
Friends of the Outlet, Inc. Meeting

Wednesday, June 27, 2018.

Attendees

Gwen Chamberlain, Kristi Hoag, Phil Rahr, Peg Thompson, Steve Miller, Mickey Orr, Rachel Knapton, Dan Condella, Nancy Tharp, Steve Stork, Rob Schwarting, Tom McGuigan

Meeting called to order at 7:03 PM (Lyon's National Bank)

Gwen:

Gwen mentions that latest electric bill was a credit, so it seems like our electric bill is straightening out.

Rob Schwarting recommends potentially getting solar panels donated to supply electric--could put solar panels on the pavillion. (More energy self-sufficient) Gwen recommends maybe by Seneca Mill where there isn't already electricity. Rob spoke with someone out of Ithaca who is often looking for "demonstration projects" so we may be able to take advantage of that.

Kristi recommends that this may be better brought up and focused on during a committee meeting (retreat or maintenance committee).

Purchasing Policy: add a statement that other local businesses can be approved as preferred members. Phil asks who is a preferred member (who we're already dealing with). Gwen says if there's a new business it's just subject to finance committee approval (as well as prior expenditures).

Finance committee will be meeting regularly every 3rd Wednesday at 10:45 AM.

Phil recommended adding the president as a person who is approved to make purchases.

Steve Stork makes motion and Kristi seconds, MOTION PASSES.

Public comment

no public present

Minutes of May meeting

Phil makes a motion, Gwen Seconds, MOTION PASS

Maintenance report

Presented by Mickey. Security cameras are done. Thanks to Dean Knapton, Covert Security, Martin's Garage. Marble's Glass donated (also thanks to Dean) and Knapp & Schlappi will help us out with expenses.



Maintenance Building will be moved around (much nicer for everyone). Plenty of room to start having board meetings down at Cascade. Electricity is up and running (there can be lights, just need bulbs).

Security training session took place on June 23. Will be useful if there is an incident we need to look for. It's not as though someone is constantly watching the feed. Room that computer/camera feed is in is set with an alarm.

Cascade is locked up again. There are 2 keys for the trail. One for gates and one for door--if you need a key for either, see Mickey.

Kristi asked about donation boxes--Concerns that someone has been taking donations out of the boxes, test was done and money was secure.

Dan mentioned that the town might supply a porta potty that would only need to be pulled in case of emergency. Gwen asked about timing, but may not be for another month.

Be mindful of picking up after events.

New surfaces, need to know which one we prefer as the board. Seneca Parking area done by Hansen.

Peg asked about tracks from horses down by Seneca, concerns about how the surface hardens up (needs rain?) and we haven't had the rain yet.

Discussion about how wide the finishing needs to be. Phil mentions that the base was different for both areas (which could affect final quality). Kristi asks about timeliness, Mickey encouraged the board members to go out and look so that there can be an informed consensus (7 foot vs. 5 foot wide). Mickey recommends the idea of having each company do half the trail (potentially). Phil asks if the width is based on the equipment, Mickey said no. Rob mentions that 5 is the size of a standard sidewalk.

Kristi assigned a deadline to submit opinions about finishing by July 10 so that we can move forward by the July 11 maintenance committee meeting.

Phil requests approval by financial committee before moving forward. (\$400,000 to finish the full trail.) (\$18,000 commitment from Yates county.)

Sluice pipe will be installed by Town of Milo for cost of pipe. Cave in wall will also be taken care of by the town.

Still need Duck Hunter involvement, just need a better contact perhaps?

Maintenance committee needs a vehicle for the trail (Gator, ATV, golf cart). (\$10-\$15,000?)

Steve Stork requests a quote for the financial committee when looking for a potential maintenance vehicle. Vehicle also has potential to make trail more accessible to handicapped patrons.

The Board commends Mickey and the maintenance crew for their continued hard work.

Financial Report

Steve Stork reports:

Dual signings for \$500 and over expenditures. Recording transfer of money more consistently. List of grants will be made up (when things are due) by next meeting. Focusing on sponsorships to raise money (for surfacing and fixing up our buildings). (Gwen has a meeting with Jim Carrey to go over Quickbooks.)

Checking Balance: \$44,394.84

Saving Balance: \$25,768.14

Rob Schwarting made the motion that President Gwen Chamberlain and Finance Chair Steve Stork be signatories on the LNB account with the Hansen Memorial Fund. Nancy seconds. MOTION PASSES. Gwen and Steve will meet with Joan Hansen at the bank to complete the paperwork.

Membership

Kristi reports: 341 members. (up from 61 two years ago)

14 new members. One gold member for \$1250. 18% left to renew from previous year. Would like to see us reach 500 members. Kristi encourages that we all recruit members, if we each recruit 10 members, we could reach our goal. \$11,630 in memberships.

Membership campaign will be mailed in October to area businesses. Kristi recommends hand delivering campaign mailings to encourage responses. November-November

Individual memberships are going well. That campaign letter goes out in January. February-February

Community Relations

Phil reports. Thank you to the board for everyone's help. Phil has heard nothing but good things from all attendees. Arts festival successful saw around 150 people. \$375 brought in that day.

Upcoming events: Story hours (1 PM cherry street parking lot)

Foraging walk with a hiker from PA

Photo contest (will all be submitted online) Voting contest online for prizes.

Next meeting is July 11 (time and place TBD)

Keuka College will not be coming to the trail during freshmen orientation. Optionally we could have some "opt-in" students as community service. Tough to know how many students we would have. Kristi asked about the date (August 25th). Suggestion is to hold off, keep communication channel open to future projects in the fall.

Electronic: 1400 people visited website.



Google Adwords: 85 people

Facebook 579 followers

9186 people have been reached by Facebook posts.

2700 interacted with content on our pages.

Trail guide boxes haven't been installed yet. Working on it

Walk for Water/National Trails Day--water bottles can be used at future events. Phil Palmesano attended and gave a commendation.

St. Michael's school picked up trash (100 pounds estimate). Way to go!

Rob asked if Plein air was done in conjunction with the arts council. No, but not for lack of trying. Hopeful that in the future we can make a more solid communication contact.

Over 350 people have been involved with our events over the past few months.

Long term Planning

Rob Schwarting reports:

Need for strategy for long term planning. Example plan presented (Rob stresses that it's an example only). Kristi recommends having a cohesive conversation as a board as opposed to submitting ideas independently. Kristi is in favor of a "retreat" to craft a long range plan that the entire board agrees upon. Rob agrees, but thinks it's important to get ideas down before that, but agrees that it's something we all need to do.

Suggestion of visiting other trails to check surfacing there, find comparison that way.

Gwen suggests having a brainstorming session that would create directives for each committee (financial, long-term, community relations, etc.).

Phil wonders if we should have outside input from others not on the board. Phil will come up with an informal survey to add to our discussion.

Gwen would like to hold a retreat, need time, place, outside facilitator. Homework assignments to check out places on trail that need discussion prior to this retreat.

July meeting isn't currently scheduled. Phil will send out a Google questionnaire to find out best date for retreat. 4 hour block.

President's report

Budget concerns: need to be more careful about planning our spending

Dresden head trail sign is in production now and will be delivered/installed in July. Hopefully unveiled during "Dresden Days"

Seneca Mills site sign is almost done.

Still waiting on \$5,000 from Verizon but we do have a signed contract



TAC funding can be applied for every year, might be useful for a mobile hotspot (Tourism advisory committee). Community Relations committee will look more into this.

Comments from the Board

Steve Miller wants to know about having distance markers for people who run/walk/jog the trails. Steve Stork said that “all trails” app has us on it with distances.

August Cascade meeting? Board approves.

Rachel mentions that the PYCSD is sponsoring a training for the Keuka Comfort 10k in September that will involve running on the trail.

Nancy moves, Phil seconds, MOTION PASSES for porta potty at Cherry Street

Steve Stork makes motion to adjourn at 8:46 pm, Peg seconds. MEETING ADJOURNED.