

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

In Attendance: Chris Beale (President), Bryan Bowden, Mary Dodsworth, Buzz Grant, Jane Moore (Executive Director), Alan Carter Mortimer (Secretary), Bob Myrick, Shawn Phelps, Terry Reid (Vice President), Heather Rawley (Project and Communications Coordinator), George Walk

Guests:

President Chris Beale called the meeting to order at 12:10 pm.

Introductions

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

Financial Update Executive Director Jane Moore

Monthly financial report was sent to board and reviewed at meeting. At the time \$1000 had been deposited as sponsorships for the trails conference with another \$1250 had been committed. Final trail conference accounting will be available at the November board meeting.

Executive Director Report Jane

There is an event scheduled for Oct 12 from 1-2 pm celebrating Connections: Pierce Transit to Water Flume Line trail. This is to mark completion of phase 4 on the Water Flume Line trail. Sponsored by ForeverGreen, Pierce Transit and City of Tacoma. Jane, Bryan and Bob will be attending.

WTA had a Trails and Ales event in Tacoma on 9/26. Attended by about 50 people. Recruitment opportunity.

Participated in 9th annual bike count over the period of Sept 26-28. High priority sites covered including 20 sites in Tacoma, 14 of 16 in Lakewood and almost 60% of sites across Pierce County.

Signup sheet passed around for coverage of jobs at trails conference.

Jane turned in receipts and reports for the Walkability Grant. Received \$6500 from the Pierce County Health Department.

Step it up – Walkability summit. Cultural ambassador training. Jane will be attending.

America Walks is sponsoring micro grants (\$1500) for increasing/improving walkability and diversity. ForeverGreen could apply for a grant based on Speak up trainings for different cultural groups or Pierce County Trails Day leading walks for underserved populations. Health Department has specific areas of concern including South Tacoma and Tillicum.

National Coalition for Recreational Trails is asking for support for the Recreational Trails Program. This is support given previously by ForeverGreen and they are asking for reaffirmation of support. It was agreed to reaffirm support for RTP.

The Land and Water Conservation Fund is facing cuts and is asking for support to oppose these cuts. ForeverGreen will support opposition to these cuts in funding.

Terry and Buzz are setting up a meeting to talk about closer cooperation between ForeverGreen and Foothills.

PWI COI is running a professional fundraising training, Collaborative Fund Development Workshop, on Nov 1 from 12 – 4:30. Buzz and Heather are planning on attending.

ATCOI is looking at sending people to Copenhagen, Denmark from June 25-29 to participate in a conference on bike connection project development. An idea for a project would be a connection from Tacoma to Puyallup. ATCOI has money to support the trip and the Denmark group can provide monetary support for public officials. Chris & Shawn were interested and were selected as ForeverGreen Trails representatives to the group.

Heather attended a conference dealing with fundraising for you professionals in the non-profit industry. Donations add flexibility beyond using just grant funding. Outreach and fundraising can be combined effort for ForeverGreen. One example idea would be a discovery tour where potential donors are taken to a trail that we are working on or involved with and as part of the tour explain ForeverGreen's role and also make an ask for a donation.

Reports & Discussion

Fundraising Plan

This is part of our strategic plan. Should cycle fundraising throughout the year not just a onetime event such as the trail conference. Sponsors now support multiple events, trails conference, trails and ales, trails day through their contribution. Want to review strategic plan after conference and pick pieces to concentrate on in the coming year. Possibly pick specific projects for fundraising such as a mapping project. Could sponsor a breakfast/luncheon event for fundraising. Board members as part of their duties can contact sponsors for donations.

Organizational Development

Reviewed job descriptions for Executive Director and Project and Communications Coordinator. Executive Director job description was accepted and approved with a modification to educational aspect of professional qualifications. Project and Communications Coordinator job description was accepted and approved.

Financial Policies document was accepted and approved with a change to item #7 with the amount of money increased from \$50 to \$250.

Board Member Recruitment

Create a written document of qualifications and duties of board members. It is a way to measure if applicants meet the needs of the organization. Avenues of recruitment can include online and reaching out at events such as the trails conference. Look for people to fill specific needs that are lacking within the present board makeup. These needs will constantly change as the makeup of the board alters through time. Develop an application for board membership. It was felt that increasing geographic diversity and other types of diversity were important to the makeup of the board.

Chris adjourned the meeting at 1:30 pm.