

AMC Worcester Chapter
Executive Committee Meeting - Minutes: April 24, 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	Paul Glazebrook	Jean Langley
Kim Simpson	David Elliott	Dave Cole	Don Hoffses
John Grote	Fred Mezynski	Stephen Crowe	Mike Morin
Michele Simoneau	Lisa Buckley		

Guest: Charlie Arsenault, Regional Director, Central Region

[6:30 PM]

Meeting was called to order

Joe Massery presiding

Opening remarks:

- Welcome guests
- Thanks to Fred for dinner

[6:31]

Food for May EC meeting

Volunteer for food is David Elliott

REGULAR BUSINESS

[6:35PM]

March Meeting Minutes (Sue)

Following updates were made:

- Added Charlie's title of 'Regional Director, Central Region'
- Updated Social Media Chair notes to read "Lisa Buckley and Shalin have been working on defining the social media chair position, and crafting a social media strategy"
- Misc typos

March Minutes APPROVED with above changes

[6:38 PM]

March Treasurer's Report (Jose)

- No comments or changes

March Treasury Report ACCEPTED.

[6:40 PM]

Volunteer of the Month (Kim B)

April Nominations (5):

- **BILL GRANT** nominated by Chris Fogarty
For doing an outstanding job at the intro to backpacking workshop. His presentation was charismatic, enthusiastic and inspiring to all who were there. Many participants came up to me and told me that they appreciated his candor and humor about this process.
- **WALT LAZARZ** nominated by Kim Beauchemin
For their enthusiasm and support in helping and teaching at the Intro to Backpacking Workshop
- **GINA SHEA** nominated by Kim Beauchemin
For their enthusiasm and support in helping and teaching at the Intro to Backpacking Workshop
- **CHRIS FOGARTY** nominated by Kim Beauchemin
For their enthusiasm and support in helping and teaching at the Intro to Backpacking Workshop
- **DIRK FLACHBART** nominated by Kim Beauchemin
For their enthusiasm and support in helping and teaching at the Intro to Backpacking Workshop

April VOM winner: DANA PERRY

Nominated by Kim B. for their enthusiasm and support in helping and teaching at the Intro to Backpacking Workshop

April VOM ACCEPTED

[6:45 PM]
NEW BUSINESS

Planning Meeting Team Read-outs: 3rd Wednesday Team (Alex)

3rd Wednesday activity listings have been posted to meetup with photos

There were concerns people have trouble finding location and knowing where to park; that has been added to description

Now a standard feature in monthly email blast with description of topic

Featured in 20s/30s activities listing that is handed out at monthly socials

Included in verbal announcements

These will also be posted in Facebook

Open discussion:

(Joe) Were there other things that came up in planning meeting that we could be doing?

(Fred) Encourage more EComm members to show up and welcome new attendees

(Alex) We need to make effort to approach them, wear name tags, have members from YM committee there—we can rotate YMs so that one attends each month, so there is always a young member there

(Mike) Potluck might be scaring some away; not sure how to approach that

(Alex) They may think they have to cook; maybe we can make clear they can just buy something and make suggestions of what to bring for food; something they can easily grab at supermarket

(Charlie) You could also ask for \$5 donation instead

(Mike) When I see potluck right after work, it makes me think twice

(David) Mention a place down the street where you can grab a hot meal and bring

(Bill) I like Charlie's idea of putting \$5 in bucket; a pool of money will accumulate, and we can order food in future

(David) Is it on FB as an event or regular posting?

(Jean) I've been doing a regular posting; some things regarding parking I can't put in posting because we don't have permission, but if I know a new member is coming, I share details of where to park

(David) We had young members at last meeting and worked well; think 3rd Wednesday works great and we will just improve more

(Alex) You're welcome to give them my email

(Jean) For new members that come in, I have list of all emails for people to use as contact list

[6:58]

Need for 2nd WFA and/or Leader Training Program (Paul, Shalin)

(Paul) There were 53 people at WFA; 19 were AMC leaders; 9 EC members (28); all others were affiliated with Midstate Trail committee, JUMP, scouts, etc.

We were under revenue and over budget; we may need to be more discriminating about who allowed because we lose money; need to discuss in more detail

There is a demand for 2nd one but not sure how much; people who are leaders who have taken WFA but the trips they lead don't really require it; e.g. biking people are all within golden hour, so do they really need to take WFA?; I know it is a perk for membership, but many do not need it

(Bill) Maybe there's a smaller version of the course?

(Paul) First Aid

(Janice) Jean and I were leading a hike where a woman was stung by a bee; we had to call 911 and she had to be taken out

(Jean) If we had we been a mile further out, it would have been beyond the 'golden hour' and we would have been in trouble

(Joe) Sounds like you want to think about this a little more

(Paul) Maybe there is an industrial/enhanced version? For most advanced may not be required

(Jean) I wouldn't mind reduced fee

(Shalin) Deb Herlihy has 12 years of data; should recognize this year was an anomaly; not standard case for loss; average is 20, we more than doubled attendance; need to do better tracking when it comes to due dates for certain types of training

- Let's look to leadership database and see who's due; ask leaders how helpful it is for them; important to get entire ecosystem of feedback
- WFA is big admin lift; logistics one day of event falls on 2 people; take away whole manual process to streamline
- Need to look at whole calendar year; other Chapters are offering but they are clustered (scheduled 1 week apart) if away for more than a week you have to wait whole year
- If not going to be in golden hour you will need WFA; if we don't offer you may have to go to another Chapter; but if those chapters are offering at same time, are we setting our leaders up for success?

(David) I second the business about what 'golden hour' is; paddling is kind of remote (don't always know what road you're near); how do dollar figures fall? Every certification we have to pay SOLO \$150?

(Shalin) If you look at other chapters, there's a variance of \$20-\$30

(David) Are non-AMC attendees paying full freight?

(Joe) Why don't we table this; sounds like you have a handle on questions and need more study and analysis

(Paul) Narragansett actively discriminates in favor of their members; I tried to get in and I am on waiting list

(Shalin) We prioritize wait list for AMC

(David) We earned a lot of Kudos during that WFA and made good contacts, so there are good benefits

(Joe) There's no rush on this unless we feel we need another program; it would be nice to have the new it? in place for the budget meeting

(Paul) We'll have a position on fall program by next meeting

(Kim) Nice to have more info by mid-year review

(Joe) We will do a mid-year review at June meeting

[7:18]

Reimbursement Policy for First Aid training (Paul, Jose)

(Paul) Had some leaders just do First Aid; primarily biking community; encouraging to do, but we don't have policy for First Aid

(Jose) There are other programs out there that some are taking but they cost more

(Kim) Is it a requirement?

(Paul) It is a recommendation

(Jose) Maybe increase to \$40? But if they are taking other training, are we reimbursing them?

(Joe) We don't have a written policy; we only have a history; we need to establish who does need to take First Aid

(Paul) We need clarification

(Jose) If someone takes a \$65 program, and another takes an \$85 what is the reimbursement?

(Joe) We have a guide from a couple years ago; if we offer a program at a certain price, and someone takes it somewhere else, we pay (reimburse) our cost

We need to come up with a proposal for who needs (is required) to take it, and what is our reimbursement policy?

(Paul) If someone is taking WFA now but only needs First Aid, we could save money

[7:28 PM]

OLD BUSINESS

TrailsFest status update (Shalin)

- Up to 30 partners; new one includes Ecotarium, Mass Department of Agriculture and handful of others
- Meeting with Wachusett this week to put logistics to bed by May 1
- After that will be all about marketing

- Have full calendar of activities (20); diverse to appeal to many
- May 1 is next planning meeting; 6:30 at GWLT (last meet before event); will be focusing on volunteer roles and how to spread word
- Any activities chairs: don't need more activities but ask leaders to spread the word; will send out flyer for people to post to social media

(David) I posted paddle activity from Steve Gabis in Meetup; this was only TrailsFest event on Meetup

(Shalin) We will be pushing May 1st

(Steve Crowe) Posted a save the date this winter; doesn't list ski area specifically (need to update)

(Paul) I can change it to say ski area

(Steve) Looking for photographer to put together video to promote for next year; haven't discussed speakers, Jon Judge is keynote and I've asked Denise to say welcoming remarks and I'd like to talk about volunteer opportunities; one of the things to consider was how do we promote what's next; activity chairs can speak to visitors

(Shalin) We will talk about it planning meeting; Faith has offered to print flyer that lists upcoming events and will have a call for volunteers at bottom; this will be good alternate to speakers

[7:40]

Annual Meeting status (Jean)

Had a conference call with Joe, Dave C and Ingrid, and are in the process of gathering info; had the idea of notifying everyone by email and/or social media rather than mailing; 220 do not share email (just street addresses); do we have postal account with club?

Trying to find out what it will cost for group/bulk mailing; City Square might be doing mailing and don't want it to conflict.

(Joe) 220 sounds like 6% of our members; doesn't sound like a lot to me; are you asking for budget money to spend?

(Jean) No not yet

- Have info on meal cost but haven't broken it down yet
- Started PR; have speaker and they will help with development of a flyer
- Next email blast will announce; also put out a save-the-date at 3rd Wednesday

(Mike) Could we send paper mail this year and say we are not doing next year and give options (email, activities page, etc.); warn them they will not get mailing in the future

(Jean) We are doing some of that this year; when registration time comes you won't be getting in mail

(David) Of the 90% with email, will the ones who 'opt out' of email still get this invitation? Will opt out prevent them from getting it? Reason is all I get from AMC is what I don't care about (don't get the ones I want) so not sure I'd get this

(Jean) I specifically asked how many don't have email listed

(Joe) Of those who have email, who have opted out from receiving?

(Charlie) Ask Terry about the open rate of email; should factor that in

(Jean) Other chapters had done analysis and most are not using post office mail, and I got the sense they are satisfied

(Alex) For newsletter open rate is about 30%; to accommodate for that send multiple emails over some time with redundant information;

(Jean) Maybe subject line will make a difference?

(Mike) I've never been; how many attend, what's the budget, how many are likely to fall into this category?

(Jean) 140 went in 2017

(Joe) Typically between 100-140

(Jean) Budget is \$6-7,000; we just raised rates

[7:54]

Volunteer for Planning Meeting Team Read-out at Next EC Mtg (Joe)

Next up is "Comprehensive Communications Plan", but the team is a little busy right now with TrailsFest, etc.

Need to figure better way to execute our ideas (make Planning Meeting more effective)

Will hold on that for now

[7:58]

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; You should have received an email from Susannah Hatch inviting you to access Worcester Chapter files

- Document “doggie” scenarios and distribute to EC for review. [Paul] DONE
 - (Paul) I’m comfortable with what we’ve done, but still waiting for final comments
- Planning Meeting Team Read-out Schedule
 - February: Leadership: Strengthen/Expand [Paul] DONE
 - April: 3rd Wednesday – Utilize/Expand/Promote [Fred] DONE
 - Partnerships/Conservation Strengthen/Expand [Steve] DONE
 - TBD: Comprehensive Communications Plan
- Social Media Strategy; need plan for defining
Lisa is still getting admin privileges (need to switch from Gina to Lisa) – this will happen in June; don’t have overall strategy; haven’t done more work since last document; will craft something
- Start to think about Fall Gathering 2022; we are now members of standing committee to be looking at Fall Gathering; club committee consists of organizer/chair of past FG and next FG; getting foot in the door to see what’s coming

[8:00 PM]

Round table (All)

(Charlie) IT updates:

- Updating SharePoint (MS OneDrive is temporary); ready by end of May
- Awareness: did internal computer security test within AMC (fake phishing attack) with goal of understanding weaknesses; couple folks fell for it; be aware phishing is real (email spoof) to transfer funds, etc.; trying to beef up security

(Joe) Any plan to push down training to chapters? To avoid these traps

(Charlie) Good point to bring up

- Moving away from GoToMeeting and Skype, and going to Zoom for conference
- ACT DB: effort to move away from this; will take year or more; identify new software and update by Q2

(Joe) Are they diverting any resource from current project?

(Charlie) Priority is still website; when something goes wrong is triage

(Joe) How many feel IT tools club provides is in good shape? (0)

Show of hands if you’ve had problems in last few months; (all have had problems in last couple months)

(Charlie) Is this kind of update useful or does it fuel frustration?

(David) doesn’t build confidence that they know what they are doing

(Paul) If we can’t post/see trips, what business are we in?

(Jean) I think it's useful; like to hear what they are prioritizing

(Janice) I reported DB issue and was told there was no issue; they were adamant that there was no issue; but others were also reporting the same issue

(Joe) Was a routine glitch, and a give and take of information between us, Faith and Susannah, gathering info about circumstance

(David) My cynical take is that they're intent on bells and whistles, pretty pictures, etc., and the wheels are falling off; priorities are backwards

(Kim) Appreciate they are sending quarterly update; would like to see what the priority is (make more clear); biggest thing is when can we migrate web site? This was top priority and don't see anything about this -- if not ready for 2 years let us know now so we can have our webmasters fix our site

(Charlie) What would be helpful is priority from Worcester Chapter

- ActDB is buggy
- No line of sight on web migration, so are in limbo (need to know one way or the other)
- Make more clear what priorities are; what is their plan?
- Keep reports and insight coming

(Shalin) issue of accountability; we don't have a strategy (booking system, operational issues); what is accountability mechanism; how do we know these things are going to happen

(Charlie) Can see what they are working on in realm of IT/web; whole with migration; phone updates; Beth Rawlins and Paul Cumin are accountable for infrastructure and IT; they have quarterly goals and are reviewed and scored

(Shalin) What is consequence when entire chapter is unhappy?

(Charlie) Escalation to put more investment and plan focus around IT; done in 2018; strategy of previous year was scrapped

(Joe) Appreciate to hear what IT club priorities are quarterly; Kim & I also get info from the Chapters Committee meetings; would be nice to hear that they hear our priorities; overall feeling frustrated and unaccountable

(Charlie) AMC 150 update (2026): working on taking feedback from mission and vision and started crafting; mostly based on recreation, conservation, education; says we should take a bigger role in climate change

(Joe) Jessica Parson is coming in May to discuss YOP annual state of union; status from club point of view to help us continue to provide funding

(Joe) Bill Spaccioli from JUMP has access to container for gear donations; he is willing to sift through; who is willing to help put program together to collect and get it to Leominster?

- (Kim) Will be part of TrailsFest
- (Joe) We'll take this offline

(Joe) Outstanding presentation of AMC 7pm on Tuesday, here at historical society, by me

(Kim) We had a great backpacking workshop; 42 attended; gear shakedown is Saturday

(Steve) haven't been able to find TrailsFest activities on outdoors.org site, but I can on Worcester Chapter site; this Saturday is Earth Day in Worcester. GWLT has listed on website for Cascades; Mike Foley has a Park Serve Day program for trail maintenance in Douglas State Forrest, as well as variety of trips; I list trips as volunteer activity and chapter activity

(Zenya) Volunteer relations team has started organizing quarterly check in calls for communications chairs; opportunity for communication chairs across chapters to share best practices; marketing/membership materials coming soon (end of month); additional swag & chapter branded things will be available end of month

(Kim S) I can report that the guidebook for Midstate is at printer; hope to have next week; will have on sale at table for TrailsFest; got it to work within our budget

Janice) Bike Touring workshop is on May 4th; about 15 registered so far; being held at the new visitor center in Worcester

(Mike) 20s-30s committee chairs had conference call; branding as 20s-30s group, not YM; people were trying to register their 8 yr. old; needs to be more intuitive; were also starting to lose trip in name in header due to length (e.g. Young Members, young at heart, etc.) headings should just be 20s-30s

(Bill) notified Bill S from JUMP that we approved request for funding and would be distributing money in September; he realized they have 2 trips in summer where they need deposit of \$864 for 2 huts (Lonesome Lake and Madison); trying to figure out how to cover cost before September

- (Joe) You're saying JUMP can't wait until September?
- (Kim) They should have been warned that need to apply last year, for this year
- (Jose) Are you requesting an exception?
- (Bill) Bill just notified me last week; told him I'd bring to EC; we have policy of waiting until September?
- (Kim) If they need it before September, they need to apply a year in advance
- (Joe) Pat would have explained this to Bill in the past
- (Bill) What do you want me to tell them?
- (Joe) This should have been on the agenda, but it came in late; we should discuss it; we need to stick to policy or vote to make exception
- (Bill) Another option is that we have funds from Endowment that we could advance
- (Mike) If it comes down to canceling the trip, I'd like to get them the funds
- (Joe) We can vote to make an exception to approve the hut funding, but it comes with a strong recommendation to JUMP that they submit their 2020 endowment request by this July since approved funds are not transferred until September.

Kim B. motioned, and was seconded, to approve funding of \$864, prior to September, for a deposit on 2 huts (Lonesome Lake and Madison); but it comes with a strong recommendation to JUMP that they submit their 2020 endowment request by this July since approved funds are not transferred until September.

UNANIMOUSLY approved

(Dave C) Will begin transitioning of this board to 2020; will send email soon to see who wants to stay on and/or transition to a new role

(Jean) Bill and I were at UMass Medical Earth Day today and had quite a few people stop and asked questions—went smoothly; does anyone know where the tablecloth is?

- (Kim) Check with Ciras and Herlihy—people who have left EC
- (Jean) I suggest we have a sign-out sheet with date/name; for the record, I returned the banner today
- (Joe) anyone have thoughts of where it might be?

(Don) This Saturday is Park Serve Day; I will be at Wachusett; people from Johnson Control's coming

(Paul) We have 94 events/trips over next few months; down about 20 from last year; Faith sent volunteer bulletin on risk management and it was excellent; going to wrap that into our training; I have White Mountain Outfitter Guide Contract Card, supposed to have this on you (ranger can stop you and ask for it); also have volunteer patches available -- good to have because people stop and ask about AMC

(David) IT discussion reminds me of distinction: there are 2 kinds of projects... you think in terms of a project progressing through various steps, if half way through project, and it's been 4 years, you can say "in another 4 years we'll be done"; then you get projects like Big-Dig... can't possibly cost more than double what we expected??? Some projects have this nature and when it does, you need to understand it doesn't follow ordinary rules; i.e. because we've gotten half our goals done, doesn't mean we've spent half our time; it means this is out of control and not going to get better; goals are unrealistic; they will not be doing website anytime soon no matter what they say

[8:24 PM]

Meeting Adjourned