

**ForeverGreen Trails Board Meeting  
Tacoma Nature Center  
Minutes for June 8, 2016**

**In Attendance:** Chris Beale (President), Brianna Charbonnel, Gary Cooper, Jane Moore (Executive Director), Alan Carter Mortimer, Bob Myrick, Shawn Phelps (Secretary), Lyle Quasim, Terry Reid, Barbara Skinner, George Walk (Vice President)

President Chris Beale called the meeting to order at 12:12 pm.

**Introductions**

**Review and Approve Minutes** Shawn moved approval of the minutes, Gary seconded. The minutes were approved as written.

**Financial Report** Executive Director Jane Moore referred to the account balances shown in the agenda.

**Executive Director Report** Jane reported that she went to the Foothills Trail groundbreaking, which was well attended. She mentioned that ForeverGreen will be hosting Green Drinks Tacoma on September 1<sup>st</sup> at the downtown Harmon. This event gives the organization a chance to market itself and the Pierce County Trails Conference. Jane will be attending the South Sound Military & Communities Partnership meeting this Friday regarding the I-5 improvements through JBLM to see if there are any trail related topics.

**Parks Directors Meeting – Trail Survey Update – Jane/Chris/Terry**

Jane, Chris and Terry reported on the Parks Directors Meeting that they attended, where they presented the draft trail survey form. The Directors are very interested in the count of people using the trails and where and how far people came from to access the trail (home zip code). They generally felt the survey has too many questions. There didn't seem to be a defined purpose of how the Directors would use the survey. The data from the recent COI survey will help fill some of the need for data in the interim.

There was discussion about the time of year for the survey and the means of

collecting data. One idea was to conduct the survey in the summer, since the COI survey was done in May and the WSDOT/Cascade trail counts are completed in late September. There was discussion about using tablets or a spreadsheet-based application rather than hand recorded sheets, to eliminate the need for data entry after the survey.

It was decided that ForeverGreen will submit a Year 3 funding proposal to the COI for conducting a survey. The Executive Board will write up the proposal.

### **Canyon Road Extension comment letter – Chris**

Chris proposed that the Board submit a letter to Pierce County regarding our position on the Canyon Road Extension project that was presented at the May meeting. The letter will reiterate our support for the 14 foot separated trail that is proposed for the new bridge over the Puyallup River. The letter will also state that we recommend a bike lane or trail rather than the four-foot shoulder that is proposed for the rest of the corridor other than the bridge.

### **Pierce County Park Impact Fee Working Group report – Jane**

There have not been any meetings or updates since the May Board meeting. Parks staff will provide the County Council with a report in the summer. Gary says the discussion has regressed to the point that the MBA will not accept any increase in impact fees. Bob mentioned that there is unused tax capacity to raise the County road fund collection rate, but this is unlikely due to the fact that it is currently over 70% of the total tax assessment.

### **Apparel – quotes – Chris**

Chris checked with a screenprinter on prices for various apparel items with logo. The prices are \$12 for t-shirts, \$23-\$40 for vests, \$20-\$25 for hoodies, and \$16-\$25 for polos. Gary suggested that Board members buy their own polos. Chris proposed that a few vests be printed for use by Board members to use during trail counts and other activities. No decision was made except that Jane will E-mail Board members a choice of one t-shirt, vest, and polo for Board members to order with their own funds.

### **501c3 Update – Jane**

Jane reported on the complications of being a 501c3, including the limitations on advocacy. Among the restrictions is that we wouldn't be able to advocate to the

public or officials to support legislation, which is currently something we do. We would also likely need to change the name of the organization to be approved.

Alan mentioned that WTA is a 501c3 that has a lobbying director and staff person in Olympia. Jane noted that a 501c3 can spend 20% of its budget on lobbying of which 25% can be for grass roots lobbying. Jane noted that ForeverGreen's articles of incorporation indicate that advocacy is a primary purpose of the organization.

Jane and George will start working on policies related to the 501c3. Jane thinks we will need a consultant and an attorney for the filing. The application will likely cost around \$600 for a consultant to prepare.

### **Trails Conference Update - Jane**

Jane is waiting to hear from a UW-T professor if they are going to sponsor the conference, which will greatly reduce the cost of renting space there. Lyle is helping plan the conference.

### **News, Updates, and Announcements**

This item was skipped due to lack of time.

Chris adjourned the meeting at 1:36 pm.

## **Planning Discussion**

Jane reviewed the history of ForeverGreen, which started in 2000. She referred to the handout that she provided.

Jane reviewed Vision Statement and long term goals. She feels one of our primary goals is to continue to promote grass roots support for trail building, along with our own advocacy.

Barbara proposed that after the Foothills Trail is complete in 2017, there should be an interagency discussion about the next big trail project. Brianna suggested that we need to get the message out to the public about the benefit of trails and ForeverGreen is the connection between the public and agencies. She thinks the trail survey is good tool to get public viewpoints.

Chris pointed out there are gaps in the system of what County and City Parks Departments do. He suggested that we celebrate trails to get the word out to the public. His ideas include advocacy awards and starting a Pierce County Trails Day.

Chris feels that we should promote cities having 1) a trails stewardship plan, 2) a trails master plan, 3) funding dedication for trails. Bob suggested that we stay focused on being a forum, not hands on.

Brianna proposed that we have more forums than just the Trails Conference, like speaker's bureaus. She feels that we need to spread our message to other groups like Volksmarch clubs and churches. She says that we need to think about demographics when we consider who we want to touch, because different age groups want different programs.

Jane proposes that we continue information sharing and the Trails Conference and need to have more education of the public of what they can do to influence government. Alan suggested that we should advocate more for funding such as conservation futures and impact fees.

Brianna proposed that we hire an AmeriCorps employee and give them a few of our tasks. Chris suggested that we look for another agency that wants to hire an AmeriCorps employee and we could split the employee's time between the two.

Jane indicated that it would be hard for her to supervise an AmeriCorps employee due to the limited hours she puts in on ForeverGreen work.

The discussion shifted to the programs that ForeverGreen will be submitting to the COI for funding this year. These include:

1. Trails Survey – around \$3000
2. Trails Conference Scholarships - \$500
3. Two more sessions of Local Government 101 training – around \$2000
4. Stewardship Program – development and printing – cost TBD