Arizona Trail Association Board of Directors Meeting

Saturday, October 19, 2019

Pima County Natural Resources, Parks & Recreation Offices

3500 W. River Road, Tucson, AZ 85714

Board Members Attending: Steve Anderson, Ambika Balasubramaniyan, Rob Mason, David Benson, Phyllis Ralley, Jan Hancock, Fred Gaudet, Denis Ryan, Vicki Levin

Staff in Attendance: Matt Nelson, Anna Perreira, Karrie Kressler, Shawn Redfield

Partners in Attendance: Laura White, AZNST Administrator for USDA Forest Service

Action Items are noted in RED

ITEM	DESCRIPTION
1	Call to Order and Introductions of Board Members and Guests
	Board President Steve Anderson called the meeting to order at 10:02 a.m. and invited staff, board
	members and guests to introduce themselves.
2	Approval of Board Meeting Minutes
	Board Secretary Jan Hancock asked for any edits, additions or corrections in the Board meeting
	minutes from July 20, 2019, that were graciously recorded and provided in DRAFT form by Lisa
	Schnebly-Heidinger. Jan expressed her gratitude and that she really liked the format of these
	meeting minutes. There we no changes to the minutes, (attached) and Phyllis Ralley made a motion
	to approve the DRAFT minutes, Fred Gaudet seconded the motion and it carried unanimously.
3	Executive Director Report
	Matt Nelson asked David Benson, Board Development Chairman, to introduce Vicki Levin, a
	candidate for the ATA Board of Directors. Vicki attended the July 20, 2019 Board meeting and was recommended to the Board by Rodo Sofranac. Vicki provided a short description of her background
	and interest in the Arizona Trail Association. Lisa Schnebly-Heidinger, another Board candidate,
	attended the July 20, 2019 meeting and was introduced to the Board, but was unable to attend the
	Board meeting today.
	Board Meeting today.
	Matt Nelson noted that we would need to recruit a candidate for the Board Treasurer position, to
	replace C.W. Payne, who will be leaving his Board position this year.
	David Benson asked if there were any questions regarding the candidates, hearing none, Phyllis
	Ralley made a motion to approve Vicki and Lisa to become members of the Board of Directors,
	motion was seconded by Ambika, and carried unanimously.
	Matt Nelson continued with highlights provided in his written Executive Director's Report:
	Matt reported that the ATA was going to move the Tucson office to a location where the
	staff can have access to an office and more room, as the Epic Rides office facilities are
	expanding and need the space ATA has been leasing for the past five years. The new office
	location will be the historic YWCA building that is only about 3 blocks from the existing
	office location, and it serves as a repurposed multi-use offices space by many other
	nonprofit organizations. The larger space is still very affordable, and will increase the
	annual lease expenditure by \$5,00, or 32%. The move to the new office will happen
	sometime in mid-December 2019, and there will be a new Tucson mailing address and there

- will need to be an expansion for the off-site storage rental unit. All ATA staff will have key access to the new office facilities.
- Matt noted that there would be an annual \$10,000 increase in the ATA's liability, vehicle, and facilities insurance rates even though the ATA has no significant insurance claims/losses.
- Matt reported that the IRS Form 990 taxes for 2018 has been completed and is awaiting approval by the ATA Board. The report was compiled by ATA Treasurer, Matt and Anna. The financial statement will be prepared by Julie Klewer in November.
- The US Forest Service Negotiated Indirect Cost Rate Agreement is being prepared by Anna and Matt and will be submitted to the USFS Region 3. Matt anticipates the indirect/overhead rate will approximately 17-18%, down from the 22.89% in 2013.
- ATA's independent bookkeeper contract ended in October and the payroll and monthly financial statements will be prepared by Debbie Thorman and our CPA.
- Matt reported that Sabrina Carlson is moving on to a new career and her position as the Youth Outreach & Education Coordinator has been filled by Julie Polovitch, who was previously working with Arizona Wilderness Coalition. (Julie's resume and her Youth Program Report are included as attachments to the minutes.
- The Arizona Trail State Fund has made progress with the Joint Legislative Budget Committee at the Arizona Legislature for conservation corps funding in the amount of \$250,000. The ACE and AZCC youth corps groups can work through their Arizona State Parks & Trails programs for Arizona Trail projects. Matt's written report provides a list of these projects. These project funds will be matched by \$317,500 in other funds listed in Matt's written report. The State Historic Preservation Office needs to review the documents as well.
- Matt reported the sales for ATA's new AZT cycling jerseys and tech shirts have been very successful and increases mountain bike community relationships.
- The ATA partnership with the Arizona Office of Tourism has measurably increased with their decision to print 50,000 Arizona National Scenic Trail maps that feature AZT Gateway Communities and trip itineraries for statewide distribution. The Arizona Trail mapping information is also going to be included in a national publication being distributed by Trail Addict, "Hiking and Biking Trails in Arizona."
- Matt reported he had been a featured panelist at the New Mexico Outdoor Economics
 Conference and he noted that New Mexico has a different perspective on State Trust Lands
 and he would like to establish a meeting between Arizona's and New Mexico's State Land
 Commissioners.
- Matt provided an update on many of the mining industry projects, including Asarco,
 Rosemont, Resolution, and Sunnyside, a new exploration drilling project south of Patagonia.
 Details are provided in his attached written Executive Director's Report. Matt thanked Fred
 Gaudet for spending more than 60 hours studying and responding to the Environmental
 Impact Statement for the Resolution Copper tailings storage plans, which involved reading
 many scoping letters, preferred alternatives and identification of direct impacts from the
 project.

4 AZNST Administrator's Report

Laura White shared the good news that Francisco Mendoza, Region 3 USFS Director, was going to continue the funds to the AZNST that had been allocated previously, and this was \$17,000 more than in 2019 (but still less than other National Scenic Trails in Region 2) for a total of \$512,000. Laura reported that the Partnership for the National Trails System also helped to support the AZNST with separate allocations from funds they manage through the Federal government. Laura also noted that work was being done on the development of a Memorandum of Understanding with Arizona State Parks, ATA, and how trail relocation is being covered in the review of the Comprehensive Plan and how the Enterprise Team was working on NEPA visitor capacity and

categorical exclusions analysis as part of the Comprehensive Plan. There is also work being done on the analysis of the width of the AZNST corridor and alternatives (between ¼ mile and as wide as 4 miles, or as small as 1,000 feet on either side of the centerline of the trail. Both BLM and the Arizona Mining Association are concerned about the scope of the corridor width.

The discussion also included the corridor width and distance zones analyses and Steve Anderson asked if there was consideration for establishing different widths such as A.B.C.D, for trail width management that could help drive the Forest Service decisions. Laura also noted that the Mining Laws cannot stop the 1990's trail agreements.

Laura anticipates the Forest Service Internal Review of the AZNST Comprehensive Plan could be completed in November 2019.

5 Approval of Form 990

Matt Nelson asked for a vote from the Board for the approval of the Form 990 tax report, which has been reviewed by the Finance Committee. Jan Hancock made a motion to approve the Form 990 as written, Rob Mason seconded the motion, and the motion carried unanimously.

6 Approval of Revised 2019 Budget

Matt Nelson asked the Board for a vote of approval of the current expenditures only in the 2019 revised ATA budget. David Benson made a motion to approve the revised 2019 ATA budget, and Rob Mason seconded the motion, which was unanimously approved.

7 Fundraising Report

Anna Perreira provided a Fundraising Budget to Actual financial report that showed income from January through August in 2018 and 2019 and the over/under budget results, which also listed the sources of income. Anna reported that corporate donations are \$26,000 over budget, and board member dues are behind schedule. Anna announced a year-end campaign was planned and that several events such as AZT in a Day will bring in some additional funds before year end. She recognized the amazing corporate support from Pioneer Title Agency that had raised over \$43,000 on 2019 and a total of \$198,000 over a series of contributions over several past years. Anna noted that grants were \$30,000 ahead of schedule, in spite of over \$1 million requests for funds had been denials. She was pleased with the 1,700 ATA members who are contributing annually to the ATA and that ATA was up 16% on membership income.

Anna announced an upcoming sponsorship package that would be rolling out for the end of year financial push to bring the fundraising campaign to a successful level by year end. She encouraged Board members to make "soft asks in conversations and she will help Board members with "hard asks."

8 Trail Operations Report

Shawn Redfield, Director of Trail Operations, provided written summary of the recent activities on the Arizona Trail and reported highlights for some of the listed segment projects. There will be a replacement of wire gates with steel gates on Oracle Ridge, and there has been a lot of success with the rainwater collector on the Tonto National Forest. The Superior L.O.S.T. trail will need trail signs now that it is nearing completion. The Happy Jack Singletract Project will be completed by the end of October this year, and the Babbitt Ranch Singletrack Project has completed 10 miles with 5 miles remaining, which will be a legacy project that would have truly pleased Larry Snead. The unpleasant pathway between Tusayan and the South Kaibab Trailhead still needs to be addressed with singletrack connections to be built from the Kaibab National Forest boundary to the South Kaibab Trailhead. Shawn's report and all of the improvements and other on-the-ground work along the route of the Arizona Trail were commended by members of the Board. Shawn noted some of the projects that were scheduled for 2020, as well as some "Trail Angel" water caches and that more funds that will be coming in for work on the AZT. The signs at the Orderville Trailhead on the Kaibab Trail near the Utah border have become weathered and ATA will address the need for sign repair/replacement in 2020. Shawn's full report is attached to the minutes for this meeting.

Laura White noted there was an NPR feature she heard on KJZZ radio about the number of volunteer hours that were invested by volunteers for the Pacific Crest Trail and thought that was a good tribute to volunteerism with the National Scenic Trails in America. It was noted that the Pacific Crest Trail is experiencing heavy use and the trash in the woods is really becoming a mess. Some discussion suggested the need for a Visitor Management printed guideline for helping educate the public and how to decrease the waste, as this could present the same issues at our water caches.

LUNCH BREAK

9 Community Program Report

Karrie Kressler provided a written report (attached to these minutes) and she highlighted some of the new surveys and information available regarding the Gear Girls Program and the Volunteer Hours and Key Events, as well as a summary of some of the community meetings, workshops, and group gatherings she had attended representing the ATA. She also reported on the AZT in a Day event, including the total number of participants (762+107 family and friends who directly participated in the event, which was a huge success with 96% of the entire AZT completed. Karrie also noted the upcoming November 4th Gateway Community Advisory Council Meeting and other organizations and programs she has coming up to attend on the calendar. She is focusing on reaching out to other populations and she reported that Daring Adventures had used mobility-assistance devices on the AZT near Picketpost Trailhead, an LGBTQ outreach effort, an Accessibility Guide for AZT areas that are wheelchair accessible, and the upcoming diversity training that will be coming up Friday, November 13th from 10 a.m. to 12 noon.

The Seeds of Stewardship Program Report (written report is attached to these minutes) was also available for discussion, and the program is designed to provide required STEM curriculum standardized content. The program is exceeding the 2019 goals with a large number of outdoor experiences, full credit programs with several high schools, and the addition of 3 new community partners, including the Phoenix Zoo Center for Nature Conservation, Saguaro National Park, and Aravaipa Canyon Wilderness Center. The program has also attracted three interns to participate with Seeds of Stewardship activities.

Anna noted that the continuously increasing scope of the ATA's social media outreach has increased our followers to 19,000 and Instagram is most active. There was a comment that there is an effort to monetize the trail experience nationally, such as permits for national parks, at a cost per user to help cover the costs of trail experiences and maintenance.

The Volunteer Program Report (full report is attached to these minutes) listed some upcoming volunteer AZT work events coming up in October and November 2019, including the Happy Jack Singletrack work events with a series of 3 events simultaneously and a Completion Celebration potluck and ribbon cutting at Bargaman Park. A Regional Stewards Meeting was held in Payson, a Trail Skills Institute, and an Autumn Steward Conference was held at the Arizona Nordic Village to organize the upcoming Babbitt Ranches volunteer work events. Four new AZT Stewards have been added in the northern region for Passage 41b. 34b, 34d, and 37b-c.

10 Priorities for 2020

Matt asked the Board to share their thoughts on organizational priorities for the year ahead. Some suggestions included:

- sustainable funding for the Seeds of Stewardship program
- more of a presence in Phoenix
- Board Development, especially CPA
- Membership Development
- Grow social media!
- Outreach and education for sharing the trail and Leave No Trace

- Staff compensation and retention
- Strategic Plan development for 2021-2025
- Identify location for McCain Trailhead March 30, 2020 release to celebrate the NST designation

11 Legislative Updates

There was a general discussion of upcoming priorities that included several ongoing projects with action anticipated in 2020. The following topics were discussed:

- Grand Canyon Centennial Protection Act proposed federal legislation that would protect
 1.1 million acres near Grand Canyon from uranium mining.
- Senator John McCain Trailhead David Benson provided a report on the current status of the project, which included a letter sent to Senator McCain's previous administrative aide, Nick Matella, and a budget for the trailhead (site TBD) is \$250,000.
- E-Bikes a recent Secretarial Order allows e-bikes anywhere mountain bikes are currently allowed, and is being challenged in court due to lack of public process and allowing motorized equipment on non-motorized trails. Ambika that we seek Advisory Council comments if the Board is going to take a position the Secretarial Order regarding e-bikes.
- The Land and Water Conservation Fund (LWCF) received permanent reauthorization last year, but there is no mechanism for ensuring the \$900 million (less than 1% of offshore oil and gas revenues) goes into the Fund as intended. The Wilderness Society is willing to providing grant funding to support grasstops and grassroots outreach efforts to help Arizona's Congressional delegation become more award and hopefully supportive of full funding. Congresswoman McSally has supported the passage of the Land and Water Conservation Fund in the past; now we just need her to support dedicated funding. Fred Gaudet made a motion to approve support for ATA to do outreach, education and advocacy in support of the reauthorization of the Land and Water Conservation Fund, seconded by David Benson. It passed unanimously.

11 Other Business

Steve Anderson asked if there was any further business to discuss. Matt Nelson will send a Doodle poll to determine the best Board meeting dates for 2020.

12 Future Meetings & Important Dates

- October 20 AZT in a DAY Wrap Party & Benefit Concert in Phoenix
- October 26 Celebration of Life for Larry Snead in Phoenix
- December 13 Staff Meeting and Inclusivity Training in Tucson
- February 1 Annual Meeting Desert Botanical Garden in Phoenix
- February 8-13 Hike the Hill in Washington, DC

13 Adjourn

There being no further business to discuss, Denis Ryan made a motion to adjourn the meeting and the motion was seconded by David Benson, and it passed unanimously. The meeting adjourned at 2:05 p.m.