



**Ozark Trail Association
Monthly Staff Meeting
Alpine Shop, Kirkwood, MO
Tuesday, July 12, 2016**

Meeting opened at 7:00 P.M. by Roger Allison

Attendees: Roger Alison, Jeff Goetter, Rick Wolfram, Brad Brockmeier, Perry Whitaker, Steve Liescheidt, Don Schulte, Mark Goforth

Welcome to Visitors

- No one this month

Leadership Conference and Summer Board Meeting

- CRSP is not available so the new plan is to be in Potosi on July 30th
- Open to anyone, but seating may be limited, see the web site for more details
- This will be a One-day conference with emphasis on strategic planning for OTA
- There will be Breakout sessions for board members and other OTA leaders
 - Finance and Fundraising: Where is our revenue coming from in 2017?
 - Construction and Maintenance-Planning for 2017 and beyond.
 - Rules, Governance, Audit and Compliance Committee: Choosing new leaders for OTA

Office Related

- Granger-Thye Agreement with the USFS for the OTA Office Building
 - Received agreement need to review and sign.
 - Need to finish 2015 list. Maybe in August.

Construction and Maintenance of New and Existing Trails

- Committee & Maintenance Committee Report
 - Some funds are available and the recommendation is to purchase 2 weed eaters and a power sickle device
 - Summer mowing underway
 - Volunteers outing have happened and some coming
 - Fall Outing Schedule has been posted on the web
 - First Annual Ozark Trail- Trail College October 1, 2016 @ Brushy Creek Resort
 - Joint effort with Missouri Backcountry Horsemen
 - Brad Brockmeier is the college registrar
 - Membership has its privileges. Seats are limited
 - Will include Sawyer Certification (there will be a limited number of slots)
 - Re-certification of Sawyers will be addressed by J Brooks and Mark Goforth in the fall
 - Crew Leader Training 2016—Scheduled for 8/13/16

Promotion of the Ozark Trail & Development of the Ozark Trail

- Education, Outreach, and Communication Committee Report
 - Promotions (Past)
 - KWMU – NPR Panel Discussion Event was held on June 23 and Roger and Ken took part
 - Promotions (Upcoming)
 - INSERT EVENTS FROM THE WEB
- OT 100
 - 45 signed up so far, this is 60 behind the pace from last year
 - Lexi Glynnias has put together a sponsorship program
 - 5% discount for teams of 5 or more
 - Need to start marketing this more aggressively
- Map Sales
 - Still need more aggressive Section Map marketing
 - Discussion was held if this topic needs to stay on the agenda each month.
 - Sales have been pretty steady and a grant covered them so there is not that much of a need to really push sales in the attendee's minds
 - Suggestion was made to hold a sale at Christmas
 - The poster size map is nearing completion
 - Mark Goforth showed 2 samples of the large maps funded by LAD
 - 1st one is standard poster size and is a modification of the one that was developed for the 2015 Trails Symposium
 - 2nd one is also standard poster size and it a topo variety with not as much text on it and it shows more of the SE side of the state
 - Discussion was held on style to use, cost, and how many
 - Decision was made for 2500 of 2-side maps (both demos) and sell @ \$15 plus shipping

General Administrative Activities, OTA Overhead, and General Revenue

- Finance Committee Report
 - No Report this month
- Fundraising Subcommittee report
 - No Report this month
- Eagle Scout Project – July 23rd
 - Don is working with a Scout and could use some additional help on the 23rd
- Spring Hike Fundraiser
 - Steve Liescheidt is spearheading a hike fundraiser with the purpose to
 - Raise Money
 - OT & OTA Awareness
 - Goal is \$1250 per hike, plus &7500 in sponsorships
 - Already have 1 \$500 sponsor, the Post Bar & Grill
 - There are 5 people on the committee so far and Steve would like 3 more
- Round Spring Trail in NPS
 - NEPA for Round Spring trail nearly done
 - Need to start scheduling scouting outings and start planning execution of project

Open Discussion

- None

Meeting was adjourned at 8:50 PM

Next Staff Meeting: August 9, 2016 @ Powder Valley

Next Board Meeting: July 30th, 2016 @ Potosi

Next Ozark Trail Council Meeting: To Be Determined

For the OTA

Jeffery J Goetter

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Secretary, Ozark Trail Association