

Friends of Blue Star Trail
Board Meeting
May 18,2017

Friends present: Jeanne Van Zoeren, John Adams, Sunny Hill, Laura Jager, Rosie Burke(Phone)

1. The April 20 minutes were approved as presented.
2. Treasurers report-John Adams.
John reported that the ACCF fund balance is \$270,706. He stated it has been a good month for pledges and donations. There was discussion on the cohesiveness of the FBST data base held by the Allegan Community Foundation data-base and the FBST data-base which is maintained by Clark and Kathy Carmichael. We are grateful for Clark and Cathy's due diligence in working on the data base.
3. Presidents Report-Jeanne Van Zoeren
Jeanne shared the details of the Grand Region non-motorized outreach meeting planned by MDOT. This meeting will be June 12, in Holland from 4-7. All Friends are invited to attend this informative and inspiring meeting.
Jeanne stated that two government grant applications had been filed: one to the State DNR Trust for \$175,000 and one to MDOT Transportation Alternative Program (TAP) for \$400,000.
Jeanne reported she will be meeting June 5 with Larry Brown the Grant coordinator . They will be meeting at the Road Commission office.
4. Toast Party -Sunny Hill
Sunny reported the June 19 Toast Party planning is on track and the ticket purchases are coming in. There are still tickets available. There have been several donations from people who are unable to attend but desire to continue to show their support. Jeanne shared her gratitude and recognition of the excellent planning put forth by the Toast committee.
5. Crowd Funding Discussion-Laura Jager, Rosie Burke
Crowd Funding depends on strong social media base. There generally should be a significant donor match in the campaign . Depending on the Crowd Funding platform there are usually fees ranging from 3-6 percent. A blog would be instrumental in sharing the story of the FBST and in growing our followers. Laura will talk with Mike McCarthy about how and when to start a blog.
6. Pledge Stability
There was lengthy discussion regarding building donor data-base and securing corporate pledges. Fund Development meeting to be held at Sunny Hills home on May 22. Jeanne has developed the official 5 year plan in conjunction with Hurley-Stewart which will guide the annual assessment of donor support needed going forward. Meeting(s) will identify tools needed to market and raise awareness of trail and define the steps to identify new donors and maintain current donors. Develop or incorporate consistent Tag Line- message points.
7. Policy Positions-All
Operating Account Maximum
Thank You Note acknowledgement process
Data systems

Discussion to be tabled until next meeting

8. Maintenance of Trail-John Adams

John submitted two handouts with estimates of trail maintenance for the phases. John stated the proactive need to share early with the townships the estimated costs in trail maintenance. There was discussion of possible grants available for maintenance as well as Friends groups and Boy Scouts... who can help serve in ongoing trail upkeep.

9. Trail Development-All

City of Saugatuck update:

Discussion on steps necessary to building consensus with Saugatuck city council while encouraging community involvement and awareness of Trail connectivity between Holland and South Haven. New 5 year plan places the completion in 2020.

-Jeanne send letter asking them to be on a Collaborative task force.

-Kirk has proposed a meeting with Jeanne , John and MDOT on connectivity.

10. City of South Haven update:

Neither the City of South Haven or South Haven Charter Township submitted a letter of support for the recent government applications.

Laura will set up a meeting with Brian Dissette, the South Haven City Manager, to ask for a letter of support and seek an explanation about why they did not honor our request. John Adams will attend the meeting with Laura.

11. Allegan County update:

Jeanne explained that the county will need an updated motion to clarify the change in venue for trail construction. Currently there is a motion on record stating that the County would take ownership in phases for construction in Casco Township. Our revised 5 year plan going forward states that Allegan County will take ownership in Ganges Township.

Jeanne will make arrangements to meet with the Allegan County Board of Commissioners to update the motion in accordance with the revised 5 year plan. Jeanne added that this is a formality that often occurs with long range projects of this nature.

12. Next meeting date: June 15, 2017 4:00 pm @Casco Township Hall

Minutes prepared by Laura Jager

