

FENW Board Meeting Minutes
February 25, 2010

Attendees:

FENW: Currie Craven, Cyndi Koop, Bill Reed, George Resseguie, and Rick Warren
Special Guest: Bob Berwyn

Meeting Minutes – Minutes from the January 28 BD meeting were approved with one small change (Currie's going to Ft. Collins instead of The Springs).

Treasurer's Report

- As of January 31, there was \$23,575 in the FENW bank account, a \$3,800 increase from Dec. 31, 2009.
- A 2010 budget was discussed (see attached file "2010 Budget Development") that lists funding of \$34,011 and proposed spending of \$23,790, leaving a 2010 year-end balance of \$10,220. The budget also assumes FENW will refund \$2,500 of unspent funding for weed mitigation in 2009 to TSF. ***Board Motion: Approve the budget for 2010.***
- Regarding the \$2,500 of unspent grant money from The Summit Foundation (TSF) for weed mitigation, George R. and John T. to discuss options with TSF for either returning the money or applying it to other FENW projects in 2010. George R. to coordinate a meeting w/Lee Zimmerman in March.
- The Treasurer's Report was approved.

Business Items

Membership

- In January, deposited \$439.12 in dues (13 memberships); in February, \$40 (4 memberships) has been received.

Grants for 2010

- Because of successful grant funding awarded/received to date for 2010 projects, it was agreed to submit a grant to Colorado State Parks in the fall. Grant applications also are due to The Summit Foundation (TSF) and Towns in the fall – there was no discussion at this meeting.
- John T. has submitted a grant request for \$490 to the Pulling for Colorado organization; no notification received to date.
- Funding (\$10,000) for noxious weed mitigation has not been received yet from the NFF/Ski Area Fund.

Publicity

- Bob Berwyn was on hand to discuss publicity options available to FENW as follows:
 - Use a "social media" platform which is a combination of blogs, FaceBook, and Twitter with the following goals: grow membership, generate donations, improve awareness of FENW's efforts, and increase project participation.
 - Expand publicity to the Front Range.
 - Expand publicity to a younger audience using the social media platform.
 - Place articles in the Summit Daily.
 - Bob would set up a blog, Face Book, and Twitter "tools" and would take a lead role in preparing articles for local publication.
 - His fee is \$30/hour.
- Cyndi K. also discussed a publicity program with a local consultant (lives in Vail) recommended by Bill R. The consultant – Kaleidos Marketing Group – provided the following information:
 - Proposed 6 publicity "projects" – Trail Projects, Wilderness PR, Wilderness Outreach, Noxious Weed PR, Social Media, and Advocacy. Focus would be primarily on press releases to local media, with less priority placed on the use of "social media" because of the time requirements placed on BD members to provide content.
 - Fees are \$60/hour plus 6% for general administration expenses.

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Publicity, continued

- It is essential for publicity campaigns for the Wilderness Volunteer Ranger Programs in Summit and Eagle Counties and the recruitment of Crew Leaders to begin no later than the beginning of April.
- It was agreed to hire both Bob Berwyn to handle publicity efforts in Summit County and the Front Range and Kaleidos Marketing Group to handle publicity efforts in Eagle County. Cyndi K. will coordinate efforts with Bob Berwyn and Cyndi and Bill R. will coordinate efforts with Kaleidos. George R. will contact both Bob and Kaleidos Marketing Group to formalize contracts. **Board Motion: Authorize spending up to \$1,000 to hire consultants (Bob Berwyn/Kaleidos Marketing Group) for publicity campaigns beginning the first of April in Summit and Eagle Counties for the Wilderness Volunteer Ranger Program and recruiting of Crew Leaders.**

Fund Raising

- George R. will send a letter to the A-Basin Employee Environmental Fund participants who donated \$1,194 in 2010. Also, some form of recognition will be published in the SDN.
- It was agreed not to plan a fund-raiser for 2010 given the more than adequate funding on hand through grants, donations, and dues.

Trail Projects

- The following project dates were confirmed with the BD; Bill R. to confirm with Cindy Ebbert (USFS). Also, projects in July – September require further planning with the USFS.
 - June 5 – National Trails Day project with FDRD.
 - June 19 – FENW Gateways.
 - July 10 – Pulling for Colorado (P4C).
 - July 24 – FENW project/location TBD.
 - August 21 – FENN project/location TBD.
 - September 18 – FENW project/location TBD.

Volunteer Crew Leader Training

- It was agreed it is essential for FENW to identify and train Crew Leaders to support our trail projects. The publicity efforts (discussed previously) will focus on the recruitment.
- Local Crew Leader training is planned (FDRD) for May 7 and 8; a project in the field is planned for the 8th.

Weeds

No report.

Wilderness Volunteers (WV) – Summit County

- Cyndi K. will coordinate the program in 2010. She attended a pre-season meeting w/FDRD to set up training plans, reporting, etc.
- The WV training day will be May 8 at the Keystone Science School w/FDRD.

Eagle County

No Report (see other discussion in Publicity, above).

Signage

No report.

Tools & Equipment

No report.

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Advocacy

- Wilderness Friends – It was agreed to participate with the “Wilderness Friends” initiative and Currie will attend their first face-to-face meeting in Colorado Springs March 5-7.
- Hidden Gems – It was agreed to support an upcoming Hidden Gems publicity effort, perhaps by funding a venue, or providing other financial support. Currie also to encourage more inclusion of local wilderness folks in their efforts. Currie to handle next steps.
- Sierra Club – Rick W. has been asked to travel to Washington DC on March 7 – March 12 to lobby Congress regarding protection of the Arctic National Wildlife Refuge (ANWR) and a designation of the ANWR as a Wilderness area. After discussion it was agreed to formalize the following: **Board Resolution – FENW supports the designation of the ANWR as a Wilderness Area.** Any further FENW steps are TBD.

Website – All BD members again are asked to look at the website and provide updates to Rick W.

Next Meeting – Thursday, March 25 at 5:30 at the Dillon Ranger District.

Submitted by
George Resseguie, Secretary/Treasurer