



**Tarheel Trailblazers July Executive Board Meeting  
Wednesday July 29, 2016**

**Call to Order: 6:25PM**

**Attendees:**

- Mark Sullivan
- Emily Watts
- Tom Ambroz
- Josh K.
- Will Washam

**Development and Finance:**

- Finance Update, and Funding Plans: \$26,700 in general fund.
  - \$7,000 2016 REI Grant
  - \$7,200 2015 REI Grant
  - \$9,000 General
  - Race to the Riverfront has not contributed yet.
  - Major funds come from REI Grants, Membership, and minor donations.
- 5, 10, 20 year plan
  - Item was briefly discussed. Brian noted over the next year he would like to board to begin laying out a plan for the future. Goals, vision, and mission. Not an immediate action item, only for thought at this time.
- Fundraising
  - Board expressed concern over REI being the largest donor, and the risk of losing them as a donor.
  - Discussed event options for events to increase income
    - Local pump track challenge: will require more infrastructure.
    - Super D, Festival, Short Track, Pump Track Challenge race on closed course at Signal Hill and associated festival.
    - It was noted this could be a part of the year end party and expanding upon the event.
    - Goal is to develop a signature event as a fundraiser.
  - Will to commence working on a structure for a Spring 2016 event at Signal Hill.
- Dropbox and Google Drive
  - Files to move to google drive
  - Brian to create file structure for approval.
  - Once file structure approve, brian and mark to move documents.
- Charlotte Chamber of Commerce: Brian laying the groundwork. Healthy Charlotte COmmittee is the right committee. Brian attended. The access to recreation facilities is on their priority matrix, but not yet top level. Brian to participate in committee to lay the foundation for when access to recreation is a priority.



### **Marketing, Membership & Events:**

- Facebook and Instagram: Over 100 views. Kudos given on its success in making things easier, clearer, and more concise message.
- CycloFest: Not reviewed.
- TriFolds
  - Tri Fold needed for events as hand outs.
  - Tri Folds to have list of trails, map of trails,
  - Abbreviated version to be created to hang on handle bars.
  - Moving forward with tri fold/hang tags
- End of Year Party
  - Date is now November 6th.
- Fall Camping Trip
  - October 7th and 8
  - Tom Planning
  - Board to open it up to other organizations if it's not full 45 days out.
- Other Events

### **Trail Development & Maintenance:**

- Lake Norman State Park
  - Mark to grab Bobcat to complete some trail work.
  - Will and Mark continuing to build relationships and work to pick up coordination since BigBikeMike Retirement.
  - Eagle Scout Project: There is a project in waiting to rebuild a feature where rebar has become exposed and needs increased maintenance
  - Work day to be scheduled for August 13th
  - Park Rangers are currently cutting trees. .
- Trail Counters:
  - Trail counters are having issues. New is \$550. Repair is +/1\$140 to repair.
  - Have 6 inductive pick ups and 2 optics left.
  - Current setup is time consuming and often problematic.
  - Motion to spend \$500 to renew trial subscription contract with the caveat to explore means to make it easier to install and remove by Brian Bradley. Seconded by Josh. 5 approved 1 abstention.
- Dixie River
  - No construction update. On hold for CMUD and Crescent to determine direction.
  - Crescent has requested a meeting on July 7. THTB to attend, listen, and state no objectives.
  - Motion made and approved to continue with trail construction
- Signal Hill Signage: Signal Hill has matured to the point where there are a lot of advanced trails and features, with minimal signage.
  - Motion to appropriate a maximum of \$500 for new signs at Signal Hill provided:
    - New signs to be expedited
    - Signs to be sent for legal review of language to mitigate risk, proono and will be sent to board if there is a cost.
    - Signage to be designed with the intent to become a standardized signage



- Made be will seconded by Brian. Unanimous pass
- Beatty Flow Trail
  - No progress on construction and fundraising as there is no champion for the project
  - \$5,000 spent on plans. Fund has \$10,000.
  - Board reaffirmed this is still a priority for the board
  - Actions:
    - Work to find a champion for the project by August 4th
    - Will review in August meeting.

**Actions, Responsible to complete, Date to complete by**

- Signal Hill Signage: Approved to proceed with signs. Tom to reach out to Jim for language review and process to approve.
- Beatty: To be addressed in August to find a Champion. If a champion can be found, built with what we have or use funds for other project
- Brian to move things from dropbox to Google Drive.
- Trifolds/Hangtags: Tom to work on this to get marketing materials to bike shops and to the public.
- Trail Counters: mark to renew serves and get projects serviced.
- Josh and Will to recommence Dixie River property and trail construction
- Next Board Meeting

**Meeting Adjournment: 9:15**