p>	
11	Trail Director’s Report	

	Please see the attached electronic file. Shawn Redfield provided comments on the bullet points in his report.	
12	Executive Director's Report Please see the attached written report from Matt, who also offered some condensed comments.	
13	Other Business Rob Mason introduced the initial activities of the planning underway with the "ATA Hall of Fame" Committee. Phyllis Ralley provided written notes from the Committee's meetings and the Board voiced approval of continuing the effort.	
	ATTACHED REPORTS	
14	GIS Report - Aaron Seifert Please see attached digital file	
15	Trail Administrator's (Laura White) Report Please see attached digital file	
16	Membership Report (provided by Debbie Thorman) Please see attached digital file	
17	Water Locations Need on the Arizona Trail Please see attached digital file	
18	Philanthropy Report Please see attached digital file	
19	Seeds of Stewardship Report – North and South Please see attached digital	
20	Social Media Report Please see attached digital file	
21	Volunteer Program Report Please see attached digital file	
22	Biography of Potential Board Member (Jason Flesher – bio attached)	
23	Future Board Meetings The following dates were proposed for upcoming ATA Board of Directors Meetings; Saturday, July 15, in Flagstaff – Hart Prairie Preserve; Saturday, October 14 – in Vail.	
24	Volunteer Hours – Board members to add travel time to the actual Board meeting hours.	Total Meeting Hours – 4 hours 15 minutes
25	Adjourn There being no further business, a motion to adjourn the meeting was made by Jeff Whitney and seconded by Ben Murphy, and the meeting adjourned at 2:17 p.m.	