

**ForeverGreen Trails Board Meeting
Tacoma Nature Center
Minutes for May 9, 2018**

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

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

Introductions

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

Financial Update Executive Director Jane Moore. Full report sent to Board on 5/8/2018. Total funds \$19351.36. Money Forevergreen was managing for PWI ATC was returned to that organization and we are no longer responsible for managing that money.

Executive Director Report Sent by Jane on 5/8/2018 to board.

Reports & Discussion

Board Member Terms – 3 year terms. Present board members were randomly assigned an end year to establish rotation. This list was sent out on 5/8/2018. All board members eligible for a second term with board approval. Terms run through the end of the year.

Fundraising –

Wholefoods Lakewood – money donated to Forevergreen from bag fee. Runs for three months.

\$2500 grant from PWI COI for organizational development. Will have Erik Hanberg give a presentation on fundraising at the June 13 board meeting.

Presentation by Anders Ibsen on fundraising-

Best fundraising comes from relationships you already have established. Be clear about the focus of the organization. Have two or three goals that are well defined. Know the monetary amounts needed to support the goal/s you are trying to achieve. Be specific about total amount to raise and what you want each person or board member to be responsible for.

Target people that you have worked with over the years and have shown an interest in the organization or similar organizations. Know what is important to the donor. Make a very specific monetary ask to the person based on what they can afford and ask for slightly more. Ask for the donation/membership and then wait for them to respond.

Once a person commits you will need to follow through. How and when does the person want to make the payment.

Don't need to have a smooth/perfect script. You do need to know what that person cares about.

Follow through with donor. Builds brand recognition. Keep in contact with donor at various times not just when asking for a donation. Let them know how things are going for the goals and activities of the organization that are important to them.

Establish a balance between board and staff related to time and goals for fundraising.

EMILY acronym – Early money is like yeast. Those early donations attract subsequent donations from other people.

Board member fundraising pledge – Sent out on 5/8/2018 and handed out at the board meeting. Includes monetary and event support pledge.

Other items that can help with fundraising-

Quarterly newsletter to all donors

Target people with a prior relationship to trails, not just FGT.

For some people an activity related to their donation is important. Trails Day or Trails Conference.

Email list of past donors have received a donation request letter.

Trails Day Beer – a 2 week run where we get money from sale of a special flavor/type of beer by the HUB/Harmon Brewing.

2019 PWI Funding requests –

May 10 is a review of 2018 accomplishments. 2019 funding requests are due June 6th.

We have 4 requests for funding.

Trails and Ales – 500

Pierce County Trails Conference – 500

Trails Day – 4000

Stewardship and Community Recognition – 6000

Other possible funding sources and activities

We are involved in discussion with Downtown on the Go about forming an advocacy coalition to address issues such as Safe Streets and Vision 0. Up to 10,000 in funding.

Pierce Transit – Transit to trails event. Held in late afternoon / evening. In previous years tied to Fantasy Lights. \$1000 to partner with Pierce Transit on another event.

Environmental Education COI – written in to their proposal to have a city wide forum on environmental education in the fall. 4 hour event. FGT would participate through staff. Topic may include how trails reduce single occupancy vehicle use.

Event Updates

Trails and Ales – Posters have been produced and distributed. Event is on May 31. Panel will include Chip Jenkins Mt Rainier Superintendent, Roxanne Miles or Kimberly Freeman from Pierce County, Sarah Harris from Puyallup and John Palmer from Puyallup.

Pierce County Trails Day – Leadership meeting on June 20th. Discussions will include messaging, t-shirts and raffle tickets for Trails Day After Party. Pint glass with FTG logo for swag would cost \$1000 for 200 units.

Advisory Board meeting – Evening of Mon June 11 at Giuseppe's Pizza.

WSTC – Oct 26-27 in Wenatchee. Consider a proposal for a presentation by Heather at the conference. Focus on Stewardship and Certified Trail Community recognition program.

Trail News

Brian and Bob are focusing on the Yelm to Roy trail. Three branches on the trail. Connect Thurston and Pierce counties. Need to get governments of Yelm, Roy, Pierce County and Thurston County to work together on project. Apply to RCO for funding for trail work.

Jane will be going to Copenhagen to participate in the active transportation conference in October.

Chris adjourned the meeting at 1:30 pm.