



Trails For All (TFA) Meeting Minutes
February 9, 2021, 5:30 pm, Monthly Board Meeting
Virtual Meeting via Zoom
Board Approved: March 9, 2021

a) Board Members Present

Mark Dembosky (MD)
Janet Smith (JS)

Herb Kober (HK)
Chuck Ziehr (CZ)

Kate Vickery (KV)

Paul Parsons (PP)

b) Board Members Absent

John Anderson (JA)

c) Others present

Andrew Todd

Secretary Note: President PP scheduled this meeting as virtual due to Corona Virus social restrictions.

Consent agenda:

1. January 12, 2021 Board Meeting Minutes approval
2. January 2021 Treasurer's report approval

KV moved and JS seconded that the consent agenda be approved; it passed unanimously.

Discussion Items/Reports:

1. Feedback from Jeff Outhier as a result of our last meeting

PP reported that Jeff probably doesn't need TfA to work on the Hardscrabble project, but there may be one trail there for TfA. The USFS has consolidated on one app for data gathering; it will probably be available for TfA trail maintenance crews to use; our input would go to Jeff but not to us.

2. Report from the Bike Trail planning committee



HK noted that Debbie Adams of the Tourist Board is willing to cooperate with us regarding the development of a bike trail. HK and CZ said that the committee is currently focused on interacting with BLM to determine what land in the White Hills could be used for a bike trail. Trinity Huffman has been contacted and is interested in exploring the development of a bike trail with us.

3. HK's proposal for website redevelopment from Vista Works (to initiate discussion, not for a final decision):

Website Design:

We recommend moving away from the Wix platform. There are pros and cons to Wix. On the positive side, it is cheap and fairly easy to use, Wix also keeps the platform up-to-date and secure. On the downside, the platform is limited in what you can do, and you do not actually own the website... the website cannot be transferred someplace else; you must start over if you want to redesign on a different platform.

Inclusions/Recommendations:

- Move all existing content to WordPress
- Add digital versions of existing trails to website.
- Create a static way to post trail descriptions/PDFs so that you can create QR codes that do not change and can be permanently displayed.
- Optimize website for best possible inclusion in Google organic search results for keywords and phrases that you want to be found for.
- Create a mobile-first website. A responsive website that is designed for mobile users first will be constructed.
- Integrate social media feeds into website
- Integrate Google Calendar or other easy-to-update calendar that displays well on the website
- Include a blog, with recommendations and content schedule, etc.
- Ability to upload documents, photos, meeting minutes, agendas, bylaws.
- Links to published newsletters.
- Integration of newsletter signup
- Contact form
- Ability to easily edit pages, photos, calendar, blog, etc. with training from our staff upon website launch and support from us when you need it.
- 30day free support period.

Cost: \$4,500

Recurring Costs:

1. Domain registration:



- a. We require that domains are registered with us. We provide privacy protection so that your domain is not stolen, or not renewed.
- b. Cost \$24.95/year/domain

Vista Works suggests researching and possibly purchasing [trailsforall.COM](https://trailsforall.com) (it may be affordable, and it will have some benefit with Google, and easier for the general public to remember)

2. Website Hosting/Management

Website Hosting Only - Cost is \$240/yea

OR

Website Hosting and Management - Cost is \$828/year

- i. Includes hosting
- ii. Includes basic maintenance on the website. Our team proactively updates plugins and WordPress core to help ensure bug free operation and a secure website.

Google Ads (optional):

If you want to be found in Google for all search phrases that pertain to you, then you will need to pay Google. Google is a public company making over \$300 billion annually. The vast majority of this income is generated from paid placement; it is not in their best interest to allow you to manipulate the organic rankings.

Vista Works recommends purchasing of Google Ads to supplement any organic ranking that you may have. This guarantees visibility on Google, and you are only limited by your budget.

Costs:

VistaWorks Management - \$250/mo (6 month commitment)

Google Ads – TBD (We will work with you to determine an appropriate ad spend. Count on \$100/mo - \$200/mo for decent visibility)

3/31/22

February 3, 2022

Board discussion of TfA website redevelopment:

CZ noted our webpage is our face to the world and is particularly needed for our trail summaries. KV suggested that we should own our domain and our website. JS suggested that we explore Flipcause as a possible website developer. MD suggested that we come up with a list of functional specifications including future growth to help in seeking an RFP from developers. In addition to what is already on our website KV and JS recommended that we add the ability for donations and for shopping. PP suggested checking other outdoor recreational organizations' websites for ideas; in this context HK mentioned The Hiking Project and Mountain Biking Project. KV moved and CZ seconded that HK be authorized to contact other vendors/developers for RFPs. The motion passed unanimously.

KV noted that TfA should have someone designated (in addition to our current administrators) with the ability (including passwords) to access our Mail Chimp account, WIX website, Facebook, and bank account.

4. Some follow-up needed from our last meeting:

a. Is the Rainbow Trail reestablished where it was washed out?

This lies in the realm of the Fremont County/Chaffee County U.S.F.S. office, and Jeff is unaware if that work has been completed. PP will contact Jeff Outhier or Megan Lynch for a current update.

b. What is the status of our Amazon Smiles' account? Can we promote that more?

HK noted that we receive a donation quarterly from Amazon Smile. PP will include an article in the next newsletter about Amazon Smile and the Spirit Campaign. PP reported that we received \$2,982 from the Spirit Campaign from 22 donors. He asked the Board to assist with sending thank you notes to those donors.

c. HK suggests changing banks.

Currently, we have a \$6/month maintenance fee and cannot do online banking. HK the WAVE online accounting app (that is used by TfA) has banking, but it may not work for us. HK will explore WAVE and the local Kirkpatrick Bank.

5. Other Reports

a. Trail Maintenance

PP noted that Peter Ewing wants to help with trail maintenance. KC noted that her fellow Salesforce folks from around the state are interested in maintenance. PP thinks that USFS will allow trail maintenance as it did last year.

b. Trail Guide

HK sent the 67-page guide out for our review today. He asked that we review it, particularly the new Rainbow Trail segments. He reported that Jan Lee has asked to use a trail summary in the next Discover Guide.

c. Guide Star

JS revised the TfA information in GuideStar that provides information on non-profits, particularly for reference in Amazon Smile. She asked that we review it.

d. Feedback on TfA

PP asked Andrew Todd about his impression of TfA. Andrew noted that it was a great group and had efficient meetings. He also reported that the Newlin Creek Trail had a bridge washed out and a big (2-3' diameter) tree across the trail.

Next Meeting: Tuesday, March 9, 2021 at 5:30 pm MT.

Adjournment: PP adjourned the meeting at 6:45 pm.



Treasurer's Report, January 2021

Dear Board,

Income in January consisted of a T-shirt payment \$358.50 from All the Range, a private donation of \$200, and the contribution of \$202.30 from the Benevity Community Impact Fund. Our only expense was the bank maintenance fee. Our January 2021 cash flow was as follows;

Beginning Balance -	15232.77
Income -	760.80 (All the Range, personal donation, Benevity)
Expenses -	6.00 (bank maintenance fee)
Ending Balance -	15987.57

Attached for your review are the following documents;

- TFA 2021 Budget Summary/Amazon Smile Contributions (All)
- TFA January 2021 Balance Sheet
- TFA January 2021 P/L Statement
- TFA January 2021 Bank Statement

Please let me know if you have any questions or comments.

Regards,

Herb Kober

Treasurer, Trails For All



2021 Budget Status

The dollar amounts shown for 2021 actual are accurate relative to our books.

Trails For All					
Approved Budget - 2021 (updated YTD 2/4/21)					
Account Description	12/31/2019 2019 Actual	12/31/2020 2020 Actual	2021 Budget	2021 Actual	Comments
Direct Public Support - Individual Contributions	513.00	973.00	1,000.00	200.00	Expecting a similar contribution level for 2021
Direct Public Support - Corporate Contributions	2,000.00	1,070.23	1,600.00	202.30	Expecting a similar contribution level for 2021, basically includes JA match, Amazon and Salesforce
Direct Public Support - Spirit Campaign	2,217.94	4,905.16	4,000.00	-	Estimating a slight reduction
Direct Public Support - Event Generated	-	-	-	-	
Product Sales	-	804.22	3,850.00	358.50	2500 including 1950 hiking guides
Grants	5,800.00	7,500.00	7,500.00	7,500.00	** pulled over the 2020 \$7500 SEEK grants (Tom and Tegan Director)
Total Income	10,530.94	15,252.61	17,950.00	8,260.80	
Bank Service Charge	(60.81)	(65.37)	(65.00)	(6.00)	May reduce, depending on banking decision
Insurance	(1,493.00)	(1,512.00)	(1,550.00)	-	Estimating similar amount
Event/Outreach	(50.00)	(79.00)	(300.00)	-	Estimating an increase (hopefully)
Grant Support/Matching	-	-	(500.00)	-	Support of possible mountain biking planning grant/80M/Grog Smith - may roll over to 2022
Equipment	(728.31)	-	(700.00)	-	
Operating Supplies	(58.10)	(40.70)	(100.00)	-	
Training/Tuition	(24.00)	-	-	-	
Travel Expenses	-	-	-	-	
SEEK Support	(4,969.50)	(7,500.00)	(7,500.00)	-	** 2020 dollars moved to 2021 - see Grants Income above. Hopefully Tom can implement a program this year.
Trail development expense	-	-	(500.00)	-	
Web Hosting Fee	(132.00)	(156.00)	(160.00)	-	Estimating a slight increase.
Web Registration	(51.76)	-	-	-	
Web Development/Maintenance	-	-	-	-	
Mailchimp	-	-	(180.00)	-	
State Fees	(11.00)	(20.00)	(20.00)	-	2020 fees paid by MK in kind and did not post in books
Printing/Shirts/Collateral	(52.00)	(1,461.65)	(2,250.00)	-	1500 clothing, 750 hiking guide
Advertising	(120.00)	-	(200.00)	-	
Total Expenses	(7,750.48)	(10,834.72)	(14,025.00)	(6.00)	
Net Cash	2,780.46	4,417.89	3,925.00	8,254.80	
			Projected net EOY 2021	Actual net YTD 2021	

Amazon Smile Contributions

<input type="checkbox"/>	Nov 12, 2020	Amazon Smile 2020 Donation 3 Cash on Hand	\$8.18	Direct Public Support - Corporate C...	✓
<input type="checkbox"/>	Aug 13, 2020	Amazon Smile 2020 Donation 2 Cash on Hand	\$12.02	Direct Public Support - Corporate C...	✓
<input type="checkbox"/>	May 22, 2020	Amazon Smile 2020 Donation 1 Cash on Hand	\$10.77	Direct Public Support - Corporate C...	✓
<input type="checkbox"/>	Feb 21, 2020	Amazon Smile 2019 Donation Cash on Hand	\$39.26	Direct Public Support - Corporate C...	✓

Balance Sheet

Trails For All

As of Jan 31, 2021



ACCOUNTS	Jan 31, 2021
Assets	
Total Cash and Bank	\$15,987.57
Total Other Current Assets	\$0.00
Total Long-term Assets	\$0.00
Total Assets	\$15,987.57
Liabilities	
Total Current Liabilities	\$0.00
Total Long-term Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Total Other Equity	\$0.00
Total Retained Earnings	\$15,987.57
Total Equity	\$15,987.57

Profit and Loss

Trails For All

Date Range: Jan 01, 2021 to Jan 31, 2021



ACCOUNTS	Jan 01, 2021 to Jan 31, 2021
Income	
Direct Public Support – Corporate Contributions	\$202.30
Direct Public Support – Individual Contributions	\$200.00
Sales	\$358.50
Total Income	\$760.80
Total Cost of Goods Sold	
	\$0.00
Gross Profit	\$760.80
As a percentage of Total Income	100.00%
Operating Expenses	
Bank Service Charge	\$6.00
Total Operating Expenses	\$6.00
Net Profit	\$754.80
As a percentage of Total Income	99.21%



Trails for All



UNITED BUSINESS BANK

500 Ygnacio Valley Road • Suite 130
Walnut Creek, CA 94596

Trails for All
5555 County Road 255
Westcliffe CO 81252-9599

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Account Number: 5010004898
Period: 01/01/21 - 01/31/21
Images: 0

COMMERCIAL CHECKING(FSBC)

5010004898

Summary of Activity Since Your Last Statement

Beginning Balance	1/01/21	\$15,232.77
Deposits / Misc Credits	1	\$760.80
Withdrawals / Misc Debits	1	\$6.00
Ending Balance	1/31/21	\$15,987.57
Service Charge		6.00
Average Balance		15,895
Average Collected Balance		15,895
Minimum Balance		15,232

DEPOSITS AND OTHER CREDITS

Date	Amount	Activity Description
1/05	760.80	Deposit

OTHER DEBITS AND WITHDRAWALS

Date	Amount	Activity Description
1/29	6.00	Maintenance Fee

DAILY BALANCE SUMMARY

Date	Balance	Date	Balance	Date	Balance
1/05	15,993.57	1/29	15,987.57		

Member FDIC

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Bank Activity Receipts

U UNITED BUSINESS BANK

DATE 1/5/21

NAME Trails For All
DEPOSITS YOU PUT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL

[Signature] Treasurer
SIGN HERE IF CASH RECEIPT (IF REQUIRED)

ACCOUNT NUMBER
 * 5010004898

⑆5011⑆378⑆⑆

CHECKING DEPOSIT

~~4496.72~~

20230
1742
35850
1116
20000
SUM TOTAL ▶
LESS CASH RECEIPTS ▶
NET DEPOSIT \$
558.50
760.80

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