

**ForeverGreen Trails Board Meeting  
Tacoma Nature Center  
Minutes for Jan 11, 2017**

**In Attendance:** Chris Beale (President), Bryan Bowden, Brianna Charbonnel, Gary Cooper, Mary Dodsworth, Anders Ibsen, Jane Moore (Executive Director), Alan Carter Mortimer, Bob Myrick, Tim Payne (Treasurer), Shawn Phelps, Terry Reid (Vice President), Kurt Reuter, Tony Tipton, George Walk  
Guests: Don Partington, Liz Heath – Sound Nonprofits

President Chris Beale called the meeting to order at 12:33 pm.

**Introductions**

**Review and Approve Minutes** Anders moved to approve the minutes, Terry seconded. The motion was approved unanimously.

**Financial Update** Executive Director Jane Moore

Financial summary on the back of agenda. There is currently \$21,204 available in the general operations category and \$70,388 in the Puyallup Watershed Initiative category. Jane noted that these figures did not exactly match the PWI spreadsheet but that the discrepancies are small. Tim Payne is willing to continue on in the role of treasurer. George moved and Shawn seconded that Tim continue as treasurer; motion approved. Jane will send QuickBooks financial reports to Tim for review. Revenue generated from the trails conference goes into the ForeverGreen general operations category. For 2017 the PWI has provided a grant of \$500 for scholarships to the Pierce County Trails Conference. George moved to approve the financials, seconded by Tony. The motion was approved unanimously.

**Trail News and Updates**

Mary Dodsworth – City of Lakewood.

Waughop Lake trail project. 1 mile accessible asphalt trail around lake along with picnic shelter. Project completion by end of March.

Chambers Creek trail project. Lakewood, University Place, Pierce County. Trail plan due by the end of February and will include alignment and phased construction. Connecting Lakewood and University Place is first phase of construction. Support from city council and park board. Funding through grants and donations. Not reliant on impact fees.

JBLM improvement corridor – working with WSDOT. Provide safe pedestrian access between Lakewood and JBLM. Final conceptual design and aesthetic elements in process.

Terry Reid

Sumner – increase in park fee

Bonney Lake – expansion of Fennel Creek trail system. Finalist for grant funding. Buzz Grant part of community group for Fennel Creek and Flume trails.

Flume trail – developer has indicated that access may be allowed to Flume trail.

Cascade Water Alliance – discussion about improving access to Flume trail.

George Walk

Newland Homes is expanding internal trail system. Potential to connect Fennel Creek to Newland trail system. Potential to link Tehaleh into the regional trail plan.

Bob Myrick

Tacoma Rail – sold right of way from Rainier to Chehalis for 28 million. Corridor sold to private railroad company. Ends at Tenino and could provide an alternative route to Chehalis. Frederickson to Eatonville/Elbe corridor may be available for purchase.

Chris Beale – City of Puyallup

\$60,000 budget for Clarks Creek Park loop trail including Silver Creek and Meeker Creek open spaces. Street crossing need sight distance analysis.

Park impact fee increase – consultation to council about fee for industrial/commercial properties

Anders Ibsen – Tacoma

North 21<sup>st</sup> Street improvement – The North 21st Street project consists of streetscape improvements on North 21st Street between North Adams and North Pearl streets in conjunction with Tacoma Power’s replacement of the transmission towers along this corridor. Some Councilmembers wanted as many lanes as possible and some residents wanted fewer lanes to accommodate better public safety.

Master Plan for Ruston Way – approved. Improved public access. MetroParks \$100000 and City of Tacoma \$100000.

Bryan Bowden

Foothills Trails Coalition – Annual meeting. Thursday January 26<sup>th</sup>

Tony Tipton – Pierce County

Foothills Trail – South Prairie to Buckley section work shut down for winter. Construction will resume in spring. Bidding process on west section near South Prairie is in process. Bridge work scheduled for 2017. Pierce County, King County, Buckley and Enumclaw all involved in bridge over White River. Design and permitting will proceed assuming a \$2.5 million grant from the state. Total cost of project \$10-11 million. Cross County Commuter Connector – project plan to define scope of right of way. Tacoma/Pierce County cooperation. Seeking funding.

Shawn Phelps – Pierce County

Complete Street Grant \$250000. C Street near PLU. Improvements including sidewalks and curb ramps. Puget Sound Regional Council - Call for Projects regarding the Transportation 2040 Regional Capacity Projects List is now underway. Deadline March 3, 2017.

Kurt Reuter – City of Fife

Brookville Garden Park – 14 acres, 9.5-acre community park and 4.5-acre open space. Bids being taken on development of park, play areas, playgrounds, restrooms, picnic areas, trails. Ground breaking this spring. Wapato wetlands restoration for open space.

Frank Albert to 54th Street trail connections. Some local opposition by landowners to making connection. May be able to get right of way from commercial properties

Council in favor of community connections

### **Bylaws discussion and approval**

Final version of updated bylaws sent to board members for review. Some minor spelling errors will be corrected. Tony asked about the clause in Article II (19) that prevents proxy or email voting by board members to occur. This is a state statute. It is meant to insure meaningful debate. Video conferencing or telephone conference calls meet the requirement of meaningful debate but email and proxy do not.

Anders moved to approve changes to bylaws, seconded by Bryan. The motion was approved unanimously.

### **Planning session – Long term and short term planning – 2017 through 2019**

Began with review of 2016 activities. Jane presented a handout that outlined activities and the status of those activities through 2016. The activities were divided into 3 categories, outreach and communications, advocacy and organizational business.

Reviewed mission and vision statements for organization. No changes proposed.

Handout and review of long term goals. 5 to 10 years. No changes proposed.

Jane handed out draft for proposed 2017 activities broken down into 5 categories, advocacy, education, outreach and communications, stewardship and organizational business. For each category and its sub-categories an activity, notes, status and funding were outlined. After some initial discussion it was decided that breaking into 4 groups focused on the areas of education and advocacy, outreach and communication, stewardship and organizational business would be most effective for planning. Each group looked at the activities in their category and came up with an action plan/performance measure for each. Each group then presented its ideas to the larger group for comment and review. Notes from each group were compiled by a member of the group and can be found at the end of the minutes. Jane will consolidate the notes into a new implementation/action plan for the next board meeting.

### **Budget Planning**

Jane handed out a profit and loss budget overview for 2017 based on figures from 2016. No action was taken on the 2017 budget figures. With new non-profit status need to establish 1 and 3 year budgets for the organization. 3 year budget cycle is a part of best practices for non-profits. Will need to add in cost of insurance to the 2017 and future budgets. Some preliminary quotes for insurance were \$600-\$700 for general liability coverage and an additional \$800-\$1000 for liability coverages for the board of directors.

### **Other business**

Bryan brought up the subject of the change in the organizational structure to allow people to become members of ForeverGreen Trails. This change had been instituted in 2016. He did not fully support this change. Tim suggested that instead of membership people could become affiliates of ForeverGreen. It was also suggested that if people chose to donate money to the organization they could be viewed as supporters rather than members. No further action was taken on this issue.

The Rainier to Ruston Race will occur on the first weekend in June as is traditional. It was suggested that ForeverGreen work in cooperation with Foothills Rails to Trails Coalition to help to support the race event.

Meeting was adjourned by Chris Beale at 4:55.

Reminder that the PSRC Regional Bike Network design meeting is after our meeting at the Nature Center on February 8, 2017.

Small group notes below.

## Stewardship

Category	Action	Time	Description	Performance measure
S-1	Pierce County Trails Day	July 22, 2017  Coordination with agencies needs to start in March/April	Establish Pierce County Trails Day in July (4 <sup>th</sup> Sat. in July annually)	ForeverGreen will: - Promote Pierce County Trails Day and help assist Trails Day events in three (3) pilot jurisdictions - Set up booth at finish of B&O race - Set up proclamations with three (3) jurisdictions/agencies - Possible partnership with WTA on local trail work events - Create marketing materials to use county wide
S-2 (Our group combine S-2 and S-4 for 2017 – may be separated in future years)	‘Certified Trails Community’ program & Trail Stewards program	Call for applications, press release in March  Designation of official Certified Trails Communities in July to coincide with Trails Day Proclamation	Certification includes – - Trails Day proc. - Trails Day event - Steward program - Trails master plan - Local agency expenditures on trails annually	Trails Day proclamation and event covered in S-1 - Implementation of trail steward ‘tool-kit’ in three (3) pilot organizations - Review applications and certify communities in June
S-3	“Walk” Pierce County program	Spring-fall (April, June, August, October)	Expand ‘Walk Tacoma’ program model to two (2) new communities	- Establish “Walk” program model to two (2) new Pierce County jurisdictions - Host four (4) walks, wholly or partially on trails
S-5	Trail Counts	Spring (April) & fall (assist with annual count days)	Trail count event – set up table, complete count, collect data	- Hold separate single event in spring - Assist with fall WSDOT, Cascade Bike count in fall - All spots in fall count are filled, FG assist placement

## **Outreach and Communications**

### General

- Combine OC-1 with OC-3
- Combine E-4 with OC-3

### OC-2

Performance Measure – Number of people following ForeverGreen on the web and social media

Performance Measure – Number of social media posts and web updates

#### Action Steps

- Develop content focus areas for web and social media postings
- Develop/create/gather information to develop content for postings
- Create and execute a calendar for delivering web and social media postings

### OC-3

Performance Measure – Number of events promoted by ForeverGreen

Performance Measure – Number of events ForeverGreen attends and actively participates in the event program

#### Action Steps

- Develop/maintain event calendar for upcoming events of interest
- Monitor community for new events
- Update web site and social media feeds with news of upcoming events

### OC -4

Performance Measure – Number of quarterly newsletter published

#### Action Steps

- Create a production calendar for quarterly newsletter
- Create/gather content for newsletter
- Publish newsletter

## Organizational Business

### B-1 ForeverGreen Long Term Funding

1. Establish a fundraising committee – February
2. Develop an outline for a strategic funding plan SFP ( I think the S is for strategic) May
3. Establish an annual funding goal – June
4. Brainstorm funding strategies – May-Oct
5. Explore Fiscal Year
6. Present 2,3,4 to board – Nov 2017

### B-1a Fundraising for 2017

1. Develop donor list - March
2. Develop letter asking for donations - March
3. Tracking against list – April
4. Follow-up with list – May-June

### B-2 Annual Report 2016

1. Outline report – use 501c3 – April (Can't read the notes)
2. Draft Content – July
3. Final Report – Graphics Etc. – September

### B-3 501c3 Application

1. Complete Application - May
2. 3 year plan and budget - March

### B-4 Develop HR Policies

1. What do we still need – Inv. What we have - April
2. Draft Policy – June
3. Legal Review – July

### B-5 Grants

1. Hold pending B-1 completion

### B-6 Organizational Sustainability Plan

1. Outline topics for example: - May
  - a. Board Development
  - b. Staff Succession Planning
  - c. Build Committee Interest
  - d. Board Recruitment
2. Draft strategy for board recruitment - Sept
3. Other chapters from outline – Years 2/3

Category	Activity	Notes	Action Plan
<b><u>Advocacy</u></b>			
A-1	Educate elected officials about the Pierce County Regional Trails Plan, the benefits of trails, and the need for sustainable, long-term funding for construction, operation, and maintenance of trails. Engage local elected officials and leaders on active transportation priorities. Collaborate with AT COI & other organizations to accomplish this.	Letters to mayors, councils, and planning directors about our existence, resources we have, examples of good standards. Visit all to get foot in door.	4 times a year presentations will be made to Pierce County and/ PC cities (see list below of potential agencies) at their Council meetings. This will take place during the 3-minute public comment period or, if it can be scheduled, as an agenda item. A fixed message / presentation will be created so anyone can do it and the proper message is being sent. Personalize the presentation to the community in reference to current issues. ALSO - Send out annual electronic letter to elected officials telling or reminding them of ForeverGreen - who we are and add a copy of a FG Newsletter or annual report
A-2	Guide local & regional trail plans and priorities by participating in the planning processes and implementation of the active transportation components in the plans of city, county, regional, state, and federal agencies.	Attend local & regional planning meetings to support trail development. Participate in updates and implementation of the Pierce County Regional Trails Plan.	<u>Annually</u> send letter to planning / parks/ public works staff in the PC cities /towns to find out what's happening this year in their communities (both public and private development). Check CIP - Trail - Sidewalks - master plans - etc.... Note that Forever Green can provide presentations, advocacy or training for your boards.
A-3	Support proposed plans, projects, grant applications, and legislation related to trails or active transportation including complete streets and missing links.	Provide letters of support and public testimony as appropriate.	A1 and A3 are combined (See A1)
A-4	Work with PWI COIs to continue planning for a long-term funding measure.		On hold - attend committee meetings as needed
<b><u>Education</u></b>			

E-1	Organize & host the annual Pierce County Trails Conference.	Annual event in fall	Trail conference - If a master list of tasks, outcomes and deadlines is not available, create one for future planning. - Pick Date in October for conference - create committee and have first meeting in March. Select Venue and send out save the date by June. Sponsor/donation letters - out by June. Market to Businesses, Advocates, professionals and students. Select theme - keynote speaker and create opportunities for group interaction / engagement / plan for future advocacy.
E-2	Organize and prepare community members to speak at appropriate public meetings. Host 4-5 Speak Up for Trails trainings.	3 trainings with TPCHD Walkability grant groups; 1-2 others outside of Tacoma.	Staff to provide Advocacy Training - 4 Trainings each year based on grant requirement or area of need. FG Exec Director has a one hour training with handouts that can be easily personalized. Market to various agencies, park boards and planning commissions to extend audience. Use list of PC agencies for three year plan. Here is list for first year training. 1) South Tacoma - March 2) East Tacoma - June 3) Hill Top - August 4) East Pierce County / Puyallup Bonney Lake / Sumner - September
E-3	Work with Pierce County Parks to organize 1-2 community workshop(s) for trail stakeholder groups and interested individuals to review, discuss, and prioritize comprehensive list of trail priorities from all jurisdictions and agencies. Invite jurisdictions to attend workshop and share results with all jurisdictions.	Timing will be based on Pierce County Parks trails plan update and prioritization.	Trail Prioritization TBD - Pierce County is working on this and may be added to FG work program in 2018.
E-4	Host an event at a popular location (such as a restaurant, tavern, or brew pub) to provide education on how to find and use trails for walking, bicycling, or skateboarding; how to speak up for trails; using transit to reach trails; and benefits of trails and active transportation.	Promote event through channels designed to reach audiences not already involved in promoting trails and active transportation. Host in spring to compliment fall trails conference; plan to make an annual event.	Moved this task to Outreach and Communication - they added to a combined OC1 And OC3



