

**AMC Worcester Chapter**  
**Executive Committee Meeting - Minutes: May 30, 2018**

Boylston Historical Society: 7 Central Street, Boylston, Mass.

**Attending:**

Joe Massery	Kim Beauchemin	Jose Schroen	Sue Serra (minutes)
Steve Ciras	Janice Melchiore	Zenya Molnar	Patricia Lambert
Ingrid Molnar	Debi Garlick	Deb Herlihy	Jean Langley
Kim Simpson	Dave Cole	Charles Arsenault	Mike Foley
John Grote	Lauren Rothermich	Fred Mezynski	Stephen Crowe
Michele Simoneau			

**Guests:**

Shalin Desai - Appalachian Trail Conservancy  
John "Oh Well" - Charlie's friend from the AT

**[6:32 PM]**

**Meeting was called to order**

Joe Massery presiding

Opening remarks: Thanks to all who helped at the spring picnic.

**REGULAR BUSINESS**

**[6:34PM]**

**April Meeting Minutes (Sue)**

No updates were made

**April Minutes APPROVED**

**[6:35 PM]**

**April Treasurer's Report (Jose)**

- No comments received
- Bicycle handles their own finances, so Jose can't put anything in if it doesn't come through the bank account

## **April Treasury Report APPROVED**

(Joe) Reminder to track expense and income separately; report any income to Jose, don't just subtract that income from expense and report the net.

(Jose) When submitting expense requests, please copy the Chair so they are aware of charges going against their budget

(Joe) Chairs should be giving prior approval to those expenses

### **[6:39 PM]**

#### **Volunteer of the Month (Kim B)**

##### May Nominations (14):

- **BILL ZAHAVI** nominated by Joe Massery  
For his help with the UMass Earth Day event. Bill manned the table for much of the four-hour exhibit and helped with setup and take-down.
- **DENNY LAFORCE** nominated by Janice Melchiore  
Denny organized the entire Bike Touring Workshop event. He updated the slides from the previous year and worked with other presenters to deliver a successful program to approximately 15 participants.
- **BRUCE WESTER** nominated by Janice Melchiore  
Bruce Wester stepped up as the event coleader when the previous coleader could no longer attend. Bruce spent a considerable amount of time meeting with Denny to review the material beforehand. Bruce also provided a different view of bike touring based on his own touring experiences.
- **BRUCE RIOUX** nominated by Janice Melchiore  
Bruce brought his bicycle and demonstrated it for the Bikepacking "Show and Tell" portion of the workshop. Bruce also presented the use of cell phone tools such as RideWithGPS while bike touring.
- **KATHRYN CONVERSE** nominated by Janice Melchiore  
Kathryn brought her touring bike and demonstrated it for the "Show and Tell" portion of the workshop. She also showed that bike touring is not just limited to "the boys" but that it is open and safe for everyone.
- **RICK CHIN** nominated by Chris Fogarty  
For being a great 'graduate' speaker at the Backpacking Workshop
- **KEN BALDYGA** nominated by Pat Lambert  
Ken "planted" a 100th Anniversary cake and other goodies on the trail for a MST hike before the hike participants arrived at the trailhead. They then came upon it on the hike for a celebratory break!

- CHRIS BOPE nominated by Charlie Arsenault  
Chris is a 20s/30s leader that completed his 2nd co-lead at the spring picnic!
- SHARON WHALEN nominated by Mike Foley  
Helping at the Spring Picnic!
- JOHN SMITH nominated by Mike Foley  
Helping at the Spring Picnic!
- WALT LAZARZ nominated by Mike Foley  
Helping at the Spring Picnic!
- JOHN GAU nominated by Mike Foley  
Helping at the Spring Picnic!
- BILL MULLEN nominated by Mike Foley  
Helping at the Spring Picnic!
- MIKE JONES nominated by Mike Foley  
Helping at the Spring Picnic!

**May VOM winner: JEFF MAYES**

Nominated by Christine Fogarty for helping with Leadership Training

**May VOM APPROVED**

**[6:43PM]**

**NEW BUSINESS**

**Finance Committee mid-cycle budget status** (Finance Comm.)

Overall status summary of where we are financially:

- We will likely end the year with extra money, but need to consider:
  - We pulled over \$4K from endowment to balance the budget
  - There are some activities that required money and are not getting financed
- Leadership & WFA training are running close/favorable to plan... income higher than anticipated but spend is over due to scholarship
  - 109 students for WFA and Leadership training
  - Collected \$8,900 with expense of \$13,200
  - Scholarship/net = \$5,200 (spent from operating budget)
- Picnic/Chapter Retreat appears to be under budget; still waiting on all expenses to be submitted
- 100<sup>th</sup> Anniversary Team projects they will hold to budget regarding net; risk is dependent on the number of registrants, so it may cost us more

- Hiking, Biking and YM expect to end year on budget
- Skiing made adjustments to their budget and is returning \$200 to the Chapter
- Annual Summit under spent on reimbursing people; will return \$95
- Membership is underfunded; they would like \$200 for promotional materials and business cards
- Endowment needs an additional \$20 for postage
- Other groups (Climbing, Paddling, Historian, Communications, Social, 3<sup>rd</sup> Wednesday, Midstate Conservation, Families, Trails, Programs, Trips With a Purpose, Phoenix Shelter, MLS) were not heard from; almost all have unspent money in budget or spent \$0 so far
- All groups with money in budget, please assess if it is necessary

(Joe) Motion to increase Membership budget by \$200, increase Endowment by \$20, using money returned from Skiing and Annual Summit budgets

Second

**Motion APPROVED**

**[6:55]**

**Update on DEI for our Chapter** (Alex and DEI Team)

They have trainers for Workshop on June 27

- Next month's EComm Meeting will start early at 5:30 with BBQ
- Abbreviated EComm Meeting will start early at 6:15 and complete as quick as possible
- DEI Workshop will follow

(Pat) Potentially hold at different venue to accommodate inviting non-executive committee active Leaders

More details to follow

**[6:58]**

**Proposed strategy for Chapter website migration** (Charlie)

Opportunity to make difference in the future communications of our chapter. Contractors are in place; we are next in line after RI

Time is now to figure out what we want new site to look like; what to keep and what to get rid of

- Consider slimming down what we have in our content; consider what do we use it for?
- Need mobile friendly
- Everyone loves button with 100<sup>th</sup> Anniversary activities
- Special activities
- Ease of access (i.e. slim down); documents, job descriptions for open committee and/or VOL positions
- Contact point for all Chairs

Use other social avenues (Meetup, twitter, etc.) to pushout dynamic, relevant real-time content

Look at Potomac (tiles format) mobile friendly site for look and feel example (will need to provide pics based on content tiles); not as large and dynamic as Worcester Chapter

Open discussion:

(Kim B) First step is to figure out what we want to migrate over

(Steve Ciras) Don't think all the links are useful

(Charlie) No Activity Chair pages; use FB or special event to promote, so they can be managed more actively

- People love the activities button; filters Worcester Chapter activities
- Announcements, how to join, about us (Worcester), FAQ, resources, docs, info

(Shalin) Suggest looking at click-thru stats/analytics for current site pages (used vs unused pages/content)

(Charlie) Requests each Chair submits what content they want to keep from their current pages, within the next couple of weeks

(Kim B.) We will be meeting with Faith in a couple weeks to discuss what we want to migrate

(Charlie) Received 3 webmaster volunteer responses to help wanted request

**[7:15]**

**National Trails Day status, plan** (Steve Crowe)

Jeff Crowley has suggested this can be an annual event; not sure what resources he's willing to invest in making this happen; will be meeting to discuss

Saturday, starting at 9am there will be hikes, trail maintenance, food, etc.

(Jean) I have promo materials (cards/flyers) for people to take and handout to alert those people on the trails and doing trail work, that the National Trails Day activities are taking place that afternoon

(Charlie) Overview of events and activities:

- Trail work and Hikes starting at 9am
- Other activities will take place at ski base (hiking, skyrides, food, family fun, etc.) to celebrate National Trails Day
- Yoga at the summit

(Joe) Will be there at tent for 8:30 (next to ski patrol) to get things going; see Joe for meal tickets and skyride passes

**[7:30]**

### **Report on AMC Chapters Committee meetings at Retreat (Joe/Kim)**

Meeting of all different Chapters Chairs & Vice Charts

- AMC will be 150 years old in 2026; submit any ideas on how to celebrate
  - (Kim B) Themes to focus on include technology, DEI, conservation, trails, and close-to-home
- The ITC is specifically working on a uniform set of Trail Work Trip Leader standards to apply to all Chapters Trails Leaders.
- Email aliases: current web tools provide this and need to keep this requirement when we migrate
- Data from club; shows rate at which emails get open (blasts, newsletters); 1/3 on average get opened
- Big deal among other chapters (not necessarily for us): AMC only considers official trips are those posted through AMC database (i.e. Meetups don't apply); otherwise not covered by insurance/liability
  - (Janice) Some biking trips are short notice
  - (Charlie) Policy only says needs to be approved, not posted/listed
  - (Pat) Technically if a chair/leader verbally approves, it's fine
  - (Joe) Is there a way to get approval for a trip other than the database?
  - (Deb H) Will bring this up at next OLDC meeting & follow up

(Joe) Camp Dodge Chapter Challenge was a few hundred dollars short for \$10k challenge; thanks to Jeff Carlson, have found takers to close the gap and the 10K challenge has now been met; Camp Dodge funding raising is still short of the overall goal for funding the renovations.

When taking photos at events don't post pics of children on social (unless you have release/approval)

(Kim B) Release form is on website; needs to be signed by legal guardian and sent to club

(Kim B) Big push to Save LWCF; please make an effort to use #saveLWCF within all campaigns

**[7:43]**

**Read-out from Planning Meeting Leadership Team (Kim)**

Following up on action items:

- Focused on how to attract more leaders (take training, etc.); What makes people want to be a leader?
  - Hold social events, (e.g. bowling night, etc.), and use a portion to talk about case studies of people who have interesting experiences/situations in wilderness; get to know each other, knowledge share, etc.
- Leader appreciation: currently held every other year due to funding, attendance, and bandwidth
  - Potentially hold every year and advertise better; earlier notice
- Speak at 3<sup>rd</sup> Wed; Chris Fogarty did this in April, but it wasn't the right crowd/tone; people wanted to learn more about the Chapter vs Leadership
- Looking for help with social

(Sue) Did we get people to sign up for Leading Trips before they leave the training?

(Deb H) No, was more "meet & greet"

(Kim) Good reminder, will work on this

(Charlie) Boston has a speed dating type event for people to talk to leaders

**[7:50]**

**Report on experiences with MailChimp (Janice)**

Cycling is using it as tool; went with this over constant contact because 20s/30s were already using it, and it is free up to 2K subscribers

- Were able to import 2 mail list directly (leaders and cycle)
- Updated current page so people can sign up directly for emails
- Adheres to spam rules (subscribers can remove themselves and we can't add them back in)

- MailChimp provides analytics on open rates and click through rates. We are getting 55-65% open rate on emails sent to the rider list.
- Something to note: If users don't load pics when open email, they don't count as opening
- Use to promote upcoming rides and activities

Open discussion:

(Kim B) I thought we could only send out one 1 blast per month

(Pat) Through AMC; it is 12 per year

(Zenya) As long as there's a way to opt out what they've subscribed to

(Jose) Cycling is no longer using Meetup?

(Janice) Bruce was posting on behalf of other leaders; Neil and I are not doing that because certain leaders don't want their trips posted on Meetup

One other thing we found is that if people don't have our email in their address book it is going into spam

(Joe) Are there benefits we might gain if we apply to other activities?

(Janice) Used to send info/updates out to leaders once per month (leaders meetings, training, etc.); send out to subscribers once per month (rides, etc.)

(Pat) Their (biking) content is concise and very readable, not a lot of fluff; wouldn't necessarily apply to all activities; it depends on the person using the tool

(Deb G) For hiking I don't have a list; would have to start from scratch

(Pat) This tool would allow users to opt in

(Shalin) Industry avg is 4% on click-thru so you are "killing it"; certain words will trigger spam filter (e.g. reminder, free) say "date to keep in mind" instead

**[8:04]**

**Food for June 27 EC Meeting - BBQ**

Volunteer for food is Dave and Fred

**[8:05 PM]**

**OLD BUSINESS**

**Action Items (Joe)**

- Update signature card at bank. [Jose, Kim B] OPEN



- Regularly upload official Chapter documents to Summit; e.g. minutes, EC meeting agendas, treasurer reports, policies, workshop plans, etc. [All]
- Chapter website refresh & platform migration – regular status report from team [Kim] OPEN
- Prep for short update to EC on Planning Meeting team efforts:
  - Expand YM [Steph – March] DONE
  - Communications [Charlie – April] DONE
  - Leadership [Kim – May] DONE
  - Families [Ingrid] OPEN

**[8:10 PM]**

**Round table (All)**

- (Deb H) Getting good inquiries/interest from people on outside (AMC members but not necessarily Worcester Chapter) on 100<sup>th</sup> Anniversary activities; currently working on flyers; currently have 8 people signed up
  - (Pat) Consider having individual Leaders post their activities
  - (Deb) Will send reminder email to Leaders; target date is ASAP
- (Jean) AMC sends me reports (by email and summit) that are restricted; they announced in March stats of all AMC Chapters, but changed the definition of how they count membership; families used to be counted as 2 but they've added ½ person, so looks like a spike in membership but is not. Shared on summit without names (those are confidential); March # is 3,237 members; February was 2,952
- (Zenya) Summer news coming in June; send articles by mid-June
- (Charlie) Went to 20s 30s social; YOP clothing drive was fantastic
- (Ingrid) Did we have BBQ at the Audubon?
  - (Joe) Yes, 3<sup>rd</sup> Wednesday
- (Kim) Midstate will be awarding long-term certificates to 4 women for over 30 years of volunteer trail maintenance
- (Fred) 3<sup>rd</sup> Wednesday BBQ is July 18<sup>th</sup>
- (Crowe) Thanks to Pat for time and effort of making carrot cake
- (Pat) I was talking to a long-time member at the spring picnic and they suggest trying to rotate the picnic venue to other parts of Worcester county to make more accessible (distance issue)
- (Steve Ciras) Many people to thank for all their efforts on spring picnic; so much behind scenes (financial price points, contracts, etc.); posted on website, setup on-site; tremendous amount of work; thanks to all;

- 100<sup>th</sup> Anniversary: Published list of all volunteer activities that need fulfillment
- Committee taking July off because we are well prepared; 3 more meetings left
- (Jose) Want feedback from those of you who went through PayPal (what worked well and what didn't)
- (Kim B) I second the spring picnic, truly a team effort; John Smith from LL Bean contacted me and wants to do more with the Chapter (e.g. hikes); do we have interest in speaking at their events? Can we do joint trips? Will need to discuss with Faith; at Chap retreat they had a one-on-one with John Judge and Joe gave a shout out to 20s 30s for all they've done
- (Dave C) Will be firing up executive committee search committee in June; will follow up at next meeting
- (Charlie) Don't leave without materials for National Trails day

**[8:25 PM]**

**Meeting Adjourned**