

MINUTES
PWV BOARD OF DIRECTORS' MEETING
February 18, 2021 – 6:30-8:00 p.m.
Conference Call due to Covid-19 concerns

ATTENDANCE

Board Members: Jim Branch, Mike Corbin, Jeanne Corbin, Elaine Green, Janis Brady, Pete Ramirez, Mike Shearer, Mark Snyder, Sandy Sticken, Bruce Williams, Karen Roth, Katina Mallon, Matt Cowan (USFS Liaison)

Board Members absent: Sean Orner, Bob Hansen

Advisory Board Members: Tom Adams, Fred Allen, Kevin Cannon, Jerry Hanley, Alan Meyer, Karl Ritters, Chuck Bell, Jim Zakely, Celia Walker, Linda Reiter

PWV Members, Other: Tom Collins, Jeff Randa, Timothy Donselaar, Phil Hendricks

Guests:

ESTABLISHING QUORUM AND MEETING GROUND RULES.

Mike Corbin welcomed everyone, explained that Sean would not be present so the meeting would be recorded to allow her to prepare the minutes. Mike then confirmed that there was a quorum present.

AGENDA.

The meeting agenda was adopted after Linda Reiter confirmed that there would also be a Supplemental Training committee report.

REPORTS OF OFFICERS

(A) CHAIR REPORT.

- Mike Corbin had nothing to report.

(B) CHAIR ELECT REPORT.

- Bruce Williams had nothing to report.

(C) IMMEDIATE PAST CHAIR.

- Elaine Green explained that she had been tasked with confirming the role players for Spring Training. Some volunteers were waiting to decide or had declined due to Covid concerns.

(D) USFS REPORT.

- Matt Cowan announced the latest openings on the Cameron Peak closure, which includes 4 different areas: Lower Dadd Gulch Trail; Chambers Lake (specifically for ice fishing access); Long Draw Road, (which includes a buffer from the road to the last trail head at the bottom of the road, to everything to the west, which includes Trap Park Trail, the Neota Wilderness, and Long Draw Reservoir); and the Joe Wright Ski Trail. Matt explained that he's expecting their supervisor to sign off on the reopenings tomorrow morning. Matt will provide us with the new closure order and maps as soon as he has them.

- Matt also thanked Mike Corbin for speaking with him recently to help orient him to the PWV organization.
- Alan Meyer asked to confirm if Big South is still closed, which Matt confirmed. Alan noted that recently he saw that the Blue Lake parking lot had not been plowed, but Big South had been, but now it hasn't. He asked if this was due to coordination with CDOT. Matt explained that they had been in touch with CDOT and had specifically asked them not to plow at Blue Lake, which is expected to remain closed, possibly through the summer. Matt doesn't know anything about Big South but will also ask them not to plow there either. Alan confirmed that right now it's so packed with snow it's effectively closed. Matt agreed and said it would be difficult to get far there anyway due to the significant dead fall.
- Bruce Williams asked how the new closure order will be communicated to PWV members. Mike Corbin explained that the Trail Patrolling committee will ensure the message gets out to everyone.
- Matt followed up to note that he doesn't expect any new openings next month, as snow will likely prevent further access for now.
- Janis Brady asked if the Visitor Information Services (VIS) center would be opening to the public. Matt explained that it is staffed for phone calls and emails but will continue to remain closed.
 - Kevin Cannon asked Janis if she was continuing to volunteer for Mary at the VIS, but she said she hasn't heard from Mary for several months. Kevin explained that Mary is working from home but is looking for volunteers and encouraged Janis to contact her if she was interested in assisting.
 - Alan followed up with a reminder that although the VIS is closed, that Liz Manes-Ruhl and Nancy Hicks have the SpotX and radios available for members to check out. Some are being used by the Nordic Rangers currently. He explained that the majority of equipment requests come around April and May when new recruits are beginning to patrol. Alan suggested that if the VIS is still closed at that time, we may need to further support Liz and Nancy with the check out process since it will be the heaviest use period.
 - Jeanne Corbin confirmed that the email that went out to members last week included a note about the equipment check outs.

(E) TREASURER'S REPORT.

- Sandy Sticken noted that she sent the latest financial reports out today, and that she's available to address any questions. Committee chairs received a Budget vs. Actuals report that has been requested to go out monthly. She hopes to have the reports out a bit sooner in March.

REPORTS OF COMMITTEES.

(A) FUND DEVELOPMENT COMMITTEE.

- Jerry Hanley provided an update on the crowdfunding campaign, explaining that the committee has had very productive meetings in anticipation for the kick off on March 30th. The goal is \$25,000, and the name of the campaign is "Reopen Your Favorite Trails". Emails will go out to PWV members, friends of PWV, and 72 organizational partners (local businesses, other non-profits) asking for support for the campaign, either in donations or by sharing the campaign with friends and social media networks. Jeff Randa has begun contacting radio and print media.

- Jerry told Mike that there's an opportunity for him to do an interview with the North 40 News next week and asked if he would be willing to participate as both Chair of the Board and of the Restoration Committee. Mike said he was but that he would be out of town a few days. Jeff asked Mike to follow up with his availability in an email, explaining that the North 40 had asked for some additional information about the trail restoration and had just asked for some time next week for a call.
- Jerry shared the campaign marketing materials, including a graphic that will be sent out by email, and a video that was created by Peter and Renee Skiba, Celia Walker, and Jud Haverkamp. Jerry explained that GoFundMe campaigns raise significantly more funds with video. The campaign website is now fully designed, for which Jerry thanked Grace Wright as our campaign administrator and consultant. He noted that the website is setup similarly to Colorado Gives, and also has similar analytics to help us track donors and amounts. Jerry explained that the website won't be live for viewing until the campaign launches March 30th.
 - Jerry will be sending out an email to members asking if anyone has contacts with the Lyons Club, Elks, or Kiwanis to see if a connection can be made so they share the campaign with their members or possibly donate.
 - Jerry asked if Kevin Cannon knows how many miles were damaged in the fire, Kevin responded that it is 120 miles per the BAER report, and that he sent a detailed description via email.
 - Jerry said the committee will be meeting again in the middle of March then will have a final pre-launch meeting on the 29th just to be sure everything is in place for the launch. We are hoping for pre-commitments from folks as the emails go out to PWV asking them to donate and push the message out.
 - Bruce commented on how well done the video is, and said the team did a great job. Jerry acknowledged Peter and Renee for their efforts, including writing the script. Chuck Bell seconded Bruce's sentiments, and thinks the video will work well.
 - There was a brief discussion clarifying that the campaign video is not currently on the PWV.org website.
 - Alan followed up to ask if a specific donate button should be added to the PWV.org website once the campaign goes live. Jerry acknowledged that this was a good idea and something the committee hadn't yet discussed.
 - Linda Reiter asked what percentage GoFundMe charges. Jerry said he wasn't certain but it was something like 2.75%, which Sandy Sticken acknowledged was a standard fee for credit card processing, regardless of the organization. Jerry said he recalled the fee was slightly more than Colorado Gives. Sandy said she didn't think there was really an alternative available to avoid the fee, and Jerry agreed that there are other similar platforms, but GoFundMe is by far the most used and was recommended by Grace Wright. Sandy pointed out that the site is possibly the most trusted since more people are aware of it.
 - Jerry mentioned that the work they have done on the campaign can be used as a template should we choose to have additional campaigns in the future.
 - Mike Corbin followed up to say he thought the service fee was reasonable, the video is great, and that the campaign could have a lot of potential. Jerry acknowledged that we really have no idea how the campaign will do since we haven't done it before nor made a substantial effort for public fundraising.

- Celia Walker noted that Grace Wright has explained that the success of the campaign really hinges on the first day of the fundraising. If members are planning to contribute and do it early, it can help bump up the perceived success of the campaign and encourage others to buy in. Jerry followed up, saying that GoFundMe's AI tracks a campaign's percent-to-goal on the first day, and if it is a significant amount it can increase visibility for the fundraiser's web page. He reiterated that March 30th is the best day to give.
- Pete suggested a press release to local news stations such as KUNC. Jeff explained that we have a list of newspapers throughout the area (Fort Collins, Estes Park, Greeley, Loveland) to reach out to. The first contact was made today to North Forty News and he heard back in two hours with interest. He also explained they will be reaching out to 3 local radio stations in the next few days. Jeff explained it is best for Mike to speak to these organizations to give them the information they need, rather than pushing out a press release so it helps build the awareness of PWV. However, Jeff is still also preparing a press release should it be needed.
 - Chuck Bell suggested keeping an ear out for possible upcoming federal stimulus checks, and to possibly coordinate the timing of press releases to when people will receive funds. Jerry said the campaign kick-off is a set date on the 30th, and Chuck said he expects the stimulus bill to be passed prior to then. Jerry said perhaps the campaign's timing would be just about perfect.
- Jerry wrapped up with a 'thank you' to everyone working on the campaign team. Jeff has done a tremendous amount of work on the marketing side, and the campaign is 80% marketing. He thanked Jeff, Grace, and Sean. Bruce thanked Jerry for the effort, and Mike said he looks forward to seeing how the campaign goes.

(B) RECRUITING COMMITTEE.

- Jim Zakely explained that this year's recruiting process has been very different due to Covid. We had 70 or so potential recruits from last year who had applied but could not be interviewed due to the arrival of the virus. Recruiting this year is by invitation only. The first round of emails went out to the 70 people recruited last year, inviting them to apply using a non-public link. We heard back from about 40% of those people, 5 or so declined to apply due to a change of circumstances, and about 25 completed an application. The second group invited to apply were folks who had expressed interest in 2020 but had not yet applied. The third group invited to apply were folks who had stayed in touch specifically for the 2021 season.
 - Interviews were completed by Zoom. Jim, Celia Walker, and Kevin Cannon (representing the USFS before Matt came on board) conducted the interviews. This facilitated a quick turnaround, and interviews were completed within a week or two of receiving the applications. The application is now closed, as of February 15th. We have 56 current applicants; Jim noted that it's a younger and enthusiastic group and the committee believes one of the better recruiting groups they have seen. The average age is just under 50, about 60%/40% male/female, 54 hikers and 2 stock riders. The 2 stock riders had applied last year and had both been guests on PWV patrols; one plans to both ride and hike.
 - Right now, they expect 8 Animal Groups of about 7 recruits and 2 AGL's each. This should be a good number for the training committee to accommodate and for safety on the training trail.

- Jim offered further demographic info: 9 people in their 20's, 11 in their 30's, 5 in their 70's. Jim wonders whether the fire has increased enthusiasm for younger volunteers who recognize the amount of work to be done in support of the forest. Although patrolling will be their priority their first year, he thinks there will be an increase in volunteers for trail restoration and maintenance later on as well.
- Celia Walker mentioned that she received an email from Fred Allen this evening saying that the Stock Patrol committee has prepared a recruiting brochure that will be distributed to boarding places, feed stores, etc. Celia explained that the application was opened in January and interviews had to be scheduled as the applications came in, in order to control the number of new recruits. There are 60 recruit slots to fill, so there are still some spots for additional people. A letter from Mike, the Board Chair, was planned to go out in early March, so the timing of the stock patrol brochure is complicated, and it's unclear if there are any additional recruits already identified by Fred.
 - Katina Mallon said that they hadn't discussed recruiting specifically and were more focused on bringing the brochure current so it could be used. They were already planning on the two stock riders already interviewed and a scaled-down stock challenge so there would be fewer people around, but still go out on a trail with an experienced trail rider. They would only have a few of the more important stations and possibly use the same volunteers in more than one station. The committee hadn't planned much on recruiting because of the remaining unknowns due to Covid.
 - Celia explained that Jim Zakely contacted Fred Allen to discuss the possibility of not having a stock challenge, since both riders have a good amount of experience riding with PWV stock members already. Katina acknowledged that this was discussed in the committee meeting, but that she wasn't certain what had actually been decided. She added that they had also spoken about having a packing clinic since they had gotten some packing equipment.

(C) SUPPLEMENTAL TRAINING COMMITTEE.

- Linda Reiter explained that a training was held last month with Board and Advisory Board members held by Joe O'Brien with COTREX. She said the training was very well-received and had a lot of positive feedback. As a result, Linda, Karl Ritters, and Joe tailored a follow up presentation to general PWV membership which was held on February 16th. 30 members participated, who were asked to complete an evaluation at the end of the session. Margaret Shaklee worked quickly to compile and process the evaluations. Their responses indicated they were very happy with the training, with most rating it a 4 or 5 out of 5. Linda explained that the training wasn't intended to go in-depth but be an overview so members could be introduced to the app to determine if they want to use it. She noted that the Zoom presentation went over the planned 30 minutes, but most attendees felt the length of the session was good. Linda has the comments that were included on the evaluation that she can provide to anyone who would like to request them. She recognized Karl for putting in a lot of time and planning on the presentation, and said they met with Joe twice to plan for and anticipate anything that could come up, which allowed for a smooth experience for participants. Linda said the session was recorded and is a very large file currently being stored on Karl's personal Google Drive. She recommended that we find a long-term solution for where to store recordings like this so they can be available to PWV members and not use up individuals' personal storage limits.
 - Karl Ritters acknowledged that a storage solution will be coming soon and information will go out to membership so they can access the recordings.

- Kevin Cannon mentioned that he recently attended a Nordic Rangers meeting, and their members are also interested in the training as well. Karl said Karen Roth had already requested the video for the Nordic Rangers' access and he's working on providing it to her.
- Linda said the next planned training is on bird watching to be held in March during migration season. A date just needs to be selected, and Linda requests to be notified of any planned events in March that aren't already on the PWV calendar so she can avoid a conflict.
- In April, Ronda Koski will be offering a Zoom session on wildflowers, with possible dates of April 22, 28, or 29th. Linda again requested to be notified of any possible schedule conflicts as they plan.
 - Chuck Bell asked who will be leading the bird watching training. Linda said it would be Pete Ramirez. Chuck said he lead one years ago that was well received; he had slides of the mountain birds, sounds of their calls, and people enjoyed it. He wished Pete luck. Pete explained he had videos, images, and would discuss how to use field guides. Chuck offered to provide Pete with photos if he had any requests. Pete thanked Chuck for the offer.
 - Jeanne Corbin let Linda know that beginning in April the recruits would be starting training, so many Zoom meetings would be planned for that time. Alan added that specific dates are still unknown.
 - Linda asked if it would work for her to just confirm a date with Ronda now, so the training committee could work around it. Mike Corbin agreed that would be a good strategy.

(D) NEW RECRUITING TRAINING COMMITTEE.

- Mike Corbin said the committee is making progress and now has a detailed training outline completed. They are working on selecting which videos they want the recruits to watch prior to the Zoom classes. The committee has also made progress on selecting AGLs. Mike noted that he expects to have a full presentation prepared for next month's Board meeting to share more about how they are planning to train and the schedules should be set. Much of the Zoom scheduling is dependent on the AGLs, since they will be hosting individual meetings.
 - Elaine Green asked if Mike had a general outline of what's planned for May 22nd. Mike explained that it will be at Buckhorn Camp, with a kick-off time of 8am. Each AGL will have a separate meeting to go over the basic plan for that day and possibly a few words about the Authority of the Resource. Then they would complete the training trail exercise in a similar manner as previous years, just with smaller groups, social distancing, and wearing masks. Mike expects groups to be finished on the trail by around 2:30pm. Elaine asked if it would be a shotgun start on the trail. Mike said yes, that they expect it to take about 20 minutes to get everyone out on the trail. Afterwards there would be a class on report writing, which may be split into two groups to facilitate better social distancing. Finally, there will be a quick graduation ceremony to have everyone out by 5pm.
- Mike acknowledged that the whole training process will be a challenge, since it's a new way of doing things. He is optimistic that recruits will have a lot more training time prior to the training trail. If the new recruits complete their reading and video assignments and attend the Zoom sessions, Mike expects that they will be very prepared for the training trail. He says they will be flexible and just handle issues as they come up.
 - Jerry Hanley asked to confirm where the training trail will be. Mike confirmed it will be at Buckhorn, the church camp up Rist Canyon. He mentioned that there will be a slight modification to the trail route to avoid the area with barbed wire.

- Alan added that there's no overnight, no meals, no supplemental trainings, just a very simple day compared to past Spring Trainings.
- Mike also mentioned that we have permission to use the indoor restrooms at the facility, and if the weather allows we'll be holding the trainings outside on the decks. We do have the option to move indoors to the cafeteria and buckhorn lodge if the weather doesn't cooperate, which should be large enough spaces to allow for social distancing for the group sizes.
- Bruce asked to confirm that Mike's planned presentation next month will include more detail about the details leading up to the training trail, including the Zoom sessions and AGL plans that will replace the typical Kick Off Night. Mike confirmed and said he would have details about the training trail also.

NEW BUSINESS.

(A) USE OF PWV PATCH

- Mike Corbin explained that a concern recently came up. It was suggested that people who donate to the organization receive something like a hat with the PWV patch on it, but concerns were expressed about the patch being used exclusively for members. Mike pointed out that this hasn't really been discussed in the past, and there should be some consensus on how the logo is used with the public. Mike agrees with the idea that the patch should not be shared with the public, because it could be misconstrued that the recipients are members of PWV.
 - Jerry Hanley said he believed the question surrounded apparel specifically. The logo on a coffee mug wouldn't be an issue, but something that could be worn on a hiking trail is what raised the concern.
 - Mike agreed and asked if apparel did want to be given out, if we should come up with some other logo or design that could be used separate from the patch.
 - Alan thanked Jerry for making the distinction and agreed that giving out hats with the logo could be problematic but a coffee mug, frisbee, bumper sticker, or other material with the logo could be great.
 - Sandy said a promotion catalog 4Imprint comes regularly and encouraged anyone interested in visiting their website to get ideas of what kinds of items could be branded for giveaways. She suggested mouse pads as an option.
 - Tom Collins mentioned that when he was sending thank you cards last year he was included the PWV sticker so people could put them on their car if they wanted to. He agrees that it's nice to get the logo out there while keeping apparel limited to members only.
 - Jeanne mentioned that there are Kids In Nature shirts with the logo on them, but that they don't look like a uniform and mention Leave No Trace on the back. She suggested that Mary Beth and Tom had talked about the KIN shirts that have been sold.
 - Sandy asked if the shirts had been sold outside of PWV, and Jeanne didn't think so, aside from PWV members buying them as gifts and that sort of thing.
 - Celia noted that for gifts to donors, shirts and apparel raise an additional challenge of ensuring the correct size, making it a less convenient gift to plan for anyway. Sticking with pens, coffee mugs, and other logo items eliminates the need to worry about

sizing.

- Elaine noted that it would be up to the Fund Development committee to determine if they wanted to add logo items aside from apparel, but the question for the Board to consider is whether we want to limit the use of the logo to non-apparel items. Jerry agreed and asked if it should be a policy. Mike Corbin offered to write a policy that could be brought to a vote at next month's meeting, and Jerry and Tom agreed that would be a good way to proceed.
- Chuck Bell noted that he does not believe the logo had ever been trademarked or otherwise legally protected and wondered if there were possibly any members who are attorneys who could consider whether this should be done. Sandy agreed it was a good question to consider. Mike said it could be looked into, though trademarking costs some amount of money.

Sandy Sticken made a motion to adjourn, that was seconded by Bruce Williams.

Sean Orner, Secretary

Next Board Meeting: **March 18, 2021, 6:30 p.m.**