



2017 Spring Voting Members Meeting

Saturday, April 22
4:30 p.m. - 5:30 p.m.

At

At the Fort Lee Historic Park Visitor Center, Hudson Terrace, Fort Lee, NJ

Minutes

1. Executive Director Ed Goodell called the meeting to order; present were:

Norman Blumenstein, At-Large Voting Member
Sara Cavanaugh, At-Large Voting Member
Walt Daniels, Board Member
Jane Daniels, East Hudson RTC Chair
Matt Decker, At-Large Voting Member
Bob Fuller, West Hudson RTC Chair
Bill & Hannah Gannett, At-Large Voting Member
John Gunzler, Chair, Investment Committee
David Hogenauer, Tri-State Ramblers
Gaylord Holmes, Board Member
John Jurasek, Chair, Publications Committee
Dick Katzive, Board Member
John Mack, West Hudson South Trails Chair
George O'Lear, West Chester Trails Association
Beth Ravit, Board Member
Doug Sohn, At-Large Voting Member

Staff: Ed Goodell, Executive Director
Don Weise, Development Director
Erica Van Auken, Executive Assistant

1. Approval of November 5 Annual Meeting minutes: With 16 Voting Members in attendance, the group was short of a quorum by 1 member. Those in attendance unanimously approved the minutes in the event another Voting Member arrived late.
2. Executive Director's Report: Ed Goodell reported on the 2017 budget, which totals \$2.7 million and reflects a \$100,000 increase from the prior year. Ed mentioned the organization's upcoming 100 year anniversary in 2020 and plans to launch a Centennial Campaign to raise money for the occasion.

Ed went on to explain that the current work season is kicking off and that 8 seasonal crews and 40 AmeriCorps members will be going out this season -- the organization's biggest season yet. However, much of the organization's resources, both staff and volunteer, are being stretched in an effort to address issues related to the launch of the new website and database. Ed mentioned that a new consulting firm has been hired to help determine how we can fix the issues.

The 5-year Strategic Plan was approved by the Board of Directors at their January meeting and implementation of the 4 main initiatives has begun.

- a. Volunteer Management

- b. Trail design, construction, and maintenance
- c. Raising visibility of the organization
- d. Increase membership and development

The Strategy Committee will be reviewing the progress of the above initiatives on a quarterly basis. So far, the most progress has been towards raising visibility. A consulting firm, Big Duck, has been brought on to help streamline branding and messaging. A communication assistant position has been created and we are currently interviewing to fill it. Progress on trail work and volunteer management are delayed by web/database issues and a few vacant staff positions. Membership and development progress is beginning, and will happen in conjunction with the organization's 100 year anniversary.

3. New Business: The members present discussed the timing and content of Voting Members meetings. It was suggested that a yearly schedule be shared to allow people more time to secure the date. It was also suggested that chairs be contacted for agenda items and other meeting ideas.

Seeing no other business, Gaylord Holmes made a motion, seconded by Beth Ravit, to adjourn the meeting. All were in favor. *Recorded by Erica Van Auken.*