

MINUTES
PWV BOARD OF DIRECTORS' MEETING
Mar. 15, 2018 – 6:30 – 8:15 p.m.

ATTENDANCE

Board Members: Tom Adams, Janet Caille, Jeff Dean, Elaine Green, Bob Meyer, Jack Morgan, Randy Ratliff, Linda Reiter, Mike Reynolds, Margaret Shaklee, Celia Walker, Holly Young, Jim Zakely and Kevin Cannon (USFS Liaison).

Board Members absent: Jim Greuel.

Advisory Board Members: Gerry Cashman, Sandy Erskine, Bob Hansen, and Karl Ritters,

PWV Members: Peter Skiba.

PWV Guests: None.

AGENDA. The agenda was adopted as amended.

MINUTES. The February minutes were approved.

REPORTS OF OFFICERS

A) CHAIR REPORT. Randy Ratliff recognized PWV **Treasurer Bob Meyer** for outstanding performance as Treasurer and for serving on numerous committees. Bob received a certificate of appreciation and a PWV hat. Bob keeps the PWV financial wheels running smoothly.

Randy Ratliff reported on the **Wilderness Managers Winter meeting** in Ft. Collins and the **Wilderness Volunteer Workshop** in Lakewood. Randy, who had the pleasure of presenting at both meetings, enjoyed the experience and the chance to meet wilderness managers and wilderness stewardship group volunteers. Margaret Shaklee commented on lessons learned at the workshop, mentioning that there was a lot of interest in how PWV reports hours. Several groups emphasized the importance of getting together socially. PWV perhaps needs more social events. Several stewardship groups were appreciative of PWV and PWV's assistance. Celia Walker mentioned a program for someone who has donated 250 volunteer hours. This information can put on a federal form, sent to Jane Leche at the USFS and the hours will earn the volunteer an annual park pass valued at \$80. We have volunteer hours on the CLRD system. Celia will contact Kristy Wumkes about possibly implementing this program.

Randy presented the draft of the revised **PWV Bylaws**. Randy explained that a Bylaw committee had been established and the committee went through the Bylaws on a line by line basis. The Bylaws have been sent to all Board and Advisory Board members for review. The Bylaws will be on the next month's agenda for approval, which is consistent with a proposed change stating that Board members will have a minimum of 30 days to review proposed changes. Randy thanked the committee members for their time. Janet Caille asked that anyone with issues on the Bylaw versions to please call Janet so the issues can be resolved.

Randy detailed grants recently received including the Walmart Community Grant for \$1000 and the National Forest Foundation Grant for \$8900 designated for trail work. More opportunities are available. Randy asked Janet Caille to talk about the National Wilderness

Stewardship Alliance Funding Program and WSP Grant. Janet said the two funding opportunities are the 2018 National Wilderness System Trail Stewardship Partnership Funding Program and the 2018 National Wilderness Stewardship Alliance Wilderness Stewardship Program (WSP). Randy had sent two emails detailing information about these programs. Janet explained the Trail Stewardship program is focused on “increasing trail maintenance accomplishments and reducing deferred maintenance (trail backlog) on National Forest System trails”. Mike Corbin has been looking at this program to see if PWV can potentially use this year but with the NFF grant, it is unlikely. Janet has started writing the WSP grant application. We received this grant in 2016, and it pertains to many ongoing projects, i.e., uniform shirts, LNT training, maps, plus newly identified video equipment needs. Dave Cantrell has been encouraging our application process for this grant.

Randy has tentatively reserved the Drake Center for PWV’s **Year End Event** on Oct. 21, 2018, from 2-5 p.m., with a backup date of Oct. 28. The Drake Center rental fee will be \$300, which is half the normal rate of \$600.

B) PAST CHAIR REPORT. Spring Training Chair, Margaret Shaklee, gave a **Spring Training Progress Report**. Margaret will hold the next team leader meeting on April 2 with a 4:30-5:00 start. Gerry Cashman has asked Margaret about Plan B for Spring Training, and Margaret will document this plan before Spring Training. Mike Smith and Margaret are working on the online pre-registration form with information from Supplemental Training and Patrol Gear. With Fred Sprague, Margaret has been working on the online patrol scheduling preferences form.

At the Volunteer Workshop, newsletters were mentioned. In talking at the conference, Caitlin Zacarias’s name was mentioned as a possible resource for doing PWV online **Newsletters**. Caitlin, who is a graphic artist, is interested in doing an online newsletter for PWV. Beth Keller, current Newsletter Chair, will be contacted to determine her level of interest. Jim Zakely also has some good ideas regarding newsletters per Celia Walker.

C) CHAIR ELECT. Tom Adams thanked Jan Creager for sending him a card and offering assistance, following his recent surgery.

D) USFS REPORT. Kevin Cannon is working on priority projects for the USFS so finding time for PWV duties is challenging. Currently in March the USFS has been **burning** approximately 1700 acres in the Red Feather area. The USFS has a new Interim Chief, Vicki Christiansen, formerly in charge of State and Private Forestry. The main task at USDA is to secure an Under Secretary before filling the Chief’s position.

E) TREASURER’S REPORT. Bob Meyer presented a quick view of **PWV financials** thru March 12th. Income to date is \$3,060 in corporate and non-profit donors, including the \$2000 from the Odell’s Catch Me If You Can Race. Expenses to date total \$3,130.28. The PWV 2018 Budget is \$26,032. We have spent \$3,130.28 and need approximately \$23,000 for the remainder of the year. PWV currently has \$30,807.39 in Checking/Savings. The NFF Grant, which is a matching grant is \$8900. PWV sends the money to NFF to prove we have the money for the match and they then return it for use.

Bob briefly went through the year-end reports he had sent out. The **Periodic Report** documents our registered agent, Fred Allen. The **990-EZ** report contains 25 pages. Bob had

sent suggestions to the Board on how to do due diligence, making sure line 18 matches our Net Income on PWV's final financial statements for 2017. All Directors of the Board are listed on the return and a five-year history is given on page 7 which helps ensure we meet the criteria for a non-profit. The five-year history generates a Public Support Percentage, 97.26 for 2017, 97.8 for 2016. Bob thanked Jim Shaklee for his work on the 2017 PWV Fact Sheet.

The **State Registration Statement** is due one time per year. Directors of the Board are also listed. This document is available on the Colorado Secretary of State website. The State of Colorado 990-EZ is also posted at some point. For each Director, the USFS address is used with a USFS phone. Some discussion was held on the Director's email addresses being on the report. The suggestion was made to use the generic Board@pwv.org group email address next year.

The **Financial Statement** shows: summary figures of revenues for 2017, expenses by programs, assets and liabilities, unrestricted assets, permanently restricted net assets (endowment), and temporarily restricted assets (trail work).

Specifically for the quick view of Financials through March 12, Bob made the following motion which was seconded and passed.

Move that the financial reports for March 12, 2018, be approved.

REPORTS OF COMMITTEES

A) FUND DEVELOPMENT Committee. Margaret Shaklee reported for Jerry Hanley, who was unable to attend. Margaret said the committee is working on a plan to send a **RFP** (request for proposal) to Committee Chairs. Committee Chairs can then delineate funding needs for which the Fund Development Committee can investigate potential funding sources.

B) STRATEGIC PLANNING Committee. Filling in for Jerry Hanley, Margaret made the following motion which was seconded:

Move that the Chair Elect's position be a permanent member of the Strategic Planning Committee.

Margaret explained the intent of the motion is to assist the Chair Elect in becoming familiar with PWV's long range strategic plan and to assist in the planning. Margaret said other committees, i.e., the Endowment Committee, have used a similar process staffing committees. The Treasurer and the Past Chair were Endowment Committee members. The motion was called to question and passed unanimously.

C) RECRUITING Committee. Celia Walker said PWV has a good crop of **applicants** with 59 current applicants, which includes 2 stock recruits. Three of the 59 were interviewed last year so will not have to be interviewed this year. Interviews will be held on March 24th from 9:30-4:00 p.m. and on March 31st for the remaining 11 interviews. Some of the new recruits have experience in: EMT, videography, and working with children. All recruits have been told dates that must be attended. Many recruits attended a preview event also, so they have a good grasp of PWV. Celia hopes PWV will net 52 recruits. We have five **off-trail recruits** and three **trail restoration** recruits. Celia explained that off-trail members are members who can't patrol

or don't have time. The application allows for branching. If you can't patrol, you can be off-trail or trail restoration. Trail restoration recruits are not members but off-trail recruits are. Off-trail recruits are not required to do spring training; they help in other ways, i.e., Office Crew, Inventory. Off-trail members sign a different volunteer agreement than patrolling members. Off-trail can attend Kick-Off Night and Spring Training if they would like. Some discussion has been held about creating an Animal Group for off-trail members, or having them shadow an Animal Group. Off-trail members are on the PWV Member list as non-patrolling members.

D) KICK-OFF NIGHT Committee. Elaine Green said things are coming together nicely. Yvonne and Steve Wootten will handle food operations. Elaine will be coordinating with the AGL Chairs.

E) RECERTIFICATION Committee. Per Jeff Dean, the Recertification committee sent out **74 invitations to recertify**. Twenty people have committed for 2018 and nine have asked to defer to 2019. Gerry Cashman had assumed that Jeff was talking to people about recertification. Jeff had not been, but since Gerry suggested, Jeff has been calling members who haven't responded. So far 27 members have not responded. On the spreadsheet Jeff includes comments from members who have responded or whom he has talked to, including reasons for resigning, etc. Jeff is going to Committee chairs, asking about integration. He met with Randy and Sandy about stock recertifying. Nancy Casadevall is doing the survey information. Jeff mentioned there was some confusion last year about who should receive a pin. AGL's should also receive pins. The 2014 AGL's need to be in the database. Gerry sent the 2014 AGL list to Jeff. Jeff's goal is to make a master list and update every year. Jeff is contacting people who would have recertified this year but haven't turned in their volunteer agreement. Members who defer for two years become more of an issue.

F) STOCK Committee. Sandy Erskine said that she, Randy Ratliff, and Jeff Dean met a few weeks ago and talked about **recertification for stock members**. The recommendation for recertifying stock members is to have them do a patrol with a certified mentor (two riders and a mentor or one rider and a mentor). That way the recertifying member can get patrol credit in a more relaxed atmosphere. The stock mentor will be looking at the following: the horse and the member's riding skills, mounting skills, checking to see if the horse stands still when the member greets people, how the horse does crossing water, etc. Kevin has approved this plan. Since no stock recertification was held last year, the committee talked about having recertified stock members grandfathered in and not having to do this part of stock recertification. Stock members still must go through Spring Training recertification. PWV has about 30 stock members and three stock mentor trainers. Most stock members can't ride on the trails until May. Twelve stock members are eligible for recertification. Five of these will be recertifying and other stock members have decided to be hiking members only. Registration deadline for recertifying is April 1st. Randy said he didn't think a motion was necessary. This approach will be a practice we add on to our existing recertification program. Randy expressed gratitude to the Recertification committee chair, Jeff Dean, who attended the meeting and to the committee.

G) SUPPLEMENTAL TRAINING Committee. Margaret Shaklee heard from Jackie Picard that she is in touch with Tim Gaines for **First Aid training**, with an online questionnaire for registration with the American Heart Association. Registration puts a member name on a list Rand then Tim and Sherry Gaines hold the class. As in past years, PWV has voted to pay ½ of the registration fee, approximately \$31.50. Jackie is working to secure trainers at Spring Training i.e., Al Walsh for Map and Compass and others.

H) PHOTO VIDEO Committee. Peter Skiba presented an information sharing opportunity about the direction the **Photo Video** committee is going. Peter hopes the committee can make better use of **videography** to tell the stories of all the great things happening to PWV.

Last year, Peter and others worked with Sandy Erskine, getting some great images of Stock Evaluation. They would like to put these in a slide show. Peter explained that if PWV would create an inventory of videos, the videos could be put on **Youtube** and shared potentially other places, i.e., videos of stock evaluation, spring training, etc. Several members with video experience are on this committee, including David Fanning, and Vyvyan Brunst. Currently committee members use their own equipment which is a variety of equipment. More sophisticated equipment is needed to create a video with good pictures and good audio, i.e., handling wind noise. The committee has identified some gaps in current equipment to bring members up to a new level. Peter met with David Fanning and Celia Walker last November. They got the 2011 version of the video, which is very dated, but still used for Training purposes. It needs revision. Peter has agreed to work to get the video improved. New equipment would make that job easier and of a better quality.

Peter and the committee believe it's important to tell the story to the public of what PWV is all about. Video is very much a young person's choice. Youtube is a great communication table. Videos that are attractive and tell a good story to the outside public could help elevate PWV. Peter has been working to identify the video equipment needed and to also make sure the equipment picked is compatible. The research is not complete. For about \$2000, Peter estimates we can get some good quality equipment that would allow us to do a good quality video relying on the personal equipment of other members.

The committee has the ability to use the **Fort Collins Public Access Network** equipment the City of Ft. Collins has, including training for a cost. PWV can also use the City of Ft. Collins equipment, including a professional sound lab at cost for the studio. Studio equipment couldn't be used off site. PWV needs equipment that can be easily transported., ie., clip-on microphones that can be used for example at Spring Training. Peter has met with some of the committee members recently and they are supportive of this effort. Part of the process will be to do good planning. Peter gave an example of how valuable it would be to have a video of Jim Shaklee on weeds and weed patrols. This entire process will take a lot of input from active members. Margaret Shaklee suggested how stock mentors could view a stock certification video. Celia Walker stated that a video on horse camping could play as a loop, for example, at horse evaluation. Celia also suggested how much videos could help with supplemental training and gave the example of potentially sharing our videos with other stewardship groups. Celia said we could be developing a series of training videos that NWSA could potentially put up on their website to share with other groups. Janet suggested applying to the NWSA WSP for the cost of video equipment. Deadline for NWSA WSP application is April 15th, with grants awarded by May 15th. The recommendation was made for Peter to put together a tiered list of possible equipment including a base system and potentially more. The grant is a reimbursement grant. Money should be spent only after the grant is received. Bob Meyer recommended putting a reasonable wish list together for submitting to NWSA. Bob recommended not making a motion at this Board meeting. Peter will send a proposal to Janet Caille as soon as possible. Janet will talk to Dave Cantrell or Randy Welsh, NWSA Executive Director, regarding any questions or possibilities.

One suggestion was to take a storyboard, i.e., weeds, and line out all the different audiences to appeal to. How can that one video be used multiple times in different ways and who are we presenting to: college students, children, employees, . . . The story boarding should have consistency and flow. Personal stories and testimonials can also have great impact.

Karl Ritters said the biggest challenge is going to be in putting something together. Peter and Celia are putting together a good team. Five of new recruits have video experience. Randy thanked Peter for his presentation.

NEW BUSINESS

A) INSTAGRAM. A short discussion was held on getting PWV on Instagram. We need to identify someone willing to put PWV on Instagram.

B) RECREATIONAL SPORT SHOOTING. Sandy Erskine asked for an update regarding recreational sport shooting. The Forest Supervisor could be emailed on this topic.

The Meeting adjourned at 8:15 p.m.

Janet Caille, Secretary

Next Board Meeting: **April 19, 2018 6:30 p.m.**