

# **Friends of the Blue Star Trail**

## **Meeting Minutes**

**October 16, 2014**

**Present: Jeanne Van Zoeren, Jim Sullivan, Jim Van Buren, John Adams, Julie Werkema**

**September minutes - Corrections: Sunny Hill – not John Adams. Change wording to: 17.1% of respondents were Century Riders. Minutes were approved with corrections.**

**Treasurer's Report (John Adams) we have not received many donations lately. Bills for 2 ads have been paid for the Lakeshore Harvest Country Bike Tour; another is outstanding.**

**ACCF will be redesigning its website to improve ease of donation directly to development funds for the Friends of the Blue Star Trail. It is expected to be operational Feb 1, 2015. The donate button on our website currently directs to another webpage that explains the donation process and how to contact the Allegan County Community Foundation. John and Jeanne will meet with ACCF staff to review our current contract and make necessary adjustments.**

### **Board Member Updates:**

**Jim Sullivan - Tourist Council – Still needs new members. Jim Sullivan will circulate a list of responsibilities in an attempt to attract more lakeshore people.**

**Website – Jim Van Buren began uploading minutes to website. The most important are the most recent ones from March-October of this year. Julie will send these to him. John Adams will send him the monthly BST financial reports and Allegan County Community Foundation reports minus the donor data.**

**Regarding mail list, Julie will send updated list to Jim Van Buren for contacts. Julie, Jim Van Buren and Jim Sullivan will meet to discuss the mailing list and which program to use for export information.**

**Jeanne announces that the Allegan County Board of Commissioners will own/operate sections of the BST upon completion of construction in Ganges and Casco Townships. The north sections in Saugatuck/Douglas will be owned/operated by the City of Douglas and Saugatuck Township respectively. County Park staff envisions that eventually a county wide recreational authority will be created to promote the construction of intersecting trails across the county.**

**We received a request from City of Douglas staff to create a design for the mile markers along its existing BST and the second mile to be constructed this coming summer in Douglas. The same design will be used throughout the trail. Jim Van Buren will make contact with them.**

**Amazon Smile – Carol sent this out to everyone. You can sign up and send money to the Friends of the Blue Star Trail.**

**The Friends board will participate in a November 17<sup>th</sup> summit to discuss the West Michigan Pike and encourage designation as an historical roadway similar to the Lincoln Highway and Route 66 in Illinois. The Saugatuck-Douglas CVB will host the event.**

**QR Coding – Carol is developing the cultural heritage program for the BST. She has over 100 slides and two interviews on tape. The Saugatuck/Douglas and South Haven Historical Societies are assisting with this effort.**

**Miami Park property – Julie will contact Jay De Bruin to give his opinion regarding liquidating the project.**

**Phase II construction – Engineering bids from Prien & Newhof and Hurley- Stewart were discussed. In light of recent comments and suggestions from Allegan County Road Commission staff.**

**John Adams: motion to authorize entering into a contract with Hurley Stewart to do the engineering work for Phase II construction from Baseline Road to Beverly Shores. Jim Van Buren seconded. Supported unanimously.**

**John Adams: Motion to maintain competitive bidding for future segments of the trail for engineering services. Seconded by Jim Sullivan. Supported unanimously.**

**John announced that surveyors will be working on the Blue Star Highway soon.**

**Volunteer category list.**

**Sunny Hill prepared a list of categories:**

**Social Media**

**Public Relations – media, newsletter, website, slide show**

**Data Base Management –**

**Special Events – Bike Tour, Parades, Volunteer Party**

**Friends Relations and Management**

**Current member relations**

**Potential donors**

**Fund Raising – research, corporate contacts, grants**

**Need more major categories with a description. What elements do we need and how should they be structured? We will continue to expand this list at future meetings.**

**Jim Sullivan will host and lead a special board meeting to develop a strategic plan going forward. The date is Thursday, October 29, 2014 9am – Noon.**

**The S-D Rotary will host a check presentation at its upcoming meeting. Jeanne will accept the check on behalf of the BST.**

**Next Meeting: November 20, 2014 4:00pm**