

AMC Worcester Chapter
Executive Committee Meeting - Minutes: March 28, 2018

Boylston Historical Society: 7 Central Street, Boylston, Mass.

Attending:

| | | | |
|-------------------|----------------|-------------------|---------------------|
| Joe Massery | Kim Beauchemin | Jose Schroen | Sue Serra (minutes) |
| Patricia Lambert | Debi Garlick | Fred Mezynski | Jon DiRodi |
| Michele Simoneau | David Elliott | Jean Langley | Alexandra Molnar |
| Zenya Molnar | Claudine Mapa | Lauren Rothermich | Kim Simpson |
| Charles Arsenault | John Grote | Stephen Crowe | Deb Herlihy |
| Ingrid Molnar | Steve Ciras | Stephanie Murphy | Mike Foley |
| Neil Schutzman | | | |

Guest: Shalin Desai - Appalachian Trail Conservancy, new Worcester Chapter member

[6:32 PM]

Meeting was called to order

Joe Massery presiding

REGULAR BUSINESS

[6:32 PM]

February Meeting Minutes (Sue)

Following updates were made:

- Corrected misc. typos (thanks to Jean, Pat and Joe)
- Endowment Committee Report updates as follows:
 - Corrected second Endowment Request to include Bill Spaciapoli's full name
 - Corrected projected AMC request for YOP to read \$5000 per year (not \$500) for Worcester YOP Summit Site
 - Clarified the draft request from Steve Crow is "approximately" \$1500
- Under Central Regional Director Opening, clarified that it has been challenging to find candidates specifically "from Berkshire and Mohawk Hudson"
- For 2018 Worcester Chapter Annual Meeting Format/Date added Joe's decision we'll go with the November 14 "3rd" Wednesday for our election date. The details will be finalized as the date gets closer.

- Updated Charlie's statement regarding election requirements to read "Required to have Ecom slate of candidates advertised to membership at least 60 days before Annual Meeting."
- Action items: updated that items below are DONE:
 - Send Summit link to Susannah at Club
 - Plan for boat rental/lending program
 - Set format and date for business/election portion of 2018 Annual Meeting
- Action item for 2018 Nominating Committee updated to read "Planned for April"

February Minutes APPROVED with above changes

[6:35 PM]

February Treasurer's Report (Jose)

- Pat confirmed everything is good regarding Endowment Budget
- Updated Paddling budget from \$250 to \$1000; with note that it was approved as of February ECom meeting
- Moved "Will be part of 100th year anniversary" from row 10 to row 9, to align with Annual Meeting (not the Backpack Workshop)
- Pat mentioned a request for the Chapter reserves transfer of \$10,000 should be made. Jose reported that request was made and via Faith Salter and the transfer was approved.

February Treasury Report APPROVED with above changes.

[6:50 PM]

Endowment Committee Report (Pat)

Received 2 Endowment requests: Project Healing Waters, and AMC Youth Opportunities Program (YOP) Worcester Summit Site; sent out to Executive Committee on March 16th

The current funds available for requests is \$10,639.

- 1) **Project Healing Waters:** The Endowment Committee recommends for approval the full amount requested for Project Healing Waters of \$3,000. This is the same amount approved for 2017. Funds approved for this request will be paid directly to AMC Reservations for lodging at Mediwisla (part of Maine Woods).

Bill Manzer; takes war vets to Maine Woods for fly fishing, paddling, hiking, etc.; this opportunity allows veterans suffering from PTSD to experience outdoors and nature in safe environment; AMC staff also works closely with them; this is the 3rd year for the trip

Project Healing Waters will also contribute funding of \$2,000 to make the trip possible (\$5,000 total)

Open discussion:

- (Steph) Is this for this fiscal year's budget? Does it fit within the new request deadline?
- (Pat) Yes, request is against this calendar year, and was submitted ahead of June 5th deadline
- (Neil) What will we have left for other requests; around how much money would be available if both are approved?
- (Pat) Outstanding requests include Steve Crowe 100th Anniversary books, and YOP (tbd this meeting); there will be \$2,600 left in the budget; we [Endowment] will receive a payment in 3rd quarter (usually in July) and has typically been a little over \$25,000; that \$25,000 would be used for calendar 2019; the July deadline is for calendar year 2019; this is a transition year so that is why we have the two deadlines (June/July)

Motion to approve request for Project healing Waters **APPROVED**

- 2) Worcester Summit Site YOP: The Endowment Committee recommends for approval the 3-year request from YOP for \$5,000 per year. This is the same structure (timeline, annual amount) as the prior request approved in 2015.

The \$5,000 per year is slated strictly for Worcester Summit Site (not general YOP); funding is used for training and to help offset other expenses related to Worcester Summit.

Open discussion:

- (Steve Crowe) Has the Endowment Committee had a discussion on how this fits into the big picture?
- (Pat) We get \$25,000 per year so that will leave us with \$20,000 each year for other purposes
- (Neil) It is a significant percentage of available funds; I don't have any objections for this year, but don't like us being committed to that amount of money without knowing what the other potential requests are
- (Pat) We make the decision each year, so we can evaluate annually and make any adjustments if, from a Chapter funding perspective, we can't afford the whole \$5,000 that year; YOP provides an annual report each year so we can review and make sure they are fulfilling their commitments and we are on board

Motion to approve \$5,000 request from Worcester YOP **APPROVED**

Additional Endowment discussion:

Endowment did receive one additional request in February (not sent out to ECom) from Chris Fogarty for a leadership program at Camp Kieve-Wavus. This required evaluation at club level because they are a 503c organization and, after careful discussion, the club did not approve.

[6:45 PM]

Volunteer of the Month (Kim B)

March Nominations (3):

- JEFFREY JARRETT MAYES nominated by Chris Fogarty
For leadership training, AMC UOP training, paddle leaders, train-the-trainer graduate, grab the bull by the horns flip it over...
- PAUL SAULNIER nominated by Barb Dyer
For putting together an amazing sold-out, low-cost trip annually (Shapleigh ski trip) which includes, homemade cooking, music show, and being ski leaders, both Nordic and downhill.
- DAVID LASKA nominated by Barb Dyer
For putting together an amazing sold-out, low-cost trip annually (Shapleigh ski trip) which includes, homemade cooking, music show, and being ski leaders, both Nordic and downhill.

March VOM winner: PAUL GLAZEBROOK

Nominated by several members for planning and leadership of the Welch-Dickey hike in January, and your support of this year's Inner Winter Hiker program.

March VOM APPROVED

[7:01 PM]

NEW BUSINESS

Calendar; Club News (Joe)

Annual Meeting Election will be held on November 14th at the 3rd Wednesday; everything else (awards, speakers, dinner, etc.) will be done at the Gala

Note from Faith Salter: She is getting an increase in complaints from people that they are being asked by AMC leaders to join the AMC or prove their membership to get added to trips or be prioritized for training. This practice is against AMC policy and not approved; the policy prohibits us from disallowing participation and/or prioritizing member vs non-member in any activity.

[7:05]

Read-out from Planning Meeting team - Expanding YM (Steph)

We have 5 major goals for YM

- Awareness and visibility:
 - Engage with local outing clubs (e.g. UMASS, WPI, Clark, etc.)
 - Marketing/branding via t-shirts & swag (carabiners etc.) challenge is that we did not budget for this, but may end up spending our t-shirt budget on swag because we are having difficulty getting a logo for t-shirt
 - Update web pages, establish social media presence
- Drive people to become members
 - Charging our leaders to talk about membership on trips (perks)
 - Encourage people to sign up via Worcester Chapter so we receive portion (\$5); and potentially use that to subsidize part of their membership cost
 - Remind/encourage people to renew membership (via FB, etc.)
- Increase participation on trips
 - Capture data on members interest so we can offer activities that appeal
 - GWLT hikes; encourage local/more gentle activities; incorporate conservation
 - Skill based and themed activities (e.g. foraging, bushwhacking, yoga)
 - Mirror this themed component on 3rd Wednesday
- Convert from participant to leader
 - Encourage, talk about benefits, etc.
- Convert from Leader to Exec/Chapter Leadership
 - Keep on nomination committee

[7:22]

Conservation Plan for 2018 (Jon)

Gina and Jon attended LWCF in February; this was debut for AMC with their own table; exhibitors include Mass Land Trust Coalition, DCR, Mass Audubon, agencies from Berkshires, etc.; discussed how we could come together and help each other out on shared projects. Considering working with Mass Audubon on some conservation projects, lead trips, etc.

Summary of event topics:

- Nature is healing
- Climate change
 - bio diversity reduces effects of climate change
 - how to mitigate hazards in future
 - coastline has seen greatest effects (reduction in coastline)
- Grant meeting; eligible programs

Goal for next year is to have AMC be a sponsor of conference in future; get our name out for conservation, meet with other groups and help solve issues; action item to contact registrar

- Group feels that sponsorship should be from Club level (not Worcester Chapter); follow-up should be to reach out to CPC and Conservation Committee

Jon will be holding hike on Earth Day, April 27th, that will promote/discuss conservation

[7:32]

Update on 100th Anniversary Plans – Gala, Activities (Steve Ciras)

100th Anniversary Activities: There are 46 events already scheduled this year (would be nice to get to 100); 22 upcoming/24 completed

- Would like to see more local hikes

Gala Event: Overall, we are in good shape

- Identified and scheduled all events: game night, campfire with musical jam night, breakfast with John Judge; reception, history presentation, meals, award, campfire with professional music
- Resources/hierarchy (low to high):
 - Activity Leaders – currently need more resources for leading activities (mostly Friday); all levels (easy to hard)
 - Coordinators (responsible for schedule, resources, etc.)
 - On site Director
 - Steve Ciras
- Looking into shifting budget from some activities to others; generally, in good shape.

[7:15]

Help Wanted (Charlie)

Alex, Zenya, and I have pulled together a short guide for “How to create an AMC Worcester help wanted ad” for attracting volunteers to open positions. Created a template for communications processes; i.e. “I need someone to do XYZ”

- This guide/template is live (sent out last revision)

[7:43]

DEI (Diversity Equity Inclusion) Info Session for Worcester (Joe)

- This is an AMC priority
- Goal is for our chapter and all activities to be welcoming to everyone
- DEI trainers are available to us at no cost; we can set up a workshop

Open Discussion:

- (Steph) I recommend the training; did case studies to expose biases; suggest opening to broad audience, e.g. all leaders
- (Neil) We need to get people of different ethnicity/background to be leaders; we can be trained in how to be sensitive, but that doesn't get them to participate; need to reach out to other groups
- (Alex) I took the training and was very informative – there are so many components, e.g. gender, economics, etc.; I suggest having the training and then create a smaller group to strategize
- (David) Our only current diversity is women
- (Joe) This is not being pushed on us, only encouraged; this training is very enlightening and very helpful; not much downside
- (Shalin) It's a 2-step process;
 1. What does it mean for your group? Diversity should look like demographics from where you are from; think about what that means for AMC Worcester Chapter, not what it means for someone else
 2. Awareness/training is one thing but needs to translate to actionable things; communications and programmatic (e.g. if hold something during week day you automatically exclude working people); also consider *where* are you holding events and activities
- (Jean) How do we as an organization reach out to a diverse audience? It would be a good idea to have a strategy
- (Joe) Who can volunteer to take this on; set up a plan for training?
Note that Claudine, Jean, Jose, and Alex volunteered

[7:55]

Request from CT to lead hikes for Fall Gathering (Debi)

Received request from CT AMC to help with Fall Gathering on October 12-14th, held at Camp Woodstock, CT; looking for leaders in all activities; will provide lodging/camping for those who help lead activities

(Steve Ciras) Do they have a list of activities they need help with?

(Debi G.) No, they also need help planning hikes

(Pat) Chapters sometimes need help with their Fall Gathering, but with the work required for our chapter's Gala, we should be conservative in offering our help to CT. We should ask CT to be more specific as to what hikes and activities they need help with.

[8:01]

MA specialty license plate for App. Trail (Joe)

Berkshire chapter has launched effort to issue AMC specialty license plates

Cost individuals \$100 every 2 years; a \$60 registration fee plus a \$40 special plate fee

- \$28 of initial \$40 fee would go to the Berkshire Chapter's AT Committee, and is tax deductible to the purchaser
- Upon renewal (every two years), the entire special plate fee (\$40) would go to the AT Committee, and would be fully tax deductible.

Asking for help by going to a poll where you can express your interest level; need a certain amount to show interest to take next step to get approved

- Put on FB but will send follow-up email
- Polling ends at end of April

(Pat) Suggest put this in newsletter or monthly blast

[8:08]

SaveAround (Barbara)

SaveAround is a fund-raising organization to raise money for our chapter

They market coupon books (do all selling, etc.); we just need to provide membership list, but in the wake of the recent data breach in FB, I personally wouldn't be comfortable

(Pat) We should let club know, pass on to Faith, because they may be reaching out to other chapters; this is a club level type of thing

(David E.) I've seen these coupon books and am not impressed; they are lousy and inappropriate for AMC

(Jean) This raised a question for me... Do we screen people who want to post on our Facebook and can anyone who has access to our page post/sell product on our page?

(Barb) I would take that down

(Joe) This type of fundraising isn't allowed per Club guidelines. We will pass on this.

Food for March 28 EC meeting

Volunteer for food is Barb

[8:15 PM]

OLD BUSINESS

Action Items (Joe)

- Update group mailing lists – are these all working OK? [Deb H] DONE
- Update signature card at bank. [Jose, Kim B] OPEN
- Regularly upload official Chapter documents to Summit; e.g. minutes, EC meeting agendas, treasurer reports, policies, workshop plans, etc. [All]
- 2018 Nominating Committee: Plan, schedule, members. [Dave C] Planned for April. OPEN
- Reconvene Chapter Finance Committee in April for mid-year budget/expense review [Joe] OPEN
- Chapter website refresh & platform migration – status report [Kim] OPEN
 - Kim sent Faith email asking how/when to get started... waiting to hear back
 - Kim to set a subcommittee meeting for site updates with Charlie and Deb H.

[8:00 PM]

Round table (All)

- (Jean) When gathering materials for event, I found business cards had Joy St. address; I contacted AMC to see if they had any updated materials, but they do not; does anyone know where these were printed; who has access?
 - (Charlie) I can order more
 - (Joe) VistaPrint will print for 500 for \$15; template is in Summit
- (Deb H) We trained our leaders last 2 weekends in a row for Wilderness First Aid; 73 participants; was very successful; covered a lot of our expenses; received a lot of kudos from people
- (Jean) Request for 3rd Wednesday of April (April 18th); I won't be here; can anyone cover this in case there are new people who want an introduction?

- (Claudine) Received email from Greg Doerfchler about how to unify the outing clubs; he previously ran Clark outing club for 12 years; was well established (e.g. transportation for students, etc.); has left Clark and trying to start a cooperative with outing clubs in Worcester (currently applying for grants); can we invite him to meeting to see how AMC/or Worcester Chapter can be involved and help support program?
 - (Joe) Welcome to come and participate in meeting; may be better to participate in a YM Committee meeting
 - (Charlie) great idea; see what he's thinking about; will need to get involved at club level; make sure we share same mission/goals; formality but will eventually be required to sign forms if we do things together
- (Barb) Propose we change the banner pic on our Facebook page (it's distorted) so I would like to put out a call for a nice scenery shot of Worcester County from our members
- (Steve Crowe) Working on event for Nationals trails day at Wachusett; Colin Novik trying to come up with intern for some work started; scheduled meeting with Jeff Crowley, he wants to work with us/help; also working with Chuck Tracy from National park service
 - (Steve Ciras) There is a tile for volunteer opportunities on website; 80% are looking for help on trail maintenance; we should start utilizing that
- (Deb G.) Denise finished her winter 48 this year so congratulate her; had hike leaders meeting in March want to thank all those who showed; the 3 activities (hike, bike, paddle) will have 100th Anniversary trip at Tanglewood where each will offer their own activity and then all 3 groups will go to Tanglewood on Sunday
- (Alex) email contributions for spring newsletter
- (Pat) Lauren is now a qualified up-country winter hike leader
- (Steve Ciras) Doug Teschner (spoke at last Annual Meeting) will be leading a long slow hike on Hancock Trail in August
- (Joe) I'm encountering situations where, if you want to hold an activity on DCR property, you may have to fill out a Group Use Permit form, and possibly more; there is info online about form but nothing that explains rules (e.g. what areas require permit?)
 - (David E) requirement of DCR is that you can't charge for your event
 - (David E) The Army Corps of Engineers has similar form; it is considered a courtesy; sometimes this is just verbal conversation
 - (Joe) best to contact someone and find out requirements
 - (Deb H) In the past it was just a phone call
 - (Joe) This has changed and now there are online forms, etc.
 - (David E) I have been told they won't charge AMC

- (Joe) Our chapter is being charged for the Backpacking Gear Shakedown at Upton State Forest

[8:21 PM]

Meeting Adjourned