



**Ozark Trail Association  
Monthly Business Meeting  
Zoom Meeting  
Tuesday, October 10, 2023**

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**Meeting opened at 7:00 P.M. by Jeff Goetter**

**Attendees:** Jeff Goetter, Cathy Renth, Terry Hawn, James Schneider, Garrett Doak, Don Schulte, Kristen Schafer, Hannah Hussey, Tim Seener

- Garrett Doak and Kristen Schafer presented the Sponsor-a-Segment prototype program. The PowerPoint file is attached that discusses it in detail.
  - Approval was granted for them to proceed.
  
- Jim Schinder presented the proposed updated Committee Descriptions Draft related to the Recruiting and Nominating. Drafts are attached.
  - The committee chairs present at this meeting approved their drafts.
  - The next steps proposed by Jim were approved to go forward.
    - Determine which officer and committee positions we need to recruit and identify potential candidates.
    - Complete job descriptions as agreed.
    - Publicize each committee's role via social media on a regular schedule and invite participation as member or leader.
  
- The group also discussed if we need to search for additional Board Members. At this time, it was decided that the current level of 8 is satisfactory, but we will entertain anyone who is interested and look at reaching out to our more active volunteers.

Don Schulte is back in town and would like to assist setting up another Capital Day in Jefferson City

If anyone has not heard it the Mighty Blue podcast Kathie Brennan was part of is available at this link.

<https://podcasts.apple.com/us/podcast/episode-387-kathie-brennan/id1157619382?i=1000624734642>

There was some discussion as we will hold a meeting in November since the Board Meeting is 4 days later. This will be decided when we get closer.

There being no further business the meeting was adjourned at 8:10 PM

**Next Monthly Business Meeting:** November 14, 2023, via Zoom

**Next Board Meeting:** November 18, 2023, as a Zoom only meeting

**Next Ozark Trail Council Meeting:** TBD

For the OTA

*Jeffery J Goetter*

**Jeffery J Goetter**

Secretary, Ozark Trail Association

## Today's Objectives

- Explain Sponsor-A-Segment purpose and scope
- Explain project limitations/constraints
- Explore key open decisions
- Examine current schedule and next steps
- Time constrained; please hold questions



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## Sponsor-A-Segment

- Objective: Raise funds for OTA Endowment Fund by selling “segment sponsorships”
  - Symbolic, one-time sponsorship; no OT rights (think “name-a-star”)
  - Minimize admin overhead / involvement by COO
- Patterned after other trail organizations
  - Tahoe Rim Trail
  - Palmetto Trail



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## Design Elements

- Each segment will be one-tenth of a mile
- Uses and matches existing published OTA/OT maps/GPX files
  - Where map and GPX don't exactly match, a map mile is divided into 10 segments
- Will use OTA online store (WooCommerce) for inventory management / online payment



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Demo by Kirsten



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## Constraints

- No easy ability to sell in lengths other than one-tenth of a mile without offline management
  - Can't offer bulk discount for buying multiple segments
- Static – once offered online, won't update to reflect trail changes / reroutes



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## Open Design Decisions

- Confirm \$25/segment (\$100K if entire trail is sold)
- Open all OT segments at same time, or phase in (e.g., Courtois, then Trace Creek)
- Spurs
  - Which spurs are in scope
  - Spur mileage not shown on maps...sell entire spur as one entity, or subdivide



Pricing

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## Next Steps / Schedule

- Secure Exec Committee approval to proceed
- Develop marketing plan
  - Timing of introduction / social media rollout
- Complete online work by Nov 5
  - ESRI online
  - Web page / WooCommerce inventory
- Roll out November 15 for Christmas season



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## Further Discussion / Questions



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## Attachment 2 - Recruiting and Nominating - Updated Committee Descriptions Draft

### **Administration**

**Current Description:** the general operations of the association.

**Proposed Description:** The Administration team drives the day-to-day operations of the OTA. This includes:

- Maintaining financial records including receipts and expense disbursements
- Manage grant submission, record keeping and reimbursement processes.
- Planning support for C&M events.
- Desing, develop and manage print and electronic communication material.
- Website and social media support.

### **Communications**

**Current Description:** Plans and executes all publications, both written and electronic. Responsible for social media and website editing.

**Proposed Description:** The Communications team builds awareness and promotes the trail and the work of the Association through marketing, communications, public relations, publications, and leveraging online and social media channels. The committee plans and implements the OTA's marketing strategies, oversees communications, and partners with Education and Outreach committee in community relations activities. We implement, oversee, and optimize digital marketing initiatives related to the Trail and OTA, volunteer activities, membership, fundraising, and merchandise.

### **Construction and Maintenance**

**Current Description:** Schedules and manages all construction and maintenance events. Recommends specific projects and maintains tools and equipment.

**Proposed Description:** The C&M team is at the forefront of our mission to develop and maintain the Ozark Trail. This team develops and executes the plan to construct new trails as well as maintaining existing trails, including trail signage at trail heads and other infrastructure. The leadership team schedules construction and maintenance events throughout the year. They also provide leadership and training to paid staff and volunteer trail crews. We also have a team of trail adopters that commit to maintaining a designated section of the trail with light maintenance as needed. The C&M team collaborates with the Trail Planning and Development Committee in the design and development of new trail corridors as well.

### **Education and Outreach**

**Current Description:** Sets up booths and displays at area events to engage the public. Occasionally holds workshops to spread awareness and share information about the OT and the OTA.

**Proposed Description:** The E&O Committee promotes and enhances awareness of the Ozark Trail and the Association. We accomplish this by hosting outreach events, including the development of trail-based workshops for community groups that have expressed interest in engaging and collaborating with the OTA. The E&O team is also working to expand our outreach to traditionally underserved communities. We also engage new and existing members and volunteers to enhance their on-trail and off-trail experience.

## **Finance**

**Current Description:** Organizes sponsorships, donations and merchandise and research sources of unrestricted funds. Oversees special events and assists as needed.

**Proposed Description:** This team's mission is to ensure the OTA has the financial resources to enable it to deliver against its mission. The Finance Committee supports the planning, management, and execution of all activities related to revenue development, fundraising events, project and program funding, product development, and sales. The committee plans and steers strategic planning and program management efforts. Committee members support the OTA's fundraising goals through grant writing, fundraising events, and corporate partner collaboration.

## **Trail Planning and Development Committee**

**Current Description:** Recommends current trail projects, develops longer-range plans that address future projects and identifies funding for them.

**Proposed Description:** The TP&D Committee leads our efforts to connect the gaps and complete the Ozark Trail. We are developing future trail routes and trail design with the vision of the trail extending from St Louis to the Arkansas border and connecting with the Ozark Highland Trail. We leverage geospatial technology to plan and design new trail corridors and track our planning and development efforts. Committee members engage and partner with local community and government leaders, landowners, and land managers to obtain the rights and permission to enable us to construct new trails. As needed, we partner with other OTA committees to obtain funding to secure these rights.