

**AMC Worcester Chapter**  
**Executive Committee Meeting - Minutes: March 27, 2019**

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

**Attending:**

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

**Guest:** Charlie Arsenault, Regional Director, Central Region

**[6:30 PM]**

**Meeting was called to order**

Joe Massery presiding

Opening remarks: (Joe)

- Thanks to Dave Cole & Fred for dinner
- Food volunteer for April 24 EC Meeting is Fred Mezynski
- Welcome to our guests: welcome back Lisa Buckley; Charlie Arsenault (1<sup>st</sup> meeting as Regional Director); and JT

(Dave C) JT is a Young Member and was recently at a YM social, he lives in Bolton and is very interested in cycling; came to see what this group is all about

**REGULAR BUSINESS**

**[6:32PM]**

**February Meeting Minutes (Sue)**

Following updates were made:

- Removed details of dog scenarios — Paul has provided full details to EC via email for review before we finalize a chapter policy
- Specified to say “Worcester Chapter policy” vs “club policy” regarding dog policy
- Updated Joe’s statement regarding operating expenses to read “club says we may have up to half of our annual operating expense budget in our local account, with anything over half going to the reserve account held by the Club.
- Updated Joe’s statement regarding rolling budget to read “The Finance Committee looked at our two-year spending; last year we had 100<sup>th</sup> Anniversary so that

affected 2-year budget, but in the coming two-year timeframe, we saw no unusual expenses or income”.

- Removed action item to “Clarify and advertise policy on reimbursement for Club meetings. [Fin. Comm.]” from Old Business (this is DONE)
- Misc typos

**February Minutes APPROVED** with above changes

**[6:35 PM]**

**February Treasurer’s Report (Jose)**

- Received comment on some expenses that were not in, but they shouldn’t be in because they will be in March
- Adjusted reserve amount to \$36,350 (has gone down)
- No other comments

**February Treasury Report ACCEPTED** with above changes.

**[6:35 PM]**

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

March Nominations (5):

- DEB HERLIHY nominated by Joe Massery  
For an outstanding job as the master chef at our recent Leadership Training and WFA workshops. Deb made sure everyone was well fed and greeted with a smile. Plus, she was the first to arrive and the last to leave.
- TOM CORRIGAN nominated by Mike Foley  
For their help on the Midstate trail in Douglas state forest. We clear 2 different sections on the Midstate.
- KAREN PETERSON nominated by Mike Foley  
For their help on the Midstate trail in Douglas state forest. We clear 2 different sections on the Midstate.
- ED BAJAKIAN nominated by Mike Foley  
For their help on the Midstate trail in Douglas state forest. We clear 2 different sections on the Midstate.
- STEPH KEIMIG nominated by Pat Lambert  
For organizing and conducting the winter backpacking series. She shared her extensive knowledge, gear, and love of adventure and all things outdoors with the

participants. This was a very successful series that she plans to run again next winter.

**March VOM winner: 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.

**March VOM ACCEPTED**

**[6:45 PM]**

**NEW BUSINESS**

**Social Media Chair (Joe)**

Lisa Buckley and Shaliln have been working on defining the social media chair position, and crafting a social media strategy

Joe nominated Lisa Buckley as Social Media Chair

Second (Kim B)

Unanimously APPROVED

**YM's "Welcoming" Ideas/Experience (Alex)**

Things that are working well:

- Recall what we learned at DEI training; be open to people of all ages, economics; don't judge on those (e.g. brands of gear)
- Host monthly socials and welcome them at door; provide name tags as ice breaker
- Mike requires people to stay within sight of one another on hikes (this helps to create bonds); and mix up who leads on hike
- Active on FB; also has Instagram; focus more on all social media; if people ask a question, be responsive and answer them
- During peak hike season do a Monday roll call on FB; i.e. ask questions such as "how did you get outside?" so people will photos and this will also inspire comments
- DEI training taught to reduce insider jargon on postings (acronyms, etc.)
- We are aware that there tends to be a lot of committee members who sign up on trips, and that limits access to others – not sure how to overcome this (offer more trips?)
- Hours: consider trips during week, variety of trips, etc.; be aware of when offered
- Hold social events in variety of environments (just bars were turnoff for some); include activities (disc golf, ice cream, etc.)

- Facilitate carpooling for trips and/or make accessible by public transportation

Alex will compile a complete list and send to EComm

(Jean) I've been seeing meetings posted in calendar section of Telegram; how is it working?

(Alex) Did it for social event; can't say I met anyone that came because of that, but will continue; and it's free

(Charlie) If you go to Telegram.com you can post an event in the calendar

(Joe) I used for backpacking workshop and did have uptick in interest

(Ingrid) One contributor to a large turnout and it didn't compete with other activities; i.e. on a Tuesday

(Alex) We try to rotate [day/time] because everyone has different conflicts or days of availability

(Joe) Anyone with other ideas, please bring them up

**[6:50]**

### **MST Trail Run (Kim S)**

Received several emails starting in the fall about holding a major trail running event on the Midstate Trail on Columbus Day weekend. I took this to the December meeting and the Midstate Trail Committee was unanimously opposed to this. The major reason is the possible negative effects on our many landowners.

I did agree to meet with them was impressed with their experience in other trail racing events and their detailed initial preparation for this event. *(see attachment in email)*

I went back to the committee and, although they are still unanimously opposed to this, I thought it appropriate to brief the EC.

(Joe) What are they looking for?

(Kim S.) I do not believe that they are asking for a financial commitment; what they are asking for, other than permission to do this event, is lots of volunteers to help during the event, and help with landowners; it's a huge undertaking

- AMC staff in Boston and Faith seem to be somewhat in favor (but want to postpone to next year); they want to meet with them and get involved
- Let's let AMC make contact; reviewing a letter tomorrow
- Any interested in volunteering?

(Shalin) Can they do without permission in smaller segments?

(Kim S.) If they do it without permission of AMC and Midstate committee, they are definitely asking for trouble

(Shalin) It's an open trail, can they just do it?

(Don) They need permission from private land owners, DCR, etc.; Is Ed Farron helping with land owners?

(Kim S) He has a letter for the land owners

(Alex) Do you have a sense that land owners would be opposed?

(Kim S) It's from one end to the other; Audubon and Mass Fish and Wildlife would oppose

(Joe) Is DCR involved?

(Kim S) Yes, they are in contact with DCR, but I don't think they have an understanding of the number of DCR entities

(Ingrid) Why would runners need approval, but hikers don't?

(Kim S) Because it's a race

(Shalin) I reviewed their presentation and found it to be anemic in certain parts; e.g. had quote that in no way ties into conservation; the two questions I have are 1) what is the burden they want to put on us as far as volunteers? ...and 2) I can understand why Heather and Faith are interested; this would be great advertising/marketing opportunity, but what are they doing for us? I didn't get sense this was a 2-way street; do we get donations, advertising, etc.? If we don't jump in now, we could get the short end of the straw.

(Joe) Message from Faith: making plan to talk to organization directly to get a sense on how they organize events like this; particularly as it concerns land owners, impacts on the land and potential benefits and threats to the trail itself.

(Joe) The Club is involved and suspect they have the same concerns as you do; my sense is Worcester Chapter doesn't have horse in this race, unless some of you want to join forces with Midstate trail or go directly to this group and volunteer

After long discussion, it was decided that Kim S. would take all concerns back to the Midstate Trail Committee and he will keep us informed of any developments.

**[7:07]**

**Fall Gathering 2021 (Joe/Kim B)**

Had multiple conversations in the last month that point out good speakers/venues get booked year(s) in advance; so, we should think about getting ball rolling this year

Potomac is doing theirs next year (2020); maybe get plugged into what they're doing and create a transition

(Charlie) There is a standing Fall Gathering Committee that transitions from current host to future host and committee

**[7:10]**

**Planning Meeting Team Read-outs: Ideas for follow-up (Joe)**

No presentation today; would someone like to volunteer their team to make some progress and come to next meeting with an update?

(Alex) Yes, I can do that with 3<sup>rd</sup> Wednesday team

(Joe) Just a short 5 min summary and any action items; 3<sup>rd</sup> Wednesday team is Alex, Ingrid, Jean, and Fred

(Joe) The Chapters Committee (chairs and vice chairs of all the chapters) came up with goals for the year; the top 2 are growing/retain volunteers and leaders; and expanding communications

(Kim B) Any update on web/IT?

(Charlie) Got priority update at BoD meeting last week:

1. Get website stable; currently abysmal ratings by Google; Outdoors website looks good
2. Next priority is online reservations; starting slow, there are 70 facilities, and all have different requirements
3. Then we are in the queue; will get IT update in May

(Shalin) Are they releasing a tech plan? Releasing an app?

(Charlie) App maybe; going to form an IT committee; folks from Wayfair to volunteer

(Shalin) As they develop a plan can they publish plan on website?

(Charlie) Don't think will be publishing on web; early on there were a lot of plans, but they haven't been well communicated and they haven't been met

## **OLD BUSINESS**

**[7:15 PM]**

### **TrailsFest Status Update (Shalin)**

Progressing quickly; shout-out to volunteers who have contributed time; 13 at last meeting

- Venue is confirmed; venue is free and is on June 1; meeting to ask about food, structure of day, can/can't do on site, etc.
- Activities at Leominster State Forest, Wachusett meadow, Paradise Pond; potentially mountain bikes around the area
- Paddling, hiking, climbing, naturalist walk, puppet show, birding, road/mountain biking, Lyme prevention workshop, trail maintenance, yoga, arts studio
- To be confirmed: geocaching, Nashua River walk, trail run
- Total 18 confirmed activities and 6 need to be confirmed; scavenger hunt
- General activities will be 8am-12pm; some will start earlier due to travel

- Lunch TBD: potentially food trucks
- Afternoon: leaders bring participants back to lodge; music, no speaker confirmed yet
- Partners tent: 20 confirmed out of 60 invites (only 8 were hard no); others are TBD
- Sponsorship levels up to 5K; have tiers

For EC we have following asks:

- Interested volunteers?
- Activities Chairs continue to reach out to leaders to see if interested in leading activities; will post on database
- Can all of you let me know if there is anyone we should be reaching out to?
- Spread word on volunteering (have 26 currently)
- Spread word on AMC membership; make it a member recruiting event
- Share on social media; we can send you the info

(Zenya) Is there overarching post for event?

(Shalin) Yes, already on outdoors.org; will also have on other social media (FB, etc.)

(Steve) Talked to Denise about volunteer service agreement and was given verbal OK; it allows us to do event without a special permit; we can have a conversation about membership, but don't have permission to ask for money donations; forest fire crew will provide Smokey Bear; they are going to open fire tower on summit

**[7:25]**

**Another guest (Joe)**

Want to introduce another guest, Peter Hendricks. I met Peter at leadership training, and he is interested in learning more about what we do and how he can be more involved.

(Peter) I'm here to listen and everything I've heard sounds great; already have some thoughts; interest in hikes, mountain biking, back country skiing.

**[7:30 PM]**

**Social Media Strategy/Mandate (Shalin/Lisa)**

(Lisa) We've chatted and put some on paper, but it is very preliminary

(Shalin) started talking to Justin Baily at AMC and think this is every chapters problem; chatted with Delaware Chapter and others, to figure out what their best practices are; Delaware has largest and most effective Meetup; all have different way they approach and manage social media; it's an AMC wide problem; there are more questions than answers at this point, so need to do more fact finding

**[7:33 PM]**

**Annual Meeting status (Jean)**

We had a conference call Tuesday night; there's opportunity for others to get involved

Right now, what needs to be done:

- Working on time frame and budget
- When voted in raising ticket price we didn't talk about a price for non-member fee

(Joe) That is up to committee

(Jean) Bill and I will be at UMass Medical Earth Day manning one of their tables

**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]

AMC has acknowledged this doesn't work and are working on solution; for now, keep all docs safe; upload if possible

Interim solution is OneDrive, which is another Microsoft file-sharing tool.

- 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

- We'll be migrating to a new system (the new version of SharePoint). Until the new system is set up and finalized, the interim solution is OneDrive. You should have received an email from Susannah Hatch inviting you to access Worcester Chapter files

- Continue with dog hiking policy
- TrailsFest group wanted chairs to poll leaders
- Planning Meeting Team Read-out Schedule
  - February: Leadership: Strengthen/Expand [DONE]



- April: 3<sup>rd</sup> Wednesday – Utilize/Expand/Promote
- TBD: Partnerships/Conservation Strengthen/Expand
- TBD: Comprehensive Communications Plan

**[7:45 PM]**

**Round table (All)**

(Joe) Thanks to Shalin, Deb, others for WFA and leadership training

- (Jose) ...and thanks to JUMP for allowing us to use facilities

(Joe) Bill and I attended YOP annual summit – meeting of all agencies Worcester YOP oversees, including many of the groups we support with grants to YOP – I was really impressed and moved about what they do to get kids outdoors; when we approve endowment grant to any of these groups, it's money well spent

(Joe) Leanne McDonald (young girl in JUMP); now a grad of FSC and outdoors person is eager to through-hike the AT and long trail; she is looking for a female partner

(Joe) At WFA, Bill (head of JUMP) said that if we have gear to donate it would be outstanding. Any ideas to get donations?

- (Sue/Mike) Collect at TrailsFest
- (Debi) Promote idea of “pyramid of fleeces” or backpacks
- (Charlie) We’ll need to sort donations to make sure they’re not junk

(Joe) See email from Susannah Hatch for access to MS One Drive; email for info and login  
*(read 2 emails)*

(Joe) Request from woman in charge of boy scout troop in Charlton; asking to partner with them on trails service/maintenance, etc.

(Bill) Don’t typically do with kids alone; need parent and/or release form

(Kim) looking for troop to partner with TrailsFest

(Ingrid) Families could create hikes for those groups;  
*Joe will put her in touch with Ingrid*

(Kim B) Have 36 for backpack workshop

(Charlie) I get asked, what is regional director? Role is to represent this and a couple other chapters to board of directors; communicating to board; also serve on chapters committee with Joe and Kim

- IT Updates: looking forward to better IT
- AMC 150 yrs. in 2026; before was Vision 2020 (ends next year) to get kids outdoors, excellence in outdoor leadership, etc.; now creating new goals
- Completed listening tour. priorities for future of AMC; came out with themes around outdoor journey, around kids, families, etc.; make all connected in one seamless journey
- People want AMC to take bigger role in climate change

- Now in listening/analysis phase; next is feedback tour where we'll talk about priorities they are thinking about; rollout end of year
- Chapter Committee goals:
  - entice people to become part of the team
  - recruit and grow
  - improve communications from club level to chapter level
- Advisor meeting: 120 people meet 2 or 3 times a year; 'volunteers' was front and center at meeting; strength of AMC in providing partnership and trust; how to support volunteers better; looking at model within AMC and how to capitalize and strengthen

(Bill) How often does board meet; will you give update at every meeting?

(Charlie) Not every meeting, but a few times a year (meets 4 times a year); will do best to keep you in the loop

(Zen) Thanks to those who submitted to newsletter for April

(Alex) REI funding 3 organizations for work on Bay Circuit trail; go to REI and make a purchase and you can get a token to vote on where funds go (ask for token at counter); choose between AMC, Mass Audubon and [?]; going to split extra funds among these 3 organizations; good visibility for AMC

(Steve) Earth Day 4/27 in city of Worcester; GWLT has Kayak event on reservoir; also Park Serve day at DCR parks; event at Wachusett to put whisky barrels on summit, drainage project on mountain house trail; Colin has college group coming out on Earth Day; Jon DiRodi had call with conservation in Feb.; still trying to find Waterman books

(Kim S) Ongoing saga of new MS guide book; now in draft form; will be reviewing and hopefully getting published soon; hoping for Trails Day, June 1

(Janice) Leaders meeting mid-March had great turnout (20); 1<sup>st</sup> rides starting this weekend; East Bay on Saturday; 9<sup>th</sup> annual chocolate ride to sponsor animal shelter on Sunday; touring workshop is on May 4<sup>th</sup>

(Bill) Endowment Committee received, reviewed and approved request from JUMP

(Joe) This group will vote on all requests at one time; after summer break (September); gets paid out depending on grant

(Deb) Hike leaders meeting on March 28; 5 new interest in hiking leaders; Paul and I are sending emails and keeping track of their progress

(Mike) Joined forces with GWLT for film festival this Friday; \$8, free popcorn; decided to start Midstate hike series on April 14<sup>th</sup> (trying to do once a month except July & Aug)

**[8:13 PM]**

**Meeting Adjourned**