



**Ozark Trail Association
Monthly Meeting
Powder Valley Nature Center, Kirkwood, MO
Tuesday, October 11, 2016**

Meeting opened at 6:00 P.M. by Roger Allison

Attendees: Jeff Goetter, Roger Allison, Mark Seesing, Kathie Brennan, Perry Whitaker, Don Schulte, Glenn Meyer

Welcome to Visitors

- None

Fall Board Meeting

- The meeting date has been set for November 19th, 2016, in Potosi
- The Rules, Governance, Audit and Compliance Committee has met to consider by-law changes and process for recruiting new board members, Ken Kurtz needs to send draft out to the whole board

Construction and Maintenance of New and Existing Trails

- Construction and Maintenance Committee Report
 - First Annual Ozark Trail Skills College was a big success
 - Status of Summer Mowing / Cost Share
 - Invoice is in work and Roger will be talking with Abi to see how much is left, if any
 - Scott Hadyen is working on getting new wood signs for Harmon Springs
 - Marble Creek Reroute at Crane Lake has been approved, we may not be involved in building
 - Round Spring Trail
 - Scouting work has been going on to get the route flagged
 - Builds may be able to start in December if things go well
 - May have access to a free AmeriCorps crew in the future
 - Fundraising Idea: Do a Kickstarter and have as an incentive for donations to the Round Spring section will get something, one level could be the section map when the trail map is printed
 - Mega
 - A volunteer crew will be making the lunches Friday night
 - Band will not be there to 7PM
 - Trailers will be moved over on Thursday and all tools should be out Friday morning
 - There will be safety poster put in place to remind people to wear their PPE
 - Kathy will have her laptop available to get people to do the Michelob Ultra votes

Promotion of the Ozark Trail & Development of the Ozark Trail

- Alpine Swap
 - The Swap will October 21-23 and they would like us to have a table
- OT-100/OT-50 Committee
 - Net Funds received were \$11, 273.50
 - Cash Expense are around \$6000, still have a few expenses to figure in
 - If the race is held again a new race director for next year, Roger is suggesting contracting the management out as some of the comments talked about needing someone who knows biking. Roger is going to write up a RFP for this. More discussion needs to be held on this.
- Map Sales
 - Poster Map will be ready for pick up this week
 - 2500 for first run
 - \$25 plus P&H (TBD) or free with \$100 donation through the end of the year
 - Holiday Special Time for the Section Maps
 - All for \$99 plus P&H (TBD)
 - Roger will ask Todd to put it on the website
- OT Challenge Hike Planning Update:
 - There will be an informational tent and registration opportunities at the MEGA weekend.
 - There are multiple sites for the Hike
 - The OTA website has a dedicated page for the hike where people can "register" to get more information.
 - There is a dedicated OT Challenge Hike Facebook page for those who register for the event.
 - The fund raising page website has been established through a site called Crowdrise for hikers to get online donations.
 - There are business sponsor opportunities and we encourage all involved with the OTA to help solicit sponsors
 - October and November are the months where we NEED huge PR for this event including everyone in the OTA leadership and volunteer base to give consideration to participating in this event to help raise these vital funds to benefit the OTA. I would especially like each OTA Board member to give consideration in participating in this event and consider help get at least one sponsor to support this event. Sponsor information and registration form is on the OTA website hike page along with the hiker registration page.
 - Interest Meetings are set up for the Alpine Shop in Kirkwood for Tuesday, Oct 11 and Wednesday, Oct 26 - both on their website calendar. Also, an Interest Meeting is set up at REI on November 21st.

- The potential for fund raising for this event is close to \$60,000 if we all work hard to promote it and participate in it.
- We are in need of the event insurance rider for the event and committee coverage in order to finalize the permitting.
- The National Forestry Service has agreed to waive their fees for this event since it is for fund raising for the OTA.
- All donations to the OTA are tax deductible so this is a huge opportunity to get donations for tax deductions for 2016 if we can get everyone to help promote this event.
- We are in need of input on why people should consider supporting the OTA --- any and all help with this is appreciated. We are looking for brief bullet point reasons someone would donate to the OTA.

General Administrative Activities, OTA Overhead, General Revenue

- The Form 990 for 2015 should have been submitted, waiting for confirmation from the accountant
- Fund raising committee meet on 9/27/16 – See attachment 1 for the notes
- Membership – plan on monthly emails to people who need to renew
- Michelob Ultra Extra Mile Campaign –
 - Through November 26th, Michelob ULTRA is donating a portion of every case sold with the goal of raising and distributing up to \$200,000 between 12 deserving trail restoration projects. Get the word out to everyone you know to vote for the OT

Granger-Thye Agreement with USFS for OTA House

- The 2016 agreement has been signed
- There are still items on the 2015 list too complete
- List hanging up on the white board in the basement
- Scott Hayden acquire Exit signs for the house and Kathie team put them up last weekend
- Bill Cain has an associate who will help do some of the electrical stuff

Open Discussion

- None

Meeting was adjourned at 8:00 PM

Next Monthly Meeting: November 08, 2016 @ The Alpine Shop, Kirkwood, Mo

Next Board Meeting: November 19th, 2016 @ Potosi

Next Ozark Trail Council Meeting: To Be Determined

For the OTA

Jeffery J Goetter

Jeffery J Goetter

Secretary, Ozark Trail Association

**Finance & Fundraising Sub-Committee Meeting Agenda
September 27, 2016 • 8:00pm**

Lexi Glynias, Mike Kurtz, Abi Jackson

SPONSORSHIPS

A. Corporate sponsorships

- Lexi is sending Abi the request lists from both the OT100MTB and Challenge Hike so that those names can be removed from the general request list and we aren't asking for funding from the same companies multiple times.

GRANTS

A. Grant Updates

- LAD- southern tool cache – We were invited to submit a full proposal. It was submitted on 8/30.
- AHS/Michelob Ultra – OT is in first with 22.3% of votes, followed by the San Diego River Trail with 16.4%, then 11.9%, 10.8%. End date: Nov 26. Base \$5,000 will be received by year-end and remaining is expected around March of 2016.

B. AHS Promotion – The amount of this grant is dependent upon the number of votes the Ozark Trail gets and the amount of beer they sell. We need to come up with a strategy to get the highest amount possible.

MEMBERSHIP

- A. Membership program – The group working on this is finalizing the new levels and will be revealing them in the next couple of weeks. Discussed including stickers or window clings instead of patches in kits.
- B. Membership booth for Fall Mega – Plan is to have someone speak about the importance of membership during dinner and encouraging people to visit the table to see if their membership is expired. This would mean we would need to bring a laptop with the database. Also, discussed offering free raffle tickets for those that renew/purchase a membership that day.

DONATIONS

- A. Year-end donation strategy – Send out thank yous now, to warm donors up for the year-end appeal. Discussed giving a list of 20-25 members/donors to each board member to email/mail/call and thank them for their contribution.
- B. Blue Cosmo satellite phones- This company would like to include link to their website on our links page and would give us 5% of sales generated through our website. Didn't come to conclusion- will be contacting others for input.

MERCHANDISE

- A. Full trail map posters update – Will have a proof soon and once approved, turn-around on printing is 4-5 days. Hope to have them ready to sell at Mega.

EVENTS

- A. One Day Hike Race – May or June will not work, but interested in the idea and would like to talk to Matt Ankney to discuss further.
- B. Spring Charity Hike update- Donor pages are up, printed materials are being finalized, informational meeting is being planned, promotional materials in the works.
- C. OT100MTB Summary- Things went well. Follow-up survey goes out on 9/28.