

**Worcester Chapter Executive Committee Meeting  
May 25, 2016**

**Attendees:** Dave Cole, Joe Massery, Tim Loftus, Sharon Whalen, Pat Lambert, Jose Schroen, Steve Ciras, Steve Crowe, Michele Simoneau, John Grote, Christina Ferretti, Gina Shea, David Elliott, Steve Ciras, Fred Mezynski, Barbara Dyer, Bruce Wester, Jean Sifleet, Kim Beauchemin, and guest Jonathan Dirodi (YM).

Official meeting called to order at 6:35 p.m.

Dave Cole presiding.

**NORMAL BUSINESS**

- Secretary's Report (Tim L.):  
The April 27, 2016 ExCom Meeting Minutes were approved.
  
- Treasurer's Report (Jose S.):  
The April 2016 Treasurer's Report was approved.
  
- Endowment Proposals Review and Approval (Pat L.):  
There were no Endowment Proposals submitted for review or approval.
  
- Volunteer of the Month (Joe M.):

There were fourteen Nominees for May 2016:

1. Deb Herlihy, nominated by Ed Bajakian, for her outstanding job orchestrating the Leadership Training Program.
2. Steph Keimig, nominated by Pat Lambert, for her outstanding help with the Leadership Training.
3. Gerry Fowley, nominated by John Grote, for helping with the rock climbing class in May at Crowe Hill.
4. Laurie Faille, nominated by John Grote, for helping with the rock climbing class in May at Crowe Hill.
5. Jeff Daub, nominated by John Grote, for helping with the rock climbing class in May at Crowe Hill.
6. Walt Lazarz, nominated by Joe Massery/Steve Ciras, for helping with the Chapter's Annual Picnic.
7. John Gau, nominated by Joe Massery/Steve Ciras, for helping with the Chapter's Annual Picnic.
8. Jean Langley, nominated by Joe Massery/Steve Ciras/Sharon Whalen, for helping with the Chapter's Annual Picnic.
9. Pat Fanjoy, nominated by Joe Massery/Steve Ciras, for helping with the Chapter's Annual Picnic.
10. Karen Maki, nominated by Joe Massery/Steve Ciras, for helping with the Chapter's Annual Picnic.

11. Mike Jones, nominated by Joe Massery/Steve Ciras/Pat Lambert, for helping with the Chapter's Annual Picnic.
12. Dave Laska, nominated by Joe Massery/Steve Ciras, for helping with the Chapter's Annual Picnic.
13. Manuela Capodanno, nominated by Joe Massery/Steve Ciras, for helping with the Chapter's Annual Picnic.
14. Tom Zumwalt, nominated by Joe Massery/Steve Ciras/Pat Lambert, for helping with the Chapter's Annual Picnic.

**MAY WINNER:**

Stephanie Krzyzewski, nominated by Charlie Arsenault/John Grote, for organizing the YM climbing event in March, and the YM social event in February.

**NEW BUSINESS**

• Operational Budget for the Worcester Chapter (Bruce):

Bruce brought up a trend that is happening with non-profits: the adoption of two-year budgets. The main benefit of adopting this for the Worcester Chapter would be saving committee time in developing a new budget every year. The budget can always be amended after as warranted for unexpected expenses.

Pat L. questioned whether a two-year budget would be acceptable to AMC considering their required yearly audits. She also brought up that an incoming activity chair (starting in the middle of a two-year budget cycle) may have other ideas for requiring additional expenses not budgeted.

The general consensus was that we should discuss this again at the start of the next budget process.

• Families' Activities in the warm season and how we can help (Sue):

Sue was not in attendance. Dave Cole told us that Sue had some ideas and will follow-up with him by email. Dave will distribute this information to the ExComm when available.

• Chapter Committee Retreat Information – What we gleaned (Christina/Dave/Joe):

The Retreat was held to discuss the bias, both positive and negative, towards certain generations in the AMC. Joe M. gave the example of an older leader planning events interested in only to that leader (and to a group of similar age participants), which may not meet the needs or interests of the YMs or similar group. Another example is that the Millennials may be reluctant to commit to an activity under the current method of activity registration.

Christina F. outlined the objectives of the Retreat:

1. Be able to identify welcoming and unwelcoming behaviors directed towards 20s and 30s & have consciousness of AMC's institutional (structural & cultural) bias.
2. Articulate why attracting and encouraging people in this phase of life is important to chapters and the club and identify the benefits of having 20s and 30s as active members.
3. Understand the steps chapters can take to encourage participation by 20's & 30's.
4. Set specific goals for increasing participation by 20's and 30's.

Participants to the Retreat then broke into subgroups to discuss specific topics pertaining to 20s and 30's age groups. The topics included: Audience Field in ActDB, Meetup, Mentoring, Opening up Leadership Opportunities, Path to Leadership, and Skills Instruction

- Website:

Also discussed at the Retreat were the many concerns about the usability of the AMC website (Outdoors.org). Doug Chamberlain, Maine Chapter Chair, has the knowledge and background in webpage design, is interested in getting personally involved with fixing the Outdoors.org site. Doug requested to the Retreat attendees to spread the word to email him concerning any website “bugs” that are found. Doug will then go to AMC with guidance on fixing those bugs.

This led to a discussion about the AMC Worcester Chapter website. The concerns expressed at tonight’s meeting were: broken links, it’s stagnant, photos are distorted, and the website needs content updates. Steve Ciras suggested that each committee chair review their portion of the chapter webpage and develop recommendations for updates, including the addition of content. These can be discussed at future ExComm meetings. He also recommended that the ExComm review one committee update per month. Sharon W. suggested we start with Hiking since that is the most popular activity.

Our go-to person for uploading anything to the Worcester Chapter website is Peter Arsenault. Contact information is: [PArsenault100@gmail.com](mailto:PArsenault100@gmail.com)

- Chapters’ Committee Central Fund:

This topic was on the agenda at the recent Chapter’s Retreat. The fund was originally designed to help chapters that have financial constraints. However, the Worcester Chapter doesn’t have the financial constraints as in the past (postage expenses for newsletters, for example). Currently there is an estimated \$7000-\$8000 in the Fund. Questions on whether to keep this fund or to dissolve it. Dave Cole said that a discussion on this will be part of the June ExComm meeting agenda.

- The Great 2016 Spring Picnic: What made it work so well – group discussion:

Ninety-five people attended the Spring Picnic (which included attendees and volunteers).

The ExComm thanked Joe for a good job organizing the picnic, and the dozen or more volunteers for helping with all the tasks needed to make the event a success. The excellent weather was also another big factor.

Joe said that most attendees had seen the advertisement for the Spring Picnic on social media (Facebook and Meet-Up) or through the AMC Worcester Chapter newsletter and email blast). He does not have data on which way was the most effective for drawing in attendees.

Other aspects that made this successful: an effort was made to make sure no one scheduled other activities for the Picnic date, and the activities held at the Spring Picnic were posted on the AMC website.

Recommendations for future picnic planning: continue with the above practices, print more (100?) flyers to hand out at various training events (WFA, Leadership, etc.) and to post at various locations (for example, New England Backpacker, gym/indoor rock climbing locations, etc.).

- Tolman Fund:

The Worcester Chapter gets only a small amount from the Tolman Fund each year. Will request more to help fund the upcoming Chapter’s 100<sup>th</sup> anniversary event.

## OLD BUSINESS

### Action Items:

- Final up-date on Photo Workshop (Deb, Mike, Steve Ciras):  
Steve reported that the next step in the planning stage is to determine the location and date.
- Proposed Up-Date to Chapter's Reimbursement Policy (Joe and subcommittee):  
Joe reported that the subcommittee will be meeting next week to work on the policy and will submit a revised recommendation at the next ExComm meeting.
- Annual Meeting – Budgeting (Sharon and subcommittee):  
Kim Beauchemin asked to join the subcommittee.
- Video Challenge (Dave Cole):  
Open.
- Advertising Revenue for Newsletter – What other chapters do (Bruce):  
Open.

## ROUND TABLE (all)

Dave Cole: Nancy C. will be sending email blast soon. Dave reminded the activity chairs that each month in the email blast there should be some information from one or a couple committees and should include a few descriptive sentences and photos representing that committee. Recommended upcoming monthly information blurbs are: July – YMs, August – climbing, September – Third Wednesday.

Kim Beauchemin: The Basic Wilderness Survival Skills Workshop will take place on July 31<sup>st</sup> in Rutland, MA. Topics include how to build a fire, shelters, etc. Steph K. assist in be leading this.

Barbara Dyer: Thanked Dave Cole for speaking at her son's Eagle Scout ceremony. She also acknowledged how her son's exposure to AMC throughout his youth helped to inspire him during his path to Eagle. Barbara will be leading a Mountain Classroom next weekend at Cardigan Lodge. Fifty-five kids will be attending. Pat Lambert will also participate as part of her On The Road With The Endowment Chair role. Barbara expressed thanks for the AMC donation (from the Endowment Fund) which reduced the participants' expenses from approximately \$250 per person to \$170 per person.

Pat Lambert: There was a leadership training event on April 30/May 1 with twenty-five people from the Worcester and Berkshire chapters attending (students and trainers). Pat said that the group worked well together as a team from the start of the weekend. She also thanked Deb H. for her great organizational skills that helped make this event so successful. A short discussion followed that not all trainees go on to be leaders. David Elliot shared his practice of using these leaders-in-training to help in nontraditional roles such as serving as registrars for his paddling activities. Additionally there was general agreement that leaders-in-training will need the experiences of co-leading and that leaders should keep this in mind when planning future activities.

John Grote: Expressed his frustration that there can be up to a 30% no show rate for his climbing activities. This is a problem especially when he has had to turn people away because the group

was registered as full. The discussion that followed supported suggestions that there could be a minimal charge for the activity (tends to reduce no-shows), and to overbook the event knowing that historically X% of those registered will be a no-show. John added that for those he wait listed, they will have the option of signing up first for the next event. No-shows from the last event will be automatically wait-listed (should they register) for the next activity.

David Elliot: The Paddling committee will be hosting a formal paddling training on Sunday, June 26<sup>th</sup>, on Holland Pond/Lake Siog. David is charging \$20 for this event and will refund this for cancellations up to one week prior to June 26<sup>th</sup>. David is renting boats from the NH Chapter for this event.

Jean Silfeet: Solicited ideas to help promote involvement in upcoming skiing activities. Ideas included piggy-backing a social event with a ski-related event (such as the ski movie night at Wachusett Mountain), and having a booth at the Annual Meeting (agreement that other activity chairs could also organize their own activity booths at the Annual Meeting).

Bruce Wester: Bruce acknowledged the work that Denny LaForce and Colleen McLaughlin did for running the Bike Touring Essentials Workshop on May 7th. There were approximately 24 attendees, an increase each of the last 4 years they have run the event. The workshop was held at the Assabet River National Wildlife Refuge, Hudson Rd, Sudbury. Bruce also told us that the meeting room at the Assabet River National Wildlife Refuge is available to 'conservation' groups like AMC free of charge.

Steve Crowe: National Trails Day will be June 4<sup>th</sup>. The Mid-State Trail and the Greater Worcester land Trust groups will be holding an event at the Sibley Farm area in Spencer. Mike Foley will also lead an event at Mt. Wachusett followed by a BBQ. On June 25<sup>th</sup> Steve will be working with Wachusett staff on training event for the Adopt-A-Trail program.

Steve Ciras: Will be part of an entourage visiting the Phoenix shelter to check on work that the Worcester Chapter has financially supported (construction of a tent platform, picnic table), and to talk with the organizers about a potential future project (bridge work on a nearby trail).

Meeting adjourned: 8:25 pm