



Border Route Trail Association Board Meeting Minutes February 18, 2016

Attendees: John Elliot President, John Garbe, Bob Jarvis, Jarvis, Deena Reisman, Bob Westphal.

➤ Reports

○ President – John E.

- Merchandise vendors and supplies.
- Rovers grant of \$500.
- Missing from previous trips: 2 tool kits, 2 first aid kits.

○ Treasurer – Deena R.

• Income and Expense Report for 2015:

Beginning Bank Balance January 2015	7,532
* Trail Maintenance	
Trip Fees Collected	2,905
Trip Expenses Paid	(2,611)
Fuel and Equipment Cost	(723)
* Merchandise Sales	
Trail Guides	1,521
T-shirt Sales	105
Posters, Maps, Stickers	162
Postage, Shipping	65
* Memberships, Donations and Grants	
	1,353
* Other Expenses	
Dues to Partner Organizations	(185)
Publicity	(539)
* Net Income (Loss) for 2015	<u>1,923</u>
Ending Bank Balance December 2015	\$ 9,454

John E brought in another \$200 from online trail guide sales.

Deena sold many items at annual meeting for another \$228.

○ Web Master – John G.

• 2015 Year-End Report of borderoutetrail.org:

Visits per day, increased by a third since 2014 report (slack period is November-December)	32
Friends of BRTA members on website	441
Twin Cities Hiking members	6,522
Active Outdoors Duluth/Superior members	562
Facebook members	343

- Web Master – John G (continued).
 - Fixed broken links, researched a new shopping web page.
 - Most popular web pages: 2/3 visits to Home / Maps / Trails.
 - Links to BRTA site from DNR (50%), 'SocialButtons,' Superior Hiking.
 - Plan for new shopping web page will include 'shopping cart' with larger Shell access increasing monthly net fee by a few cents.
 - Order fulfillment will continue by John, Deena and Tom.

- Wilderness Trip Leader – Tom S. out of town, no report.
- Mechanized Trip Leader – Ed S. no report from Buenos Aires.
- Marketing – Open board position.
- Member at Large — Matt D. out of town, no report.

- Monthly topics
 - Reviewed/approved meeting minutes from last meeting.
 - Media events
 - Midwest Mountaineering Spring Expo **April 22 – 24**
Consider an "Intro to Trail Clearing" class.
 - Bloomington REI National Parks party **April 28**
 - Rovers Wild River State Park Spring Extravaganza **May 20-22**
 - John gave a newspaper interview, promoting training in outdoor skills and leadership.

- Current Project List Discussion
 - Updating merchandise vendors and supplies inventory for shows.
 - Consider adding Rose Cliffs (Lost Lake) loop addendum to Trail Guides.
 - Matt D will likely need to print more map sets.
 - Deena related the vicissitudes of T-shirt orders, 26 new shirts pending.
 - Posters may need to be ordered as well.

- New Topics
 - Upcoming Trips
 - Ed S. has posted a trip to Heston's **March 3 – 6**
 - Saw training by Forest Service, BRTA rep tbd **April 16 and 17**
 - Board members agree with using funds to underwrite trips as 'beavers are hard to train to cut trees on the trail, or haul off.'
 - Consider getting Conservation Corps of MN and IA (CCMI) to help trail clearing.
 - Wilderness First Aid course required prior to getting a Saw Certificate:
 - \$1,000 guaranteed by BRTA, 6 -16 attendees **March 19 and 20**
 - at SICO in Eden Prairie area, with Boy Scout instructor Tom S knows.
 - To be posted on MeetUp and Rovers, and ... tbd .

- Next meeting
 - **March 17^h** – Gary's place. Bob J. will bring the beer.