

Friends of the Blue Star Trail

Board Meeting Minutes

Wednesday March 28, 2018

Friends present: Jeanne Van Zoeren, John Adams, Clark Carmichael, Frank Cunningham, Jack Eisinger, Laura Jager, Dan Keller

Friends absent: John Ludlow. Rosie Burke, Sunny Hill

1. Call to Order

2. Approval of the Minutes

Annual Minutes (Dec 2017) Approval was postponed until December 2018. It was noted that that the total amount raised was \$60,000.

December Minutes- Approved as presented

3. Treasures Report- Jack Eisinger

- Jack reviewed the CY 2017 and the Qtr. 1 of 2018 Balance Sheets, the P&Ls, and this year's operating budget.
After discussion the Balance Sheets and P&Ls were approved as presented.
Approval of the CY18 operating budget was postponed until the April meeting.
- Jack asked for approval for payment of H-S invoices No.s 81-04, 81-05, and 81-76.
The motion passed.

4. Year End Appeal- Jack reported that the total amount raised from December 2017 and the first week of January 2018 totaled \$16,850.

5. Toast Update and Liquor License Approval- A one day license is a requirement of the Michigan Liquor Commission for the Toast Party. The motion to approve the license authorization was moved and seconded by Dan Keller and Laura Jager respectfully. Following discussion the motion was approved.

6. Grants Update- Jeanne reported the status of the North and South Section construction projects. The North section is tentatively scheduled for Fall 2019 pending approval of the two government applications that were submitted this month. The south section including the bridge at Exit 36 and south to Saugatuck Woods Sub-Division is planned for no later than 2021.

Other family and corporate foundation applications will be filed through-out the calendar year in order to achieve the required matching dollars required by both government grants.

7. Community Outreach Update- John led a discussion with regard to each of the local government entities. All agreed that our 2017 construction of trailway has been well received with most tri-community residents. It was moved, seconded and approved to resume discussions with City of Saugatuck council members after the Dedication Ceremony in May, 2018.

8. **Grand Opening-** Dan Keller outlined the plans for the May party. Board members are asked to review and comment on the party promotions plans that were emailed to them this week.
9. **Funding Strategies-** Laura Jager gave an update on the fund-raising strategies that the committee is considering going forward. Pledge expansion is the top priority. Board members concurred.
10. **Lakeshore Harvest Ride-** Clark reported that this year's benefits and sponsorships sheet has been completed and distributed to committee members. The website is being updated. It is expected to have it in place on or around mid-April.

The meeting adjourned at 6:30. The next meeting is scheduled for April 19 at 4:00 PM at the Casco Township Hall.

Leadership Structure:

President: Organize/Focus/people/vision- Two year commitment (can extend to three)

Vice President: Future President

Secretary: Bylaws/Minutes/Records/Rosters

Treasurer: Financial/Regulatory/Insurance

- Government Relations
Liaison Committee
Allegan County Rd commission (Allegan County):John
Casco:Frank and Jeanne
Douglas: Jeffrey B(needs to be officially asked)
Ganges:Clark
Saugatuck City: John Ludlow
Saugatuck Twp. Jack
South Haven: Laura
- Future Easements: Steve Earls & Jeanne
- Government Grants-Rosie & Jeanne
- Communications Committee:PR/Brand/Message/DataBase/Social Media Dan, Clark, Frank (maybe Laura).
Rosie suggested Board members have business cards with 3 key talking points of BST
- Fundraising: Determine yearly funding goals over all and per event-Sunny,Laura
Toast-June-Chair Cathy Carmichael
Lake Shore Bike Tour-September -Needs 1-2 Key chairs Clark,Grace Gilmore and John Ludlow
Year End Appeal-December-
Capital Campaign/Match Campaign- to be determined-Board
Donor face to face meetings/ coffees (maybe 1-2 people) Board can facilitate possible names-
Group invitations to hear about FOBST – small group home settings/wine and appetizers.. -Board suggests/ facilitate names...
Corporate Foundations/ Grants- Jeanne, Rosie(Laura maybe)

10. Officer appointment:

*Motion made for John Adams to be the next president of the FOTBST (upon Jeanne's Retirement). And Upon condition Jack Eisinger will take over Treasurer responsibilities.
Motion Carried*

Motion made for Clark Carmichael to be Vice President of the FOTBST-conditioned on the succession of being lead on Bike Tour the following year. Motion carried.

Secretary role to be determined- duties currently being carried out by Laura Jager

11. Next meeting date: December 21, 2017 (Includes annual meeting)

12. Adjournment

