

Friends of the Blue Star Trail
Board Meeting Minutes
Thursday November 14, 2017

Friends present: Jeanne Van Zoeren, John Adams, Clark Carmichael, Frank Cunningham, Jack Eisinger, Sunny Hill, Laura Jager, Dan Keller, Rosie Burke (phone)

Friends absent: John Ludlow

1. Call to Order

2. Approval of October Minutes: (without corrections).

3. Treasures Report: John Adams

- Friends reviewed Balance sheet and Profit and Loss handouts. John noted on the balance sheet the low designated accounts are tied to Pay Pal from Bike Tour and membership and will be closed out.
- John presented and reviewed handout of the proposal for Trail Maintenance. *Maintenance proposal and projections for Allegan County (Handout)*. John reviewed the escrow plan that Clark, Jeanne and himself presented to the Allegan County staff on November 6.
The Maintenance of the trail is estimated to be \$2300 per mile/per year. The plan presented projects the goal of securing double that per mile. The funds covering the Trail maintenance costs will come from escrow funds(one endowed fund and one non endowed fund) set up by Friends of the Blue Star Trail.

4. Year End Appeal: Sunny, Dan and Laura-(with great help from Cathy Carmichael). Holiday Card was handed out and reviewed. Plan put in place to personalize cards at Sunny Hills home on November 30 at 9:30. Clark shared handout the database work necessary to identify Board members to personalize the cards.

5. Re-Organizational Discussion per FOTBST chart

- **Leadership Structure:**

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

Vice President: Future President

Secretary: Bylaws/Minutes/Records/Rosters

Treasure: Treasure: Financial/Regulatory/Insurance

- **Government Relations Liaison Committee Contact Assignments:**

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)

6. 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

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

8. **Adjournment**