

AMC Worcester Chapter
Executive Committee Meeting - Minutes: November 28, 2018

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

Attending:

Joe Massery	Kim Beauchemin	Jose Schroen	Sue Serra (minutes)
Shalin Desai	Janice Melchiore	Dave Cole	Don Hoffses
Zenya Molnar	Alexandra Molnar	John Grote	Bill Zahavi
Ingrid Molnar	Debi Garlick	Jean Langley	Kim Simpson
Claudine Mapa	Fred Mezynski	Stephen Crowe	Mike Morin
Michele Simoneau			

[6:30 PM]

Meeting was called to order

Joe Massery presiding

- Thanks to Ingrid and John for dinner
- Welcome new members Shalin, Bill, Don and Mike

REGULAR BUSINESS

[6:35PM]

October Meeting Minutes (Sue)

Following updates were made:

- Updated statement regarding “activity chairs for cycling can set their own reasonable policy as it relates to eBikes” to reflect it was said by Charlie, not Janice

October Minutes APPROVED as amended

[6:34 PM]

October Treasurer’s Report (Jose)

- Received question from Jean about where some money went; that has been resolved
- Added expenses into Annual Meeting budget for gifts and awards
 - Have budgeted \$500 for Annual Meeting but have overspent (deposit for Manor, gifts and awards)

October Treasury Report ACCEPTED with above changes.

[6:38 PM]

Volunteer of the Month (Kim B)

November Nominations (5):

- RUTH LANGH nominated by Paul Glazebrook
For organizing and leading the Belknap Range hiking series: 4 hikes over 4 weekends. She is a very good new Leader.
- MIKE MORIN (N/A) nominated by Christina Ferretti
For making the YM Planning Weekend such a success!
- CLAUDINE MAPA (N/A) nominated by Christina Ferretti
For making the YM Planning Weekend such a success!
- BEN COON nominated by Christina Ferretti
For making the YM Planning Weekend such a success!
- DARRYL GAGNE nominated by Joe Massery
For all his work to update the web site and our email aliases for this year's regime change.

November VOM winner: ED FARRON

Nominated by Steve Ciras for Gala bridge building demo.

November VOM ACCEPTED

NEW BUSINESS

[6:40PM]

AMC Rebrand (Joe)

Club has been researching brand and has decided to rebrand logo & tagline brand mark

Findings:

- Current brand is failing to impress broader constituency
- People outside club feel logo name is not welcoming; it doesn't say "come join me"
 - No people or connection to recreation or fun
 - Nothing suggests education
 - May see conservation, but that's it
 - Only thing you can see is "Appalachian" which connotes "Appalachia" (not positive)

New brand and logo mark:

- Tagline is “be outdoors” with large text outside of symbol; symbol uses large C for club, A & M makes stick person (added head)
 - Puts message/tag first rather than name
 - Logo seen to be more hip
 - Grabs people
- Photo image style show people in action vs posing
- Rolled out starting next week

Will provide artwork

[6:42PM]

Finance Sub-Committee Update (Jose/Joe)

Will be getting detailed instructions on how to submit budget

- Get started now; request will be coming in next few days; deadline is Dec 10th
- Submit budget needs for next year with a rationale (the more we can understand, the easier it will be)
- Will get back to you prior to Planning meeting; need to be ready for final vote at EC meeting on January 30th
- Asking you to think beyond 2019—if you see something on the horizon that will impact 2020, we will try to plan for that

Last year the EComm decided on process for endowment requests—requesting that Bill remind EComm on what the plan/process is

Midstate: would like to do what we did last year; provide net cash need in this budget cycle, as well as high-level needs/plan for the year

[7:52 PM]

Update on book promotion - AMC Best Central Mass Hikes (Alex)

The event will take place on Tuesday, December 4th at 6:30pm at the Northborough Historical Society.

- Feel free to promote with Created flyer with info. Sent via email

Book celebration event for the newly published AMC’s Best Day Hikes in Central Massachusetts, which is a “Four-Season Guide to 50 of the Best Trails, from the Pioneer Valley to the Worcester Hills.”

- The event is free and includes a brief presentation by the author, John Burk, light appetizers and desserts, a chance to purchase copies, get them signed, and learn more about local hiking places.

(Debi G.) I have money set aside to buy books for Leaders; extra in budget so if interested in a book contact Debi first; there may be some extras available at reduced rate

(Ingrid) The first hike in this series has already taken place

(Debi G.) Ingrid and Alex will lead hike from book in December; Did author ask for travel expenses?

(Alex) We will not be reimbursing mileage

[7:01]

Chapter Planning Meeting (Joe)

Reminder that Planning Meeting is Saturday, January 12th

Will be sending out agenda next week

Homework: identify goals for your activity group and chapter

(Kim) Can we check with Faith on if there are any changes to AMC's goals?

(Debi G.) Should we review goals from last year's planning meeting?

(Joe) Yes. We can take a look at what we did well, and learn from what we did not

[7:08]

Food for January EC meeting

Volunteer for food is Shalin

[7:09PM]

OLD BUSINESS

Status of update to Chapter LRG (Leadership Requirements Doc) (Joe for Paul)

Activities posted to date (through February): 28 trips 24 social events

Last year there were 75 trips

(Debi G.) Have been trying to get more hikes; Paul has a meeting arranged with bike/hike chairs to review guides

- Sent guides out old to leaders and they sent back changes; will meet and come to consensus on how to make them clearer and more defined/finalize;
- Need to review process of becoming leader; start local and branch out vs some who go right from training to the Whites in winter
- Currently 8 members in leader in training pipeline; concerned we will plateau

(Claudine) Leadership is a goal for YM; we recognize there are a lot of new people in training and it is a goal to continue growth

(Joe) Leadership training is in February at Prindle Pond; WFA training is March 9 and 10 at Worcester Boys & Girls Club

(Jose) Only 2 trainings scheduled so far; last year we had more; didn't have advanced WFA last year and had 2 regular trainings; this year only 1

(Shalin) I will be reviewing with Deb H. and will let everyone know

(Ingrid) Is leadership training required every 2 years?

(Joe) No, only WFA

(Deb G.) Local hikes don't require WFA

[7:39 PM]

Report on Ware River Watershed "Friends" proposal (Kim S)

Request from NEMBA doing 10-year planning process; previously wanted AMC and Midstate to get involved (advisory committee); now only looking for "friends of WRW" and to help maintain trails

The AMC wants to be kept in loop; if just "friends" don't see as big deal; this water doesn't need high level of treatment which saves a lot of money every year, so they are very cautious of what they let happen in the watershed.

[7:44PM]

Action Items (Joe)

- Reminder to regularly upload official Chapter documents to Summit; e.g. minutes, EC meeting agendas, treasurer reports, policies, workshop plans, etc. [All]
- Enable Summit/Sharepoint accounts for new EC members. [Joe]
Email from Suzanne says we won't have access right away; may be updating to something better in near future
- Clarify and advertise policy on reimbursement for Club meetings. [Fin. Comm.]
 - Annual summit is coming in January; official policy chapter document says you are only eligible for reimbursement of registration fee if you are required to go (e.g. Joe, Kim B, Chris Fogarty), unless committee votes

(Bill) if you are on EC you should be able to get reimbursed

(Joe) That's our policy and that's why we implemented the option for the club to vote on it

(Alex) maybe reimbursement could require them to do something like write newsletter, hike, report back follow-up

(Joe) How many plan on going? Will potentially cost less than \$500, do we have budget? Only registration is covered, not transportation or lodging; all of this exception can be made by vote by AMC

(Bill) Motion; if you are on EC you should be able to get reimbursed for early registration to 2019 Annual Summit

(Shalin) Seconded

(Zenia) Can there be an optional for YM subcommittee?

(Bill) It's a benefit as being member of EC

(Claudine) Should apply to EC and potentially extend to others (e.g. YM subcommittee) in future

(Dave C) I suggest YM figures that into their budget

(Mike M) Regarding the idea of having a requirement of giving something back if reimbursed (e.g. newsletter, report back, etc.), would that apply to EC members?

(Debi G.) Reporting back was previously something we did when attending any workshop

(Claudine) don't think it should be mandatory

(Fred) Benefits of going is that I have found guest speakers for 3rd Wednesday at these meetings

(Mike M) I have signed up to go for my own interests, and don't feel like I should be reimbursed

(Bill) It's a plus in becoming EC member—being invited to go; I feel it should be mandatory because we that's where we learn more about the club

(Ingrid) I went out of my own interest because it is good way to connect with people for families; didn't request reimbursement

(Joe) Move to vote: 17 in favor; 4 opposed

The ayes have it, and the motion is carried

- Order name tags for new/changed EC positions. [Jean] DONE
Ready for pickup in West Boylston; will have next meeting
- Update EC Roster and send to Club. [Joe] DONE
- Update Chapter website contacts info. [Joe] DONE
- Update email aliases. [Deb/Paul] DONE

[7:50 PM]

Round table (All)

(Debi G.) Winter Workshop had 67 people in attendance; started conditioning hikes; December will start Gear Shakedown; need more local hikes; went with Ingrid and attended Boston Families Training workshop and will try to team up with them for hike events

(Jean) Was at The Blackstone Heritage Corridor Visitor Center opening event in Worcester; it rained but was well attended

(Claudine) held first ski social and it went well – lots of new faces

(Mike M) YM had Leader Retreat; will meet once a month; went over group and social goals for year; have leaders looking to get certified in hiking and are working with Ben Coon on this

(Claudine) new t-shirts have arrived

(Bill) Can we access Sharepoint for treasury reports? (Jose) only up to May is there because haven't been able to access

(Janice) Working with Denny Laforce for bike workshop; looking at The Blackstone Heritage Corridor Visitor Center at Worcester as meeting space; all geared around cycle; considering having workshop there; agreed to \$100

(Kim S) All eagerly awaiting guide book for Midstate Trail; meeting set up and finally got all info; every mile has changes; we know what we have to do and now have data; divided up what needs to be done and should be ready in spring

(Kim B.) Going through AMC publications?

(Kim S.) No, weren't big enough in past but will try again

(Steve Crowe) Working on trails leadership pipeline; requires WFA training (trail leaders); looking at those who already have the training

(Fred) I have annual reports for those who want one

(Zenya) Wachusett winter edition coming out by end of year... send anything by Dec 17

(Jose) please submit receipts before Dec 20th so can wrap up prior to xmas break

(Kim B) Darryl is looking to update pics on web site for this year's and last year's activities/events, diverse locations; everyone submit 1 or 2 to keep more current; will send out request and where to submit/share

- Backpacking Workshop sched for April 6th at Stowe Community Center

(Joe for Jon D.) Attended conservation meeting; learned LWCF bill did not get passed but group in congress putting together a way to revive; encourage attendance at Summit Conservation Workshop; new app iNaturalist

[8:06 PM]
Meeting Adjourned