

**MINUTES**  
**PWV BOARD OF DIRECTORS' MEETING**  
**August 17, 2017 – 6:30 – 8:21 p.m.**

**ATTENDANCE**

**Board Members:** Janet Caille, Gerry Cashman, Jeff Dean, Jim Greuel, Alan Meyer, Bob Meyer, Randy Ratliff, Margaret Shaklee, Celia Walker, Holly Young and Kevin Cannon (USFS Liaison).

**Board Members absent:** Mike Reynolds.

**Advisory Board Members:** Dave Cantrell, Jerry Hanley, Bob Manuel, Jim Shaklee and Garin VanDeMark

**PWV Members:** Elaine Green, Peter Skiba

**PWV Guests:** none

**AGENDA.** The agenda was adopted as presented.

**MINUTES.** The July minutes were approved.

**REPORTS OF OFFICERS**

**A) CHAIR REPORT.** Margaret Shaklee reported this month's **Chat with the Chair** had two participants, Kevin Cannon and Jan Creager. Kevin and Margaret discussed the number of trees removed from the trails this year and the progress of restoration on Young Gulch. Margaret and Jan talked about the Hospitality Committee and Jan agreed it should be combined with Member Recognition.

Regarding **Mentor Patrol Evaluations**, sending a link to mentors and mentees has been quite effective. To date 80% of possible Mentor Patrol Evaluations expected in 2017 have been returned. This compares to 49% in 2016 in August, and 52% in total. Margaret thanked Alan Meyer for implementing the sending of links for Mentor Patrol Evaluations.

Regarding the **presentations** Margaret had mentioned at the July meeting, Margaret presented to the Unitarian Church generating interest in those present in joining PWV and one new Off Trail member. At Ralph Swain's invitation, Margaret had been invited to participate in a presentation on how to recruit volunteers to the Partnership to Preserve Bio-Diversity in the Amazon. At this meeting Kristy Wumkes had a very good presentation on volunteerism in the Canyon Lakes Ranger District. Margaret has asked Kristy to present her slideshow to the Board some time. On October 3<sup>rd</sup>, Margaret will be one of three panel participants at the NWSA Wilderness Conference in Russellville, Arkansas. The panel topic will be "Stewardship Group's Best Fit for Wilderness and Your Community".

Margaret recognized Jim Greuel for his excellent job with Leave No Trace training. Margaret read some of the trainee evaluation comments, complimenting Jim for his education and passion on the topic. Margaret presented Jim with a PWV hat and certificate.

Margaret has reserved Sundance Steakhouse for the PWV Year End Event on Oct. 29<sup>th</sup>. However, Sundance Steakhouse has lost their liquor license. Margaret may need assistance finding an alternate location.

**B) CHAIR ELECT REPORT.** Randy Ratliff said the Nominating Committee has met and is searching for a Chair Elect and Treasurer, specifically looking for a PWV member with accounting skills for the Treasurer position. Randy will be sending an announcement to all PWV members asking for members who would like to be on the Board. The committee is looking for members who have diversity and can balance the Board with a variety of skills. Up to five seats are open on the Board.

During the meeting of the committee, a sidebar issue was identified: looking at how the duties of Chair, Chair Elect and Past Chair are split so the Chair position isn't overwhelming. Randy proposed creating an ad hoc committee to look at this issue. The following motion was made, seconded and passed.

*MOVE that an ad hoc committee be formed to review and make recommendations regarding the duties and responsibilities of the Chair, Chair Elect and Past Chair.*

Randy had been asked by Margaret to attend a meeting of the **Colorado Outdoor Stewardship Summit**. The focus of this statewide initiative is to build a modern infrastructure for collaborative, diverse, scalable and impactful stewardship efforts across the state of Colorado and help engender a stewardship ethic in Colorado citizens. The goal is to help build momentum and come up with some best practices across several volunteer-based organizations, i.e., Colorado Outdoor Stewardship Coalition (COSC) Great Outdoors Colorado, PWV and organizations like PWV. This effort includes unlocking a 1.2 million dollar investment from Great Outdoors Colorado. Randy's question for the Board was should PWV sign on to participate in this effort and to be added to the list of members of COSC? Discussion ensued and the consensus of the Board was to list PWV in this organization.

**C) USFS REPORT.** Kevin Cannon reported that the August reminder to the PWV membership will be going out and will include hunting season dates, end of the season reminders, and parking limitations at the USFS office on CSU game days. The Potomac Appalachian Trail Club from the DC area has been out in the Rawah Wilderness assisting with GPS calculations.

Regarding **McIntyre trail**, one puncheon has been redone and half of another puncheon has been converted into a turnpike. The major (50 ft) bridge has new deck boards, however, no bull rails yet.

On **Young Gulch**, we are now working just shy of 1.5 miles from the trailhead with approximately 1 ¾ miles to be completed this fall. This Saturday is the last public workday on Young Gulch. Celia Walker mentioned that the CSU College of Natural Resources might want to do a special student work day and she has talked to Mike Corbin about this possibility.

**C) TREASURER'S REPORT.** Bob Meyer went through what has changed financially since the Board last met, including \$41 found at the North Fork Trailhead and four expense items presented in the August Income & Expense Statement. Regarding financial position, we currently have \$26,208.26 in Checking/Savings. We have spent \$8000 for Trail Crew that we

have not received a bill for yet, which will reduce the Checking/Savings amount. Bob will update Home State Bank to Guaranty Bank per recent name change.

Bob was asked by Margaret to update the Treasurer Position in the PWV Handbook. A major reason for updating the Handbook is because the Treasurer no longer functions as the Bookkeeper also. Bob has split the Bookkeeper job description into a separate document. An updated Treasurer Position statement is needed so the next Treasurer has a reliable job description. Bob has set up a spreadsheet of requirements and a timeline. The Executive Committee reviewed Bob's proposed changes. The following motion was made and seconded.

*MOVE to approve the changes to the Treasurer's position in the PWV Handbook as recommended by Executive committee.*

Discussion ensued and the question was asked if the Treasurer has to be bondable. Margaret mentioned the Bylaws and the duties of the Treasurer in that document. The Handbook is an operational document that specifies more in depth the role of the Treasurer. The Treasurer is bonded by the PWV insurance carrier after assuming the role of Treasurer. Bob made a motion to amend his proposed document as follows in red:

*The Treasurer should have a working knowledge of Generally Accepted Accounting Principles, and experience with QuickBooks and Microsoft Excel. The Treasurer also should have the ability to track and manage deadlines regarding Federal, Colorado, and local returns, reports and licenses **The Treasurer must be bondable by the PWV insurance carrier.***

The amendment was seconded and passed.

A question was asked about the parenthetical term "(renewable for 2 years)" and how it compared with the Bylaws. Discussion ensued. The Bylaws were read. Bob made a motion to further amend his proposed document as follows in red:

*The Treasurer is elected to a 1-year term by the board at its October meeting. If the board so chooses, additional 1-year terms may be approved **in accordance with the PWV Bylaws.***

The amendment was seconded and passed. No further discussion occurred on the motion as twice amended. The motion passed.

Bob also presented a Bookkeeper Description for the PWV Handbook to follow the Treasurer Description in the Handbook. Bob made the following motion which was seconded.

*MOVE that the description of Bookkeeper duties as approved by the Executive Committee be approved by the board.*

Discussion ensued centering again around the issues of bonding for both this position and others within PWV where monies are involved. Bob will add a statement about bonding and asked that the motion be postponed to a future meeting.

## **REPORTS OF COMMITTEES**

**A) ENDOWMENT FUND COMMITTEE.** Jerry Hanley gave some background on this committee. The Endowment Fund document was originally created in 2010 when the committee was created. Certain responsibilities for committee members were assumed and much of the original verbiage was borrowed from a policies and procedures document from another organization. Jerry explained there were basically four issues to be addressed: reflecting that we are now a partner with the Community Foundation, cleaning up and simplifying redundancies, reflecting the roles and responsibilities of the committee and now implementing and updating the grant process. The following motion was made, seconded and approved with one abstention.

*MOVE to approve changes to Endowment Fund Policies & Procedures document.*

**B) FUND DEVELOPMENT REPORT.** Jerry Hanley made the following motion that was seconded:

*MOVE that PWV will use ColoradoGives for all on-line donations, and continue to use PayPal only for member and recruit payments. As such, a link to the ColoradoGives donation website page will be added to the PWV website. The PayPal link will be moved somewhere for expenses/purchases.*

Jerry explained that the fee required by ColoradoGives is 2.5% while PayPal is 3%. Additionally, PWV is eligible during the ColoradoGives Day campaign in December to receive a percentage of a matching CoGives grant, which depends on what percentage of donations that PWV receives as a percentage of the total CoGives campaign. Donations can be made all year long. ColoradoGives keeps a database of donors, has a statewide presence, and PWV is a ColoradoGives partner. Donor reports can be easily generated and ColoradoGives is local and has some advantages. PWV used ColoradoGives this past fall. PWV members can still write donation checks. ColoradoGives will only be used for online donations.

When asked about Web Team involvement, Jerry said that, in correspondence with Karl Ritters, if this motion is approved, the Web Team will work on changes depending on what is needed. At a minimum, the sooner we can do the changes, the better. Per Alan Meyer, Karl will likely go to a contractor for a change such as this. Jerry mentioned that the second motion has an impact on the first motion, specifically requiring Web Team changes. The motion carried.

Jerry Hanley made the following motion, which was seconded:

*MOVE that donation access should be more prominent on the PWV Home page. Some redesign of the donation page should be considered. (details to be worked out by Web Team)*

Jerry explained that Ken Williams is a professional fund raiser and he and his wife Kristi had been long-time PWV members. Ken helped develop the structure to the Fund Development committee about 4-5 years ago. Jerry has had several conference calls with Ken. Ken recommends/made the following points:

- PWV needs a donate button, prominent on web page.
- Need to appeal more to the general public
- Fundraising is becoming more difficult and sophisticated

- Every “click” a potential donator makes to find the donation page will lose 50% of potential donors
- Have categories of donation amounts on donor page rather than leave it open ended (start at \$30-\$40 and go higher); “Other” is for small donations
- If someone is renewing a donation, start at a minimum of their last donation; then 50% increase, etc.

Further suggestions from Ken were:

- Permission to be listed on Wilderness Wall
- Link to verbiage on estate planning/giving
- Link/share on FB – tell a friend
- Provide a recurring gift option
- Include an appeal for why a donation is important (all-volunteer, all operating funding from grants and donations, no financial support from USFS, 96% of donations to PWV go to mission execution rather than administration/marketing).

Jerry reiterated that the issue is the donation button needs to be moved to the home page. Once the motion is approved, that will initiate the effort and will need to be prioritized with the Web Team. Per Alan Meyer, a contractor will likely be needed for this effort. After minimal further discussion, the motion carried.

For the next motion to be presented, Jerry gave some background first. When donating through ColoradoGives, the donor is given the choice of giving to the operating fund, endowment fund or having the donation be used at the non-profit’s discretion. In 2016, 100% of the non-profit discretion monies went to the operating fund. The Endowment Fund committee feels this should be split. Jerry made the following motion which was seconded:

*MOVE that if the “Non-Profit’s Discretion” indicator is picked by the donor on the ColoradoGives website, that the donation proceeds be split 70% operating fund, and 30% Endowment Fund.*

Concern was expressed that the set percentage takes away our discretion, should the percentage need to be changed or the funds be needed for the operating budget. The Endowment Fund is used generally for special projects that are not in the budget. Currently the grant process is outside the budget process. When the Endowment Fund was created, we weren’t in our current cash position. The annual budget is created in the fall. The suggestion was made to decide perhaps in January on how to split the discretionary funds.

The motion was amended and seconded as follows:

*MOVE that if the “Non-Profit’s Discretion” indicator is picked by the donor on the ColoradoGives website, the proceeds split between the operating fund and the Endowment Fund will be determined by the Board annually.*

The amendment to the motion passed. Subsequently, the motion passed.

## **UNFINISHED BUSINESS**

**A) MEMBER RECOGNITION.** Margaret had been asked to talk to Jan Creager about merging the Hospitality committee with the Member Recognition committee. Jan is willing to continue sending out cards and is more than willing to merge. Margaret moved and the motion was seconded.

*MOVE to merge the Hospitality and Member Recognition committees and change name of combined committee to Member Relations.*

The motion passed.

Per the status of the ad hoc committee for Member Recognition, Alan Meyer said the ad hoc committee is making progress. Committee members are Sandy Erskine, Celia Walker, Gerry Cashman, Mike Corbin, Nancy Casadevall and Alan. The committee has had good email debate. Volunteers do not join PWV expecting monetary compensation. Instead, volunteers join, stay involved and feel rewarded for reasons including an alignment of their skills and values with PWV's mission, and a sense of teamwork and camaraderie. A focus of the committee has been to define the goals of recognition and particular categories for recognition. The committee will have only one face to face meeting in September. They have agreed to have no gift cards or monetary recognition. It is likely reasonable to give out a small PWV gift of PWV merchandise. Alan will ask the Executive committee to review committee proposals before presenting to the Board.

#### **NEW BUSINESS**

**None.**

The Meeting adjourned at 8:21 p.m.

Janet Caille, Secretary

Next Board Meeting: **September 21, 2017 6:30 p.m.**