

**Arizona Trail Association Board of Directors
Board Meeting Minutes
October 20, 2018
10:00 a.m. – 2:00 p.m.
Triangle L Ranch, 2805 N. Triangle Ranch Road, Oracle, Arizona 85623**

Board Members Present: Steve Anderson, Kent Taylor, Denis Ryan, Susan Lagerman, Rob Mason, David Benson, Ambika Balasubramaniyan, Jan Hancock

Board Members Absent: Ben Murphy, Fred Gaudet, Phyllis Ralley, C.W. Payne

ATA Staff Members Present: Matthew Nelson, Wendy Lotze, Aaron Seifert

USFS Agency Liaison Present: Laura White

Guests: Larry Snead, Sharon Holnbeck

ITEM	ITEM DESCRIPTION	ACTION STEPS
1	<p>Call to Order & Welcome Board President, Steve Anderson, called the meeting to order at 10:10 a.m. and introduced the Triangle L Ranch Owner, Sharon Holnbeck, who welcomed all in attendance to the Triangle L Ranch and informed all about the special annual event, "GLOW!" that would be happening after dark from 7 to 10 pm this evening and described the art, music and other festivities taking place amid the many Halloween figures and decorations throughout the Ranch property.</p>	
	<p><i>(Quorum Delay Discussion) - (Interstate 10 Freeway Accident Closure traffic delayed two Board members' arrival to meet quorum requirements).</i></p> <ul style="list-style-type: none"> • <i>Matt Nelson and Wendy Lotze provided a brief overview of recent ATA news and Arizona Trail activities:</i> <ul style="list-style-type: none"> ○ <i>The Crystal Spring Trail work project was supported and managed by a crew from Arizona Dept of Corrections under the direction of the Coronado National Forest</i> ○ <i>The Happy Jack Singletrack Project between Happy Jack and Bargaman Park was successful in re-routing the AZNST off roads during the months of September and October (see attached ACE reports) with the help of volunteers and a high school youth conservation corps from Flagstaff.</i> ○ <i>Passage 39 (Grand Canyon-North Rim) received conservation corps and volunteer work this summer to improve the AZNST between North Kaibab Trailhead and the Park boundary.</i> ○ <i>The Canelo Hills project has been approved and funding for Arizona Conservation Corps will begin to build trail to remove the Arizona Trail off dirt roads and arroyos, with progress expected to starting early next year.</i> ○ <i>The ATA will once again partner with American Hiking Society to organize a Volunteer Vacation to work on the AZNST in 2019, plus one or two additional Volunteer Vacations organized by the ATA.</i> ○ <i>The Sawmill and Burro Fires in Southern Arizona will receive Disaster Relief funding through the USFS, and the ATA will assist conservation</i> 	

	<p><i>corps in repairing the AZNST in the Santa Rita and Santa Catalina Mountains within the Coronado National Forest.</i></p> <ul style="list-style-type: none"> ○ <i>Ambika and Susan arrived to make quorum at 10:25 am</i> ○ <i>Moved Approval of 08-18-18 Board meeting minutes further down the agenda and continued with the Trail Operations Report by Matt Nelson.</i> 	
3	<p>Trail Operations Report Matt Nelson continued with the Trail Operations Report:</p> <ul style="list-style-type: none"> ● Joe Winfield USFS – Coronado NF was instrumental in securing funding for trail work on Passages 5, 10, 11, and 12, and Laura White added that the hydrologist Salek Shafiqullah was very helpful in securing some funding for this expansive project. ● The Tortilla Mountains, Passage 15, will be undergoing archeological studies to move the Arizona Trail off of a gas line and power line on BLM land, a rehabilitation project agreed to by a handshake with the rancher with the grazing permit for 5.3 miles of trail rerouting. ● In Pinal County, a committee is working as quickly as possible with a right-of-way application with the Arizona State Land Department, which does not look promising. Jan Hancock offered to set up a lunch meeting with the State Land Department Director, Lisa Atkins, to discuss the research with American Trails that a “in perpetuity” recreational trail adds value to State Trust Land, and offered to share a recent American Trails study and webinar to Lisa’s staff showing nationally the increases in property value through adding recreational trails to public and private lands. ● Passage 23 – The Mazatzal Mountains in the Tonto National Forest-Payson Ranger District will be the site of a project for restoring Hopi and Chilson Springs. Work will be conducted by an Ancestral Lands Crew from AZCC and ATA volunteers trained in springs restoration. <p>A written copy of this complete report is attached to these minutes.</p>	<p>Jan Hancock to reach out to Lisa Atkins to set up a meeting to discuss benefits of trails on State Land.</p>
4	<p>Volunteer Program Report Wendy Lotze provided a hands-on demonstration of the Galaxy Volunteer Program of online tracking for volunteers’ hours and mileage. Please see the written Volunteer Program Report that details many of the volunteer activities between August and through October 2018, as well as a list of numerous upcoming volunteer activities.</p>	
5	<p>Youth Program Report Matt Nelson provided written copies of the Youth Outreach and Education Report for the Seeds of Stewardship (SOS) Program from ATA’s program coordinators, attached to these meeting minutes. Included were the Northern and Southern SOS and Gear Girls program notes of youth activities, including a <i>Summer of Service</i> report from American Conservation Experience (ACE) for the extensive summer program with youth from Flagstaff. More outings and service projects will continue through the remainder of the year.</p>	
6	<p>AZNST Administrator’s Report Laura White, USFS AZNST Administrator, provided a written report, attached to these minutes, and also presented an illustrated comprehensive packet of the DRAFT Arizona National Scenic Trail Sign Guidelines that she reviewed with the meeting attendees. Laura answered several questions and asked the Board to provide feedback and to send her any additional questions they may have. She also explained the importance</p>	<p>All Board members to read, review, and provide comments to Laura White on all of her questions so she can move</p>

	<p>of completing the “visitor capacity” and “visitor experience” portions of the AZNST for the Comprehensive Plan. Funding for the AZNST in 2019 is anticipated to remain the same as previous years. Looking ahead, Laura asked Board members to send her our recommendations for the Sign Guidelines, any thoughts about the “trail experience” that somewhat describes the new mantra for the USFS, versus the existing approach from agencies to “reduce resource and social impact” over many past years. She further explained that the Forest Service is developing a draft 10 Year Sustainable Trail Stewardship Challenge that directly relates to long-term management and maintenance of Forest Service trails. She asked for Board members’ written or verbal comments about “the experience” people/trail users seek on each segment of the AZNST, and what are some of the limiting factors in having a positive experience on the AZNST? She also said that our “service mark” are the Association’s intellectual and visual properties registered in Arizona only, and that it’s the responsibility of the USFS to register those with the US Patent and Trademark Office. The recommendation is for the ATA to sign an agreement allowing the USFS unlimited use of the marks, and to not contest a USPTO application. In return, the USFS will grant the ATA unlimited use of the marks as well. This should be discussed at the next ATA Board meeting.</p>	<p>forward in her work on the Comprehensive Plan and 2019 Fiscal Budget.</p>
7	<p>GIS Director Report Aaron Siefert provided a written report and also answered questions about the many new digital mapping and GIS products, as well as the wide outreach to all agencies and GIS staff for the inclusion of any updates on the AZNST they may need or want. Aaron provides training for the ATA’s Trimble GeoXT GPS first-time users. The interactive maps are available on the ATA website and the ATA’s ArcGIS Online Portal for ATA. In addition, Aaron is working on trailhead maps and has developed an ATA website form to keep updated information for the ATA database of gates, signs and roadway crossing information, and most of this information is backed up by thousands of photographs linked to interactive maps. Most of these maps can be reproduced in-house and can be exported at a PDF and downloaded and are now using USGS standardized colors. Aaron’s full Board Report is attached to these minutes. Denis Ryan asked if ATA can realize any map sales funds from any of these maps, and Jan Hancock asked if LiDAR technology will be available for mapping downloads for AZNST users in the future. A discussion followed regarding the other potential trail user information that is being added to the ATA’s multifaceted menu of mapping capabilities.</p>	
8	<p>AZT in a Day Report Matt Nelson reported on the huge success of the REI-sponsored AZT in a Day event that attracted 715 participants across the state. Many of the event participants submitted post-event finisher forms that totaled 4,731 miles that were hiked, run, biked and ridden. After-event parties in five gateway communities were held, event product sales had a net profit of \$1,932.73, and 96% of the people who submitted finisher forms reported they would do it again in 2019! A written report is attached.</p>	
9	<p>Approval of Board Meeting Minutes from August 18, 2018 The meeting was held at the Nature Conservancy Hart Prairie Preserve in Flagstaff, Arizona, and the minutes were recorded by Board Member, Phyllis Ralley. Kent Taylor made a motion to approve the minutes, seconded by Rob Mason, and motion carried unanimously.</p>	
	<p>LUNCH BREAK – Lunch provided by Oracle Patio Cafe</p>	
10	<p>ATA Committee Updates Advisory Council Committee:</p>	<p>Board Members asked to serve on</p>

	<p>Ambika Balasubramaniyan reported the progress she has made in recruiting members of the Advisory Council. She has currently involved 13 individuals in the Advisory Committee and she will continue to work on adding more candidates. Wendy Lotze suggested that we make efforts to bring more diversity to our Board of Directors and consider recruiting some young people with fresh ideas who have career or volunteer experience in sharing their opinions related to the next generation’s interest in recreational trails.</p> <p><u>Board Development Committee:</u> David Benson suggested the number of Board members that would be ideal would be around 12 individuals, with a range for the number of Board members between 5 and 16. Rob Mason noted he had recruited David Benson from his knowledge of David’s interest in hiking the entire AZNST. Larry Snead noted he would like to stay in touch with this committee and he suggested inviting Board candidates to attend one of our Board of Directors meetings, so they have an understanding of what the ATA is and what the organization does.</p> <p><u>Financial Development Committee:</u> Matt Nelson, Anna Perreira and David Benson are currently working on plans for raising more financial resources for the ATA, especially now that the USFS funding is so under-projected in budgetary resources for helping fulfill ATA’s trail maintenance mission for the AZNST at year end 2018 and also going forward in 2019. Jan Hancock volunteered to work with Dave Benson and others to make a strong push for funding and developing a major Legacy and donor plan that would seek \$5,000-\$25,000 level supporters. It was suggested that ATA also focus on developing its Endowment Fund that would provide enough annual interest earnings to help ATA maintain the Arizona Trail in perpetuity.</p> <p><u>AZT History Archival Project Committee:</u> Ambika Balasubramaniyan suggested the committee consider funding the AZT Archival Project using a “Go Fund Me” online campaign to kick-start this archival project. The NAU Cline Library representative reported that it would take approximately \$5,000 - \$7,000 to get the project expenses funded at NAU for staff time and project costs. The discussion that followed the report suggested the AZT History Archival Project should try to raise \$10,000 for this project to get it started. ATA Board will need to vote to transfer records to NAU Cline Library at the next Board Meeting.</p>	<p>one or more Committees.</p>
<p>11</p>	<p>Financial and Fundraising Report</p> <p>Matt Nelson reviewed the Income Statement and Balance Sheet figures from January 1 -August 31, 2018. There was a discussion regarding the 2018 Budget, and the Actual income and expenditures to date. He discussed his concerns for the potential shortfall of federal funds that could impact compensation for ATA staff, noting many over and under budget figures with the first, second, and third quarter figures completed to date. In order not to cut staff hours or reduce total number of individuals works for the ATA, money will need to be borrowed from the ATA’s financial reserves through the end of the year. Matt will work with Board Treasurer to transfer funds from reserves into checking.</p> <p>Matt reported the ATA Financial Audit should be wrapping up in the next two weeks, and he will be reaching out to the Finance & Audit Committee to participate in the final review.</p> <p>Laura White reported that she and Matt Nelson will be working on all of the USFS Agreements to solidify funding for 2019.</p>	<p>Board Members encouraged to purchase or sell 10 raffle tickets for the Jeep Cherokee vehicle before the deadline and drawing.</p>

	<p>One of the drawbacks of “Go Fund Me” campaigns and accounts is the website does not retain a donor’s contact information and takes a percentage of funds raised. There was a discussion among the Directors regarding the income potential that is very promising is “Peer to Peer” fundraising campaigns, which have a platform using social media that has been emerging across the nation with great success. Many campaigns have raised \$200,000 and more.</p> <p>Also suggested was the PayPal funds from product sales and event registrations, etc. as well as the often-used similar Benmo fund raisers used primarily by youth online and through social media promotions.</p> <p>Matt Nelson also encouraged all Board members and their friends and family to purchase raffle tickets for a new Jeep Grand Cherokee. Matt will email Board members the link to participate in the raffle and he encouraged all Board members to sell 10 raffle tickets to friends. The ATA keeps 100% of revenue from raffle tickets.</p> <p>Denis Ryan noted the Opt-In and Opt-Out options for participating in the “AZT in a Day” Event for participants, and that type of event brings in many new people as well as our existing ATA members who want to participate.</p> <p>Matt Nelson provided a list of income sources, highlighting fundraising categories that were bringing in basic operating dollars, reflecting existing sources of income that could be good fundraising targets for the future, and the report included fundraising costs for Galaxy, Go Fund Me, and Peer-to-Peer fundraising platforms.</p> <p>Matt reported that the Land & Water Conservation Fund has not yet been reauthorized by Congress, and that many AZNST projects have underlying land issues that could be addressed by purchasing State Land with LWCF dollars in the interest of long-term protection for the AZNST.</p> <p>Board Member Susan Lagerman attended meetings in Washington D. C. with The Wilderness Society to advocate for reauthorization of LWCF. They met with many members of Arizona’s Congressional Delegation.</p> <p>The next “Hike the Hill” event is going to be held the second week in February in 2019. One Board Member is encouraged to attend, along with the Executive Director.</p>	
<p>12</p>	<p>Executive Director Report and Other Business</p> <p>Matt Nelson provided a Membership Report handout with the current September 2018 figures that show a slight increase of a little more than 100 more members between 2017 and 2018 in the month of September. (September 2017 = 1,360 members and September 2018 = 1,472. There was also a Social Media Report with 12,430 Facebook, 17,630 Instagram and 2,800 Twitter followers provided to Board members, attached to these minutes.</p> <p>Matt further reported:</p> <ul style="list-style-type: none"> • The Seeds of Stewardship Junior Explorer Handbook continues to be a hugely popular outreach publication and is maintaining its success every year. • Resolution Copper current management is looking at another potential location for the mine tailings that would be so much better for the AZNST. It is located on State and private land in the Skunk Camp area near the Dripping Springs Mountains. • Asarco’s Ray Mine Tailing Storage Facility Project is becoming finalized and that means the relocation of the AZNST within the next two years. The new route will avoid Ripsey Wash, and will require over 6 miles of new trail construction. • Freeport McMoran recently completed a drilling project on the AZNST’s Passage 15, and the ATA needs to stay on top of this to see if there could be any future impacts if the test drilling yielded minerals worth extracting. 	<p>Please participate in the ATA Annual Meeting on Saturday, February 2, 2019!</p>

	<ul style="list-style-type: none"> • SunZia Transmission Lines location is under review and New Mexico is opposing the project, so there is no news of any potential impacts to the AZNST to date. • In Patagonia, South32 is quickly moving on the development of a large mine in the area and many construction and mining trucks are using Harshaw Road for transporting mining equipment, etc., which can endanger AZNST users between Harshaw Road Trailhead and the town of Patagonia. County planners are looking to build a 3-mile recreation trail along the Harshaw Road right-of-way. An alternate trail route is being studied to remove the AZNST from paved and dirt roads near Patagonia. • The Coronado National Forest is looking at developing a new fee structure plan. This should not impact AZNST users. • Paul “Pablo” Burghard is retiring soon, and so is Joe Winfield, from the USDA Forest Service. • Annual Meeting Plans are underway, for Saturday, February 2, 2019, and this will be ATA’s 25th Anniversary year! The planning committee for this event is Steve Anderson, Susan Lagerman, Jan Hancock, Phyllis Ralley, Ambika Balasubramaniyan, and Wendy Lotze. • Kent Taylor and Pinal County are developing Gateway Community signs for many Arizona Trail gateway communities. 	
13	Future Meetings – Annual Meeting Saturday, February 2, 2019	
14	Adjourn – Dave Benson moved for adjournment, seconded by Kent Taylor, and the meeting adjourned at 2:15 p.m.	