**Summit Fat Tire Society Board Meeting**

November, 2019, 6:00 pm, EVO3 Workspace, Frisco CO.

Board of Directors as of November 13, 2019:

BF – Ben Ferranate, President

DD – Daniel Dunn, Vice President

LG – Leslie Gunder, Treasurer

BN – Bob Noonan, Secretary

TL – Tom Liston

EC – Eric Cutler

MO – Mike Olsen

AM – Alex Monaweck

AP – Abe Pacharz

JW – James Welch

RK – Robert Klima

JA – James Adamson

**1. Roll Call & Call to Order:** BF called the meeting to order at 6:04 pm. BF, DD, LG, BN, TL, EC, MO, AM, JW, and JA were present. AP attended via the live feed of the meeting to the membership at large via the SFTS website.

**2. Approval of Agenda:** The agenda was approved by acclamation.

**3. Previous Meeting Minutes Approval:** Minutes of the Oct 30th meeting was approved by acclamation.

**4. Treasurer Report:** LG provided a treasurer report. Current balance is $25,463.59. BF showed an inventory of our physical assets (mainly tools) which is on our Google Drive. LG suggested that the value of the physical assets be linked into the Treasurer Report. The Board agreed, but it will take a current inventory and determination of current value of each item.

**5. Status of SFTS Board Membership:**

a. Additions/Deletions – BF announced that Diane Damra had asked to join the Board. There was brief discussion on the pros and cons of having an odd or an even number of members on the Board. TL noted that this discussion was somewhat academic since not all members have been able to attend any meeting. BF moved to offer DD2 Board membership. DD seconded. The motion passed. BF will invite her.

**6. Old Business:**

a. Vision/Goals: BF reviewed the survey results and came up with the following Vision, Goals, Strengths, and Weaknesses as well as Issues to Focus on.

Vision – Who we want to be

* We are the hub for our local MTB community – trail conditions, group rides, local events, advocacy

Goals – What we want to do

* Be more involved in trail building conversations
* Build more progressive MTB trails
* Have a unified voice and give back to the community
* Build a vibrant membership base
* Educate and promote responsible trail use and etiquette
* Create a destination Ride Center or IMBA Epic

**Strengths of SFTS**

* All star board, young and passionate
* Legacy and history of SFTS
* Large biking community to tap into
* Existing structure

**Weaknesses of STFS**

* Need goals and structure & vision
* Indecisiveness and lack of action/execution
* Not spending money
* Need full time/paid leader
* Organization is not progressive
* Name is confusing/not driving awareness
* Inconsistent/Ups and downs
* Lack of involvement in community

**List 3-5 Issues to Focus on**

* Rebranding and Strategic Vision
* Grow membership - Outreach/PR
* Strengthening Community relationships
* Active presence in mtb scene
* Identify a progressive trail system we can quickly adapt/improve
* Trail education and awareness

The Board briefly discussed these. To goals, the Board added “Maintaining existing trails.” To strengths, the Board added “Established relationships throughout the county.” BN briefly objected to the term “young” under Strengths.

b. Committee Break Out Groups: BF established the following three committees with initial issues to discuss. We then broke into committees for about a half an hour to get a chair and establish a time/place to have a committee meeting. Each committee is then to report back at the next Board meeting on progress.

**Marketing  (James W, Mike P, Ben F, James A, Bob N)**

* Brand Strategy & Vision
  + **Rebranding**
  + **Mission statement**
  + Goal planning
  + Business Development (Diane
  + Sponsorship
  + PR team
* Content Strategy
  + Social media (Ryan S)
  + Photography
  + Copywriting
  + CRM/Email
  + IT Development/Google

**Membership Coordinator (Eric C, Dan D, Leslie, Abe)**

* Women’s outreach (Uri, Jules, Diane,)
* Youth/Catch Program/SHS (Tom L, Uri, Megan, Rick)
* Racing/Events coordinator (Barry/Ben F)
* Volunteer coordinator (Events/Trails)

**Trail Development (Eric C, Mike O, Robert K, Alex M, Ben F, Tom L, James A)**

* IMBA
* Trails/builder (Mike D, Jeff L, Tyler M, Wayne H)
* Fundraising / Grants (Sam S, Tim F)
* Advocacy and etiquette

c. Community Outreach: In addition to the three active committees, BF also captured the following for Community Outreach:

**Community Outreach (Colin S, JT Green, Scott W, Kris C, Clay S, Rich S)**

* TOB/BOSAC – DD, Mike P
* TOF – Ben F, Alex M
* TOD – James A, Alex M
* TOS (Tom L, Eric C)
* FS/FDRD – (Ben F, Eric C, SMB, James A)
* SC Open Space (Eric C, Tom, Wayne)
* SMB
* VOC/RMYC
* Hiking/SCORR/Equestrian (Sierra club? Audobon)
* IMBA (Ben F
* Bike Shops ( Everyone)
* CMBC – (Ben F, James A
* Brewery’s
* Rowdies (Ben F,
* Other local chapters (vail, cloud city, Comba, Routte, Regional meetings)

**7. New Business:**

a. New Business from Floor:

i. BF asked someone to investigate KUAT sponsorship. AM volunteered.

ii. BF asked DD to attend the next BOSAC meetin. DD agreed.

iii. BF said there was an FDRD Happy Hour scheduled at Apres on the 21st. BF said that we should have a presence. DD volunteered to go

**9. Open Action Items.**

**Oct 30th Meeting:**

1. BF, DD, and LG. Get current bank signature cards with two or more signatures. Suspense: Dec 8, 2019.

2. All: Grow SFTS membership to 300. Suspense: Aug 1, 2020

**Nov 13th Meeting:**

1. BF: Put together a SFTS calendar. Suspense: Dec 8, 2019

2. AM: Report back on possible KUAT sponsorship. Suspense: Dec 8, 2019

**10. Establish Time/Place for Next Meeting:** Next meeting is Wednesday, Dec 11, 2019, 6:00 pm, at the EVO3 Workspace, Frisco. The one after that will be at the same time and place on Jan 8, 2020.

**11. Adjourn:** Meeting adjourned at 8:21 pm.