

**Arizona Trail Association
Board of Directors Meeting (Online)
Saturday, October 17, 2020
10:00 a.m. – 12:00 p.m.**

Board Members in Attendance: Susan Lagerman, Kent Taylor, Rob Mason, Vicki Levin, Jan Hancock, Lisa Schnebly Heidinger, Fred Gaudet, Ambika Balasubramaniyan, Phyllis Ralley, James Arndt

Board Members Absent: Steve Anderson, Ben Murphy

Guests: Bianca Holderman, Board Candidate; Laura White, USDA Forest Service

Staff Members: Matt Nelson, Anna Perreira

ITEM	DESCRIPTION	ACTION ITEMS
1	<p><u>Call to Order and Welcome</u> Susan Lagerman, Board President, called the meeting to order at 10:03 a.m., and a quorum of Board members was in attendance. Guest Bianca Holderman was welcomed to the meeting and as a candidate for Board membership.</p>	
2	<p><u>Introduction of Board Members and Prospective Board Members</u> Bianca Marie Salazar was introduced, and provided a summary of her background, including that she has been involved with the Arizona Trail for five years. She has been in property management for the past 14 years. Bianca thru-hiked the Arizona Trail with her husband in 2017, and she has solo hiked the AZT two times, and she has also been working with the Trail Angels and enjoys bringing people of all identities together on the AZT. She encourages Leave No Trace ethics and best practices to users of the AZT, and she enjoys growing the diversity of AZT users and youth AZT users.</p> <p>Rob, Board Development Committee member, reported he had met with Bianca in person and noted that she had attended several AZT Day events in Flagstaff, and he thought her business financial background could be helpful in bids and budgeting with the ATA .</p> <p>Ambika, Board Development Committee Chair, reported she had spoken on the telephone with Bianca and was pleased with her cultural diversity and was pleased that Bianca would be an appeal to the younger AZT hiking community.</p> <p>The other Board members introduced themselves to Bianca and provided a short background of their careers and their relationship, activities and Board responsibilities in serving with the ATA.</p> <p>Matt Nelson reported he noted Bianca had a good sense of our organization’s mission and that she had been consistently involved with ATA and he was excited about Bianca’s interest in the Board’s nomination.</p> <p>Susan asked for a motion to nominate Bianca to become a new member of our Board of Directors, and Kent noted this was not an agenda item. Fred suggested we bring up this nomination and vote in Other Business in the agenda, and Susan agreed.</p>	<p>Next Board Meeting to include an opportunity to meet and/or discuss the Board candidacy for Stewart Koyiyumptewa in the agenda.</p> <p>Include State Trust Land discussion on the Strategic Plan meeting agenda</p>

	<p>Fred asked if Stewart Koyiyumptewa’s nomination could be added to the agenda in the Other Business listed at the next Executive Committee meeting, and the Board members agreed. Ambika asked if we should proceed with today’s meeting agenda as the Prospective Board Members agenda item required no Board action, and Susan confirmed yes.</p>	
3	<p>Approval of Board Meeting Minutes The Meeting Minutes from the July 18, 2020 Board of Directors meeting were sent in the Board packet prior to this meeting for review, and Susan asked the Board to provide any corrections or edits. There being no edits, Kent made a motion to approve the minutes, and James seconded the motion. The Board voted to approve the minutes unanimously.</p>	
4	<p>Executive Director Report Executive Director encouraged all Board members to read the written reports included in the Board packet prior to today’s Board Meeting. Matt provided some highlights that he wanted to bring up for any Board discussion: Land and Water Conservation Fund (LWCF) potential \$55,000 in funding for purchasing a conservation easement on two pieces of privately owned land near Patagonia on the AZNST reroute, however, Huiday Mining Company was unwilling to sell an easement at this time. If the LWCF application is approved, it can be used to purchase an easement across Wildlife Corridors LLC property.</p> <p>The Great American Outdoors Act funding for agencies was quickly grabbed up and the only funds available now are in 2022 through 2024. We must submit a package of funding requests at the end of next week for funds that will become available in October 2021. Matt has been working with individual Forest Service Ranger Districts in all of the Forests where the Arizona Trail route exists to gather the financial needs for these Forest Service agencies. Matt has been informed that the larger packages with big ticket items will get the most attention and receive approval more quickly in the Washington and the Regional Offices.</p> <p>Great American Outdoors Act will be addressing the projects with deferred maintenance backlogs on the National Forests, the primary goal of the Great Outdoors Act. Laura White will be working with Wendy and Matt in developing the Arizona National Scenic Trail funding request package. Laura noted that our application will follow behind the funding that has already been approved for the 2021 fiscal year, and that we can look ahead to 2022, 2023, 2024, 2025 and beyond for funding for the AZNST. These funds can also be utilized for NEPA and other environmental assessment requirements, and the funds can be staged for future projects.</p> <p>Matt noted that the massive funds available to ATA through the Act can pay staff as well as Conservation Corps projects for trail construction and maintenance, and Shawn and Zach have been working on a list of a lot of AZNST projects that would fall under the funding parameters of the Act.</p> <p>Laura noted that she will be working with Matt and Wendy to make our funding request for the AZNST include the areas damaged by wildfires and the expected maintenance that will occur, and that there are many unanswered</p>	<p>Include State Trust Land discussion on the agenda for the Strategic Plan Subcommittee meeting</p> <p>Matt to consider trail user education information or video emphasizing importance of not using closed wildfire burn areas due to potential debris flow and other safety hazards.</p>

questions about this. She also reported that the GAO Act funding will roll the deferred maintenance backlogs into the Federal Lands Transportation Program that will have a separate program to cover projects that qualify for FHWA/RTP funds.

Laura also noted that if a project does not qualify for GAOA funding, there is a route to direct funding to the National Trails funding programs that is also blended with funding designated for roads and transportation nationally.

Matt reported that most of the 10% of the AZNST areas that have been impacted by fires currently remain closed. But he believes that some BLM lands that were burn areas have recently been opened on a section of the AZNST, however the AZNST areas in the Kaibab, Tonto, and Coconino National Forests are closed to the public.

Matt noted that our organization is recommending that AZNST users NOT take a 2020 fall season extended or through-hike or bike adventure on the AZNST at this time. He reported that our ATA office is receiving multiple calls and emails from long distance AZNST trail users about how where to start on their hike, bike, or ride and how to go around the burn areas, and some are desperate, but Matt said we would continue to stand on our recommendations regarding fire burn areas, but he and our staff are encouraging people to focus on exploring the many large segments of the AZNST that are still open, and that we are using frequent social media updates to keep trail users informed. Even though we have no idea of how many people are going to attempt thru-hiking, we are monitoring our social media messages and keeping our eyes open. Even though many people are planning their own reroutes around the closed burn areas on their own, but we have noted that many of these reroutes are taking people so far away from the AZNST corridor on unsafe paved and unpaved roadways and other routes that do not meet the needs of a scenic trail experience.

Matt further reported that some of the AZNST burn areas will open next year, but some burn areas had such severe damage to the soils and surrounding landscapes that the AZNST will require complete reconstruction. Some of the reconstruction cannot happen for the next 2-3 years because the soils and landscape will shift around, so the land needs to stabilize before plans for reroutes can be made.

ATA will continue to provide as much information about the conditions of the trail corridor on a regular basis so people can plan their adventures or a way around these heavily damaged burn areas.

Rob asked Matt which sections are so severely burned that we feel will require 2-3 year waits for the remediation of the AZNST.

Matt reported that the Mangum Fire area on the North Kaibab had two miles in Orderville Canyon, and that area will see post-fire erosion deposits within the canyon that will bury the trail.

Matt further added that the Mangum Fire AZT route had already received massive flood damage after on one-quarter inch of rain after the winter season next spring when we should be able to assess the condition of the trail itself. Matt also reported that we had already lost one of our steel super gates in the burn area that was buried by burn debris. Matt felt we would need to rebuild the trail upslope in Orderville Canyon, which could be a net gain over the quality of the AZT in that area eventually. In the meantime, all trail users will need to use Forest roads for the next few years.

Matt continued his report on the other major burn area conditions around the state, noting that most of the other burn areas are being studied by the land managers, and that he was able to walk through the Bush Fire area in the Four Peaks Wilderness area where the fires burned in medium to high intensity so it is unpredictable how much damage will happen on the very steep side slopes with rainfall. The Tonto NF will attempt to initially stabilize these vulnerable areas over the next six weeks using conservation corps, and that they are hopeful that some areas will survive and be reopened when safe.

Matt further reported that the Bighorn Fire in the Mt. Lemmon area near Tucson is the only area that the Forest Service has not currently provided any access so that damages can be assessed due to extreme concerns about the safety of entering these areas where trees can be falling down, so volunteers and conservation corps can be in that zone. ATA will not know the extent of the damages to the AZNST until the Forest Service or contractors can get into the area for damage assessments.

Matt noted there are Burned Area Emergency Response funds that will become available to land managers to provide some trail stabilization whenever that can happen over the winter season. Our organization will be able to learn more when the assessment reports start, and in the meantime, not knowing how long before the AZT can be reopened, we can work with our land management partners to inform trail users on what areas can be reopened, and if not, what are the absolute best and safest detours around the burned areas because right now they don't exist.

Phyllis noted the extreme danger that debris flow can create to trail users and she reported that two people were killed by a debris flow near Roosevelt Lake. She suggested we post a video on the importance of trail users trying to use the AZNST in burn areas on our ATA website to encourage the public to stay away from burn areas now so they will know how important it is to be safe if using the AZT in the fall, winter or spring burn areas if they are planning their adventures right now. Matt agreed that was a good idea and agreed to follow up on that.

Matt continued with his Executive Director's Report to share some of the great things that were happening on the AZT that are points of pride for our organization:

Alder Ridge Reroute project is underway with a major project funded by an Arizona State Parks and Trails RTP grant. Conservation Corps and volunteers are moving the AZT off the powerline road west of Pine using machine and hand tools, and hand crews in the designated Wilderness portion of the forest. The completion date is anticipated for the spring 2021 season.

The Temporal Gulch project will be converting the AZT from 17 miles of paved and dirt roads to 32 miles of miles of trail, and the next round of trail construction begins next week. There will be one new trailhead developed on private land to improve access.

Our Veterans Volunteer Work Weekends have been a big success involving combat veterans helping ATA on the AZT. ATA is planning to do six of these Veteran’s Weekend events each year, funded primarily through USFS grants with the four National Forests we work with on the AZT. ATA Segment Stewards assist (from a distance) in the planning, and the strength of the program is the camaraderie and enjoyment the veterans experience when hiking and working on the AZT.

Matt also wanted to discuss the upcoming potential development of an auction sale of Arizona State Trust Land near Flagstaff for \$10.5 million. There will be a purchase of a parcel of land going up for auction in the next 2-3 months where the AZNST pathway now exists. The land is located within the City of Flagstaff, but the City is not bidding on the land. Once this parcel of land sells, it will be bisected by the AZT, so there are three options for consideration:

1. Maintain the AZT where it is.
2. Help pay for the realignment on Coconino National Forest land or nearby City of Flagstaff; and
3. Work with the supportive City of Flagstaff to see what can be worked out with the successful bid developer to see what can be done.

Matt stated that these kinds of AZT routes that are at risk of being lost creates a need or the ATA and our Board to identify the “highest risk” Arizona State Trust Land parcels that the AZT currently traverses and setting up a prioritizing list of these AZT areas now so we can be planning ahead for working with Land Trusts so these parcels can be purchased and then ATA can seek reimbursement through the Land & Water Conservation Fund so the AZT will be on public land and protected in perpetuity. Matt noted that some areas of the AZNST can be moved from one parcel of State Trust Lands to another, but there are other areas where the AZT cannot be rerouted if a parcel is sold. These are the locations that should be on our top priority list within the next few years.

Kent Taylor asked if the City of Flagstaff or Coconino County holds the Right-of-Way, and Matt noted that the development master plan to determine if keeping the AZT within the development would be a possibility, where we would be looking at narrow corridors with walls, or scenic viewsheds, natural

<p>green spaces, and possible screening opportunities, but knowing the land values in Flagstaff, he anticipates most of the green space will be developed.</p> <p>Kent noted ATA will need to stay intricately linked to the land entitlement process so that we are well aware of when the project will be in front of the City Council. Matt reported that neither the City of Flagstaff nor the ATA were notified by the State Land Department of the pending auction.</p> <p>Matt noted that he received information about the pending auction from a local Flagstaff nonprofit organization and that he informed the City of Flagstaff. The State Land Department is supposed to notify any interested parties in lands going for sale in an auction, but this did not happen. Matt noted that all the bidders are active Flagstaff-based housing developers of low-density, high value homes, similar to Pine Canyon.</p> <p>Phyllis noted that could be good news because Pine Canyon advertises their development and homes are near the Arizona Trail.</p> <p>James Arndt asked if these houses are like country club homes, not apartments?</p> <p>Kent Taylor noted, in his experience, that most homeowners in developments do not want “onlookers” in their neighborhoods such as Arizona Trail hikers, bikers, and equestrians.</p> <p>Jan Hancock asked if there is a possibility of ATA partnering with Coconino County for an alternate relocation of the AZT, but Matt noted that the County doesn’t have any land management ownership in the area, and that he feels the National Forest or the City of Flagstaff can find an appropriate reroute for the AZT.</p> <p>Susan reported she had reached out to some Maricopa County developers, but none had any interest in the STL auction.</p> <p>Matt noted that this Flagstaff STL issue is just one of the many land sales that ATA can anticipate in Pima, Pinal, and the Coconino Counties in the future and we need to identify where our efforts should go and Susan noted ATA needs to look ahead at the priorities and seek potential funding sources such as the LWCF that may be available to offset STL sales.</p> <p>Matt provided a Mexico border wall update:</p> <p>A week ago, the 9th Circuit Court determined that military funds cannot be used for border wall construction, however the portion of the border wall impacting the Arizona Trail is not being funded with military funds. The border wall in the AZT area is being built from approved government funding sources.</p> <p>Photos of the area show the impacts to the Huachuca Mountains have become border roads, and drones show the landscapes in the area.</p>	
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The drone photos also show border monument 102 at the AZT terminus will be located on the south side of the border wall in Mexico, so the only view of the monument marker will be through the steel bollards.

This means the border monument 102 will no longer be the actual terminus of the AZT.

The border wall project manager has been responding to Matt's questions and Matt indicted ATA will need to work with Coronado National Memorial to see what remediation and rehabilitation efforts will look like, and we will need to see how we can make the terminus look like a defined trailhead again. Matt feels this will take many years before this can happen because the landscape has been so significantly impacted.

Kent asked if the LWCF opportunities can be available through Arizona State Parks. Matt reported that the Partnership for the National Scenic Trails will receive preferential consideration for LWCF and that the current direction is to pull at the National Scenic Trails into one package for LWCF consideration.

Kent noted that his membership in the State Parks AORC committee and State Parks and Trails Director Bob Broscheid has been seeking \$6-8 million a year of LWCF and has applied for these funds and if these funds are not utilized for 2-3 years, the funds can be swept away if not used. Kent also commented that this LWCF money is a significant amount of funding that has been ever available for recreational trails projects in this state. Susan noted that ATA needs to remember the importance of all LWCF opportunities.

James asked about the Flagstaff STL sale and wanted to clarify the chain of command for these funds. Kent noted that he has worked for years with STL in Pinal County with challenges.

Matt informed James that the federal government "gifted" State Trust Land to Arizona and the sale of this land was to support Arizona schools and the Commissioner has determined that sales of \$10 million or above are their priority, so small requests for rights-of-way sales and partial parcels are not given much consideration. Furthermore, the SLD believes that trail reduce the value of that land.

Susan reported that the current approach to monetize the STL for sales to developers and people in Arizona feel that the STL is everyone's land, not just developers and that larger land areas need to be set aside for park lands and recreation that the entire population can use. She feels that perhaps there will be a future change in political leadership and potential mandates.

Laura White reported that New Mexico has a totally opposite feeling about the value of land for recreation and that recently the right-of-way for the Continental Divide National Scenic Trail and the state feels trails are beneficial assets for the state.

	<p>Jan noted that the legislature may want to revitalize the Arizona Preserve Initiative (API) that was voted down a decade ago in the state elections. This initiative protected parks, trails, wildlife corridors and other natural assets 10 years ago, and the Arizona Growing Smarter Fund did provide funds for recreational purposes, but those funds ran out about that time as well.</p> <p>Susan thought it would be important to have consensus with our state leaders to see a path for the preservation of recreational lands for posterity, because once the STL are developed they cannot be saved.</p> <p>Ambika suggested that Kent include this topic for the agenda as an action plan for our Strategic Plan discussions.</p>	
<p>5</p>	<p><u>Financial Report</u></p> <p>Anna Perreira and Matt Nelson provided a general report that the ATA was currently in a great place right now, and Anna reviewed the Balance Sheet and provided a financial review and gave a brief overview on the recent audit.</p> <p>Anna recommended a change after completing the 2019 Auditor Reviewed Financials to reporting our financials on an accrual year basis, (versus cash basis) as this would be helpful due to our grants and billings. She noted that this would be best when applying for grants, and she recommends new financial budget categories that would be extremely helpful for our auditors.</p> <p>Anna reported that ATA has received more than \$53,700 in individual contributions, which has met and exceeded our target \$50,000 budget goal.</p> <p>Anna noted the Form 990 worksheets are not completed yet for Board approval, and Anna will send these to the Board in an email to the Executive Committee for approval, which she expects in the next week or so. The ATA Form 990 worksheets are not done yet for this Board meeting, so when the form is completed Anna will send this out via email.</p> <p>Now that the audit has been completed, and Anna is serving as the ATA Chief Financial Officer, Anna recommended we could reduce expenses for a CPA. We have had a CPA for the last 5-6 years, and Anna can follow the AICPA guidelines for CPA duties as ATA’s CFO. Anna and Matt will report on what the compensation amount on a monthly fee basis will be with these changes. As a cost savings, Anna and Matt are recommending that we change our audits to a 3-year cycle, with auditor review fees of \$3,000 for year one, \$5,000 for year two, and \$7,500 for year three. This 3-year cycle will require a change in our ATA Bylaws, which currently has different audit cycles. Fred asked what Section listed our audit guidelines in our Bylaws. Following a brief discussion Fred made a motion to make the Bylaws change, and James seconded the motion, which carried unanimously.</p> <p>The auditor, Matt and Anna are recommending that ATA establish a signed “Segregation of Duties Policy” document, with Matt and Rob Mason signing</p>	<p>Anna to send a copy of the 990 Form to Executive Committee members when it is completed and available.</p> <p>Anna to work with Matt and Rob Mason in completing the Segregation of Duties Policy document.</p>

	<p>checks but not actually having any checks, and other ATA staff members will have other separated financial duties. This policy will help prevent theft or loss of funds for the organization. ATA currently has nearly \$500,000, in financial funds and assets and having the segregated funds is an important financial security process in place.</p> <p>Rob asked about the financial entry “gross profit” in our P&L and Balance Sheet reports and wanted clarification if this related to product sales. Anna explained it was not actually gross or net profits. If Board members have any financial questions, they can contact Anna or Matt for any clarifications.</p> <p>Matt reported that due to COVID-19 guidelines, some landlords nationally were considering a decrease in rent for tenant spaces. The ATA space is one of 30 organizations in the same building, so this rent reduction may or may not happen. Matt will continue to monitor if any rent decreases become available.</p> <p>Fred made a motion to proceed with signing the Segregation of Duties form, and Rob Mason seconded the motion, which carried unanimously.</p>	
<p>6</p>	<p><u>Strategic Plan Discussion (2021-2025)</u></p> <p>The Board discussed the potential of waiting until the COVID-19 and other unusual aspects of the 2020 planning and operations activities of the ATA and the new potential funding from the recently approved Land and Water Conservation Fund, that we postpone the Strategic Plan until further pandemic “new normal” is established.</p> <p>Kent noted he enjoyed strategic planning, and he offered to assist with the Strategic Plan and look at guidelines, short- and long-term goals, scope of work, etc., as this is a Board responsibility.</p> <p>Matt offered that staff could start with the scope of the Strategic Plan, and if we needed to have a facilitator to start at the end of December 31st, we could identify a potential facilitator. Ambika wanted to suggest a trails-oriented perspective, to make the Strategic Plan more relevant to our organization. Jan suggested checking with the Alliance of Arizona Nonprofits for a recommendation for a facilitator, and Kent also suggested John Phelps that she and Kent were working with at Lodestar Center at ASU.</p> <p>Ambika asked if we could look at some of the National Scenic Trails Strategic Plans as a model, and Kent mentioned that Southwest Decision Resources did this type of strategic planning. Sound Governance also provides these facilitating services and Strategic Plan development.</p> <p>Ambika wanted to be sure we had third party facilitators that might have different perspectives, but those that know about trails and also knew guidelines that are more relevant to our organization. She and Susan also asked if we could look at any existing trails organization’s Strategic Plans with like-minded goals and missions.</p>	<p>ATA staff to draft a scope outline for the Strategic Plan in coordination with Kent Taylor and the Strategic Plan Subcommittee.</p> <p>Matt and the Strategic Plan Subcommittee to seek potential facilitators who could manage the Strategic Planning process.</p> <p>Matt to send copies of the 2015 ATA Strategic Plan to Board members for their review.</p> <p>Strategic Plan Subcommittee meetings to include a discussion on Matt’s executive director position and how the Board would like to have Matt invest his time and share any of these recommendations with the Board.</p>

	<p>Kent noted we have an ATA Strategic Plan Board subcommittee, and that this group could start right away researching potential facilitators, provide a budget, and scope of work, etc. Fred expressed that the subcommittee should move ahead now if possible.</p> <p>Susan noted that we have framework for a “new normal” now, and with all the wildfires, and the explosive growth in outdoor recreation, and Kent noted sometimes people are on trails more than we want! Susan added that we would want to emphasize Leave No Trace and other public education we can offer to protect the landscapes and trails, and she did not see any reason to delay any further on the Strategic Plan.</p> <p>Matt noted that he needs more direction from the Board on how he should invest his time, and any recommendations regarding a timeline for the Strategic Plan. Ambika suggested the Strategic Plan subcommittee and Kent can get some groundwork done this year, develop a framework, and scope, and get started on the 2021 started the first of January.</p> <p>Susan asked if the Board could have a copy of the 2015 ATA Strategic Plan to look over for suggestions for the subcommittee and thought no vote of approval would be required to get started on the Strategic Plan.</p>	
7	<p><u>USFS Comprehensive Plan</u></p> <p>Laura White provided a report and update on the current status of the AZNST Comprehensive Plan with the US National Forest. Laura received excellent feedback on her surveys and questions, and she has received all of the comments from all entities except the National Park Service and Coconino National Forest, and she will be answering questions and working on appropriate edits. Laura will be retiring from the USDA Forest Service at the end of 2020, and she has been working with a new Forest Service coordinator on the elements of our AZNST Comprehensive Plan, Joe David (pronounced Da-veed) who has been shadowing her and he has gained an excellent understanding of our Comprehensive Plan.</p> <p>Laura also reported that there were some Region 3 “Analysis Team” individuals who would also be available to work on the Comprehensive Plan that separate group will be reviewing the NEPA process and along with Joe David, they can move forward on the Comprehensive Plan and Joe can lead Laura’s replacement following her retirement.</p> <p>There is a Federal Advisory Committee Act procedure that must be followed, especially when working with NGP’s (non-government organizations) in the Comprehensive Plan process.</p> <p>Laura felt the continuity between her work on the Comprehensive Plan for past years and the new Forest Service personnel was extremely important, and she felt Joe David would do this well.</p>	

	<p>Susan noted that the Comprehensive Plan will be an extremely important document to complete, and Matt added that the AZNST Comprehensive Plan is “THE BIG ONE” that will become the management document for the Arizona National Scenic Trail for agencies into perpetuity. Eventually there will be a 60- to 90-day comment period for the Comprehensive Plan and Matt asked Board members and non-Board members to provide as much direction and as many comments as possible.</p>	
8	<p><u>ATA Annual Meeting, February 6, 2021</u></p> <p>Susan asked the Board for their recommendations about how to conduct a February meeting for members with COVID-19 restrictions, and noted the meeting could be a fundraising opportunity and that the energy and camaraderie of being together, a highlight of the Annual Meeting, will be very challenging this year.</p> <p>Phyllis noted that outdoors would be safest, and Matt noted that he could not condone any public event right now for more than 50 people.</p> <p>Matt also reported having the Annual Meeting virtually would reach a much larger audience with hundreds of people attending, and that it would provide a lot of recognition to the awards presentation portion of the meeting.</p> <p>Jan reported that she had attended two very successful ASU 2-day, 5-hour workshops virtually that was attended by hundreds of people, and the event was interspersed with short surveys and video clips that kept everyone in attendance online extremely engaged.</p> <p>Ambika felt we should utilize technology and conduct the Annual Meeting virtually.</p> <p>Matt reported that the “Trailhead Talks” through Facebook Live were phenomenally successful and had a large online attendance. Anna said that the Annual Meeting had really not been a big fundraiser in the past.</p> <p>Susan suggested that Wendy, Matt, and Zack could undoubtedly pull a great virtual format Annual Meeting together with all their talent, and that we should leave the initial Virtual Annual Meeting planning to staff, and both Jan and Phyllis offered to help if needed.</p> <p>Rob suggested that we need to alert our members about the plans for the virtual ATA Annual Meeting so they can make their plans. Fred and Jan complimented Matt on the “Trailhead Talks” series of interviews and that they were extremely well done and that the format worked very well.</p>	<p>Matt and ATA staff to organize the virtual ATA Annual Meeting online event, with Board assistance.</p> <p>ATA staff to send out virtual Annual Meeting invitations to all members and guests as soon as possible so our ATA members, partners, and sponsors can get this on their calendars soon.</p>
9	<p>Important Upcoming Dates</p> <ul style="list-style-type: none"> • National Trails Workshop – October 21-29 (ZOOM) • Next Executive Committee Meeting – November 13, 4:30 p.m. (ZOOM) • Year-End Fundraising Campaign – December 4-13 <p><u>National Trails Workshop – October 21-29, 2021</u></p>	<p>Board members encouraged to participate in upcoming events when possible.</p>

	<p>Matt asked Board members to participate if possible, in the virtual National Trails Workshop because it is an excellent opportunity to link with other Board members and trail organizations nationwide. Each day has separate topics and he encouraged our Board to look through the list of Workshop topics to see if there is any interest in participating. The Workshop fee is \$75, and if that is difficult for any Board member, please let Matt know.</p> <p><u>Next ATA Executive Committee Meeting – Monday, Nov. 13, 2020 at 4:30 pm</u></p> <p><u>Year-End Fundraising Campaign-December 4-13, 2020</u></p> <p>Matt encouraged all Board members to reach out to as many as possible to encourage contributions, memberships, business sponsorships, etc. before our year end.</p> <p><u>Hike the Hill – online virtual ZOOM meeting (March 2021)</u></p> <p>This is a great opportunity to save travel costs to Washington DC and meet up (virtually) with specific elected Congressional representatives. The Partnership for National Trail System will be hosting this event and Matt encouraged our Board members to participate in one or more days if possible. Ambika and Susan expressed they would be interested in attending Hike the Hill.</p> <p><u>Jim Click Ford 150 Platinum Truck Raffle</u></p> <p>Anna announced that one of our fundraising events will be happening, and raffle tickets can be purchased online for \$25 each or 5 tickets for \$100. Susan asked Anna to please email information about the raffle to Board members.</p>	<p>Board members to help promote and support the Jim Click Raffle event as this is an important fundraiser for ATA.</p>
<p>10</p>	<p><u>Other Business</u></p> <p>Susan reported that there were some excellent workshops and webinars that would be of interest to our Board members, including topics such as Communications and other topics. Kent Taylor suggested the Executive Committee could cover this in the next meeting.</p> <p>Ambika asked for a discussion regarding the Board’s opportunity to vote on inviting Bianca Marie Salazar Holderman to become a member of the ATA Board of Directors and asked for Rob comments because he had met with Bianca in person for an interview.</p> <p>Rob noted that Bianca did not have a lot of experience in serving on a Board, however he thought she brought a younger person’s perspective and had a strong interest in attracting women and diversity to experience the Arizona Trail. Rob felt it would be helpful if a Board member might be willing to help serve as a mentor to Bianca and encourage her to take a leadership role in our Board of Directors.</p> <p>Ambika reported she was impressed with Bianca’s cultural diversity, one of our Board’s goals. It was noted that Bianca did not seem to have an individual “agenda” and that she was sincere, warm, and would support the value of the AZNST to all people. Ambika agreed to serve as a mentor for several months with Bianca.</p>	<p>Executive Committee to continue working on Communications goals with Board and Staff.</p> <p>Ambika to assist new Board member, Bianca, as a mentor to help orient Bianca to leadership goals as a Board member.</p> <p>Board to encourage and support the use of the ATA store for holiday gift ideas.</p> <p>Executive Committee to plan and conduct an Executive Director Performance Evaluation, possibly for the upcoming meeting.</p>

<p>Lisa Schnebly Heidinger asked if we could call for a nomination, and Ambika made a motion to add Bianca to the ATA Board of Directors, James Arndt seconded the motion, and the motion was approved unanimously.</p> <p>Lisa reported that Lavidge Advertising was conducting a philanthropic event for 24 hours to offer their expertise to help a nonprofit with whatever that nonprofit needs in marketing, advertising, etc., and she wondered if ATA would like to take advantage of this.</p> <p>Susan noted that it is the Christmas Season and that there are some great Arizona Trail gifts that would make great presents. Ambika said she had recently purchased AZT jewelry, and these items help grow awareness and membership in ATA.</p> <p>Matt asked about the Executive Committee’s recommendation to conduct his Performance Evaluation and he wanted to discuss this at next month’s meeting on November 13th if possible. Ambika thought we should prioritize this, and Rob asked if we had anyone on our Board with a background in personnel management? Ambika felt it would be important to note that a nonprofit organization’s performance evaluation procedure would be different from a routine corporate performance evaluation. Ambika would like to help with this and she will do some pre-work on this for the Board.</p> <p>Matt asked if there was any Board effort in developing a “Board Member Expectations Form” and Ambika noted that our mission statement, goals and objectives also need to be updated when she is recruiting new Board members to ATA. Matt noted that there is an expectation that Board members would have a role in fundraising, and the current \$500 may be too much or not enough, and could be discussed.</p> <p>Susan noted that many Board members bring a variety of great skills to the Board and their Board role may extend beyond monetary value and obligations.</p> <p>Phyllis expressed that she recognized how much Matt has been doing above his role as an executive director and she wanted to thank him for the Seeds of Stewardship program and its success, the Warrior Hikes, the Trailhead Talks that had national attention, the ATA’s leadership in mapping programs, and his attention to Native Americans’ lands that were here before the West was developed and the spiritual awareness this has brought from others to our nonprofit organization.</p> <p>Susan noted that we can be enormously proud of our organization and the leadership role we have developed nationally.</p> <p>Matt offered to stay on the ZOOM call at the end of the meeting if anyone wanted to discuss the Trail Operations report or any of the other reports included in the meeting packet.</p>	<p>Board to draft an updated “Board Members’ Expectations” form or document to use in recruiting new Board members and for sharing with current members.</p>
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11	Adjourn There being no further business to discuss, Rob made a motion to adjourn the meeting, and James seconded the motion, and the meeting adjourned at 12:33 p.m.	
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