

Meeting 06/4/20

Zoom.com

Invitees

Erik Schutz, Ben Bardwell, Matt Kantola, Colin Egelton, Wendi Reuter-Lorenz, Aaron Day, Stan Spencer, Jim Lyall, Steve Giroux (absent)

Members & Guests: Felicity Knight, Michael Bell, Jake Margeulis

AGENDA

Note: Erik read the resignation letter from Steve Giroux who thanked us and wished us well as we move forward. Thank You Steve!!

ATA Logo & Branding

1. Website
 - a. Site Map - review - <https://bit.ly/atabodsitemap>
 - i. Thank you Sara Spencer - recognize effort in transcribing ATA Guide Book
 - ii. ATA Guide book form - options are to digitize for free or charge for book as in the past. Erik prefers both and hopes people viewing on line will donate to ATA.
 - b. Content to add
 - i. BOD director Bios need expanding and possibly a photo...social media??
 - ii. TBD- Donations page & Membership joining page
 - iii. Marketing wise, we need to get the word out about our merger. Valley news? VT Sports? Mike Bell will follow up with VT sports to get story started.
2. Covid Message - VMBA - ATA
 - a. AO - Counting License Plates - #, trail head location and plate type
 - b. Message to users will include not gathering at trailheads pre or post ride, just ride and go please!

ATA Policies

1. Develop new policies to fit the organization to be included on the website.
 - a. Policy doc - <https://bit.ly/atapolicygdoc>

Motion to accept policies listed in doc-Stan, Second-Matt, Carried unanimously.

- b. Amend, approve, and add...this can all be done at board meetings easily.

Stan suggested that given the current issues around diversity nation wide, ATA's first policy should be a diversity statement. Proposed...

“ The Ascutney Trails Association will encourage the participation and celebrate the diversity of all our members and guests who share a love of the outdoors, and support the goals of our mission”

- c. Hiker membership - how to recognize donations
 - i. Setup donation thank you page?

Trail Update

- 1. Ascutney Trails on the mountain (public)
 - a. Home again
- 2. TNR Group - non group ride.
- 3. Trail steward spreadsheet

Next Steps

- 1. ATA-STAB Member Meeting - June 13th Ascutney State Park
 - a. ATA Board Meeting - June 8 or 9?
 - b. Content for stabvt.org Blog

Budget Update

- 1. VMBA income - Donation Income
- 2. Trail Workers - Expenses

Next Meeting

- 1. To Do List