

Friends of the Blue Star Trail
Meeting Minutes September 18, 2014

Present: Jeanne Van Zoeren, John Adams, Carol Leneway, Sunny Adams, Julie Werkema, Jim Sullivan, Jim Van Buren

Minutes of August meeting approved.

Treasurer's Report approved.

President's Report:

Jeanne has the deed to the property that was donated. It will be recorded with Allegan County.

Allegan County Community Foundation pointed out that a pledge was made online and the donor used the Donate button on the Friends website instead of making it through ACCF. \$4.96 was charged for using a credit card. They would like clarity on donations. A motion was made and seconded and it was unanimously approved that Jim Van Buren would add a donate button to the website which will exclusively feed to the Allegan County Community Foundation. No other changes are to be made.

When checks are received we have the option of depositing them in the Operating Funds account or in the Allegan County Community Foundation.

Board Member Updates:

Jim Van Buren presented the Lakeshore Harvest Country Bike Tour report. The Rider Evaluation Survey was reviewed. There were 17.1 century riders this year. Women were highly represented including two women in the 75-80 age category.

Most participants did not respond to print media but instead were aware of the ride via the internet or from ride calendars on other's websites.

Some changes will need to be made for the pre-registration process as 20% were not successful paying with pay pal. There was a screen which was confusing which asked users to open a pay pal account.

The information on the website proved to be helpful for the majority of participants.

Regarding the arrows on the road, red paint will not be used again as it was hard to see.

Food and water stops were a concern for a few as they did not feel they were spaced adequately.

Over 90% would recommend the ride to others.

Jim will send report to the organizing committee and the volunteers. Overall the ride was exceptionally well done.

Allegan Parks and Tourism – Jim Sullivan

The Tourist Council Board is seeking new members. Several members have left and they do not currently have enough members for a quorum. The full staff is comprised of 10 members and they currently have only 6. Presently there is only one representative from the lakeshore area.

Liability Insurance – John Adams

DOA and general liability insurance have been obtained. The bike tour was incorporated into this package.

Website – Jim Van Buren

Jim will be updating the webpage and will work on the mailing list. He will set it up in cc newsletter which will mail it out in groups of 10 as to avoid being kicked back for spamming.

Susan McDermott is finishing up contact list. Jim will add minutes to the website and events will be emailed.

Jim Sullivan volunteered to write the news outreach updates monthly for emails.

Miami Park Property Donation:

A motion was made by Carol Leneway and seconded by Julie Werkema, "To explore the possibilities for liquidity of the Miami Park property." Motion passed unanimously.

Allegan County Ownership – Jeanne Van Zoeren

The case for Allegan County to accept ownership will be presented on 9/25/14 at 1pm. Would like to have supporters there. The agenda for the meeting should be online. It will be held in the Allegan County Service Building in the board room.

QR Coding – Carol Leneway

Carol gave an update on the cultural heritage project and reported that she met Julie Avery from the MSU museum at a conference at the South Haven Yacht Club held by the Great Lakes Fisheries Heritage Trail. She has many new contacts including Linda Krupansky with Coastal Grant Management. Grant applications are due December 31st. She writes funding for water trails.

Carol also discussed LIAA – Land Information Access Association. LIAA does planning for trails and assists with websites. Historic US 23 website is an example. www.US23heritageroute.org.

Carol is sending an attachment to the entire list provided. She has appreciated the assistance of Jim Schmiechen, the curator of the Saugatuck Douglas Museum.

Between now and October we need a link from the FOTBST website to a site explaining this aspect of the trail. Leah from Heritage 23 could design it for us.

Jim Van Buren will volunteer to work with someone to collaborate on it.

Other Concerns:

Community Information Sessions – Two good ones were held.

Volunteers – It may be a good idea to make a list of the volunteer jobs.

Business cards – It may be a good idea to have business cards made using the Blue Star Trail logo.

Sunny Adams suggested that a calendar be established to set up specific fundraising activities for each month.

Meeting adjourned.

Next meeting: **October 16, 2014. 4:00pm** Casco Township Hall