

AMC ECOM January Planning Meeting
Jan 8th, 2017

9:00 set up, coffee and bagels

9:30 to 10:00 team building marshmallow exercise – Joe Massery

10:05 THE COLLECTIVE BRAIN BEGINS

-Deciding on our focus areas,
newsletter has been put on the docket, so determining 2
more. Brainstormed topics (asterisked were chosen to discuss today; others can be brought to future
ecom discussions):

Newsletter*

Families

Young Members*

Trails/Volunteers

Website

High Mountain Transitional Pacing*

Membership Retention

-Brainstorming: The full group brainstormed general ideas for each of the three topics.

-Three groups were formed to expand on the brainstormed ideas and develop plans

Group 1- Newsletter

-Standard Content each issue:

New Content: Member spotlight (idea to have Zenya and Alexandra write a blurb to introduce as new
communications chairs), historical flashback or then and now (idea to interview Louis Erskine, former
chair from 1960s), articles and photos featuring two committees per issue.

Current content: volunteer of the month

-Comm. Chairs will create editorial calendar

-include in each issue: a note stating "if interested in contributing, contact communications chairs"
(include email); a call for trip reporters

Reporters

- trip leaders urged to recruit reporters for trips

-announce need for reporters and writers at Third Wednesdays

Next steps:

Alexandra and Zenya will finalize mission statement and further develop newsletter reporting system.
Also will browse other chapter newsletters for design ideas.

Discussion participants: Alexandra Molnar, Dave Cole, Karen Maki, Joe Massery, Michelle Simoneau

Group 2 – Young Members

20s and 30s next steps: breakout session at Worcester Chapter Planning Meeting

Goal:

- Building 20s and 30s membership and participation
 - o 20s/30s planning committee to create talking points to encourage membership
 - o Action: Training with YM committee. Talking with YMs at socials to share info and benefits of AMC.
 - o Send survey to learn interests of YMs so we can target growing specific activities
 - o Themed socials to get young people involved immediately
 - Examples: backpacking in spring, hiking in winter, trails and conservation around trails day
 - Bring in leaders and introduce to group.
 - Bring sign-up sheet for people to get involved with small tasks or trips immediately.
 - o Goal is to have 7 new leaders and 15 more active members by the end of 2017
 - Action: Karen Maki to share number of 20s/30s members

Discussion participants: Zenya Molnar, Charlie Arsenault, Christina Ferretti, Ingrid Molnar

Group 3 – Transition 3-season hikers from beginner to intermediate

Summary: How to go from beginner to intermediate to a 4K, and potential to include slower paced 4K hikes (ie: gastropod)

Agreed:

- Follow the model of the Winter Hiking Series after an Intro to Hiking workshop.
- The workshop format will be 2-3 hours, shakedown followed by hikes (for beginners learning about basics ie: how to "go" in the woods, what to bring, hiking footwear, etc). Date: Saturday, May 6. Location: TBD. Ideas include Wachusett Meadows (current preference for Gina) as a site where beginners can do an easier hike with the less challenging trails, and intermediate hikers can do a longer hike on a more challenging route of trails. Discussion included incorporating focus on new members and new to outdoors.
- Charlie sent Gina slides/format of a past (2009?) hiking workshop that she will start from.
- After the workshop/first hike, the intention is that there will be series of graduated hikes, track 1: beginner-intermediate (transitioning from flat/rolling to elevation) and track 2: intermediate-advanced (local or smaller mountains to 4K)

Pending:

- Is it possible to get any leaders interested in leading slower paced advanced hikes, maybe monthly? There has been a lack of beginner/intermediate hikes posted the past (non-winter season) couple years. We talked about how to incentivise or challenge leaders to have a couple back to basic hikes.
- Pursuing the idea of having LITs colead beginner-intermediate hikes for some of their qualifying hikes.
- It was suggested we send a poll to experienced leaders requesting their recommended top 5 beginner/intermediate and intermediate mountain hikes and how/why they would classify them this way. From this, a list of hikes with dates (task oriented vs open ended) can be created and sent, asking if anyone would lead and/or mentor an LIT on one.

-Mike Foley mentioned that he does beginner to intermediate hikes, and is planning a North Quabbin Trails Association series starting this month, but doesn't hike in the summer. Gina will ask him for more details.

-It was suggested that we ask if any past leaders that may no longer be on the mailing list would like to lead again (would some need to be retrained? - and WFA would be required outside of local hikes)

-Jose and Gina would like to lead a series of conditioning hikes this year (Gina may try to find substitutes while she is away end of summer Sabbatical) on Tues and Wed after work. Gina-Tues leader on slower paced Jose-Wed leader faster paced. Gina will ask Sue if she wants to be involved again in these weekday hikes. Gina and Jose will compile a list of ~2 hour local hikes at a variety of locations rather than the same one every week.

-Interest in leading some urban hikes was also discussed, but not concluded

Discussion participants: Gina Shea, Deb Herlihy, Jose Schroen, Pat Flanagan, Mike Foley, Fred Mezynski, Steve Crowe, and John Grote

12:15 lunch

-Concluding

The three groups reported out and received feedback. Meeting concluded about 2pm.