



Trails For All (TFA) Meeting Minutes
March 9, 2021, 5:30 pm, Monthly Board Meeting
Virtual Meeting via Zoom
Board Approved: April 13, 2021

a) Board Members Present

John Anderson (JA)
Janet Smith (JS)

Herb Kober (HK)
Chuck Ziehr (CZ)

Kate Vickery (KV)

Paul Parsons (PP)

b) Board Members Absent

Mark Dembosky (MD)

c) Others present

Andrew Todd, Greg Smith

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

PP reported that he had received a phone call from Steve Lasswell regarding the Southern Colorado Economic Development Conference. They are linking groups up to promote economic development. They wanted ideas of projects to enhance tourism on public lands. PP requested that ideas be sent to him within two days.

Consent agenda:

1. February 9, 2021 Board Meeting Minutes approval
2. February 2021 Treasurer's report approval

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

Discussion Items/Reports:

1. Preparation for April elections:
Class of 2021: Kate Vickery, Chuck Ziehr, and Paul Parsons
Class of 2022: Mark Dembosky, John Anderson
Class of 2023: Janet Smith, Herb Kober



Our bylaws specify that we have not less than 5 board members and not more than 7. Board members may be re-elected for not more than 6 years of consecutive service. The board can create a Nominating Committee for the purpose of nominating potential board members; or board member nominees can be nominated by current members of the board. The way recent elections have taken place has been by the board delegating nominations to Paul; he has then submitted those names and the board has voted on them.

- A. Thus, the first order of business in this March meeting will be for the board to **choose how nominations will take place**. Someone other than Paul, if it is desirable for a member of the board to nominate people, will need to be chosen to do this.
- B. It would be helpful to know **if there are any from the Class of 2021 who are not willing to continue**, and who are thus going to vacate their position.
PP, KV, CZ all expressed willingness to continue to serve on the board.
- C. To prepare for a healthy succession of leadership as a non-profit, we need to identify potential new board members for nomination next year and in the years to come. Please commit yourselves to this essential responsibility and opportunity.

JS volunteered to serve on the nominating committee. CZ moved and HK seconded that JS serve as the nominating committee. The motion passed unanimously.

- 2. Web Design - Herb Kober
Do we have other bids?
What phases should be pursued in the redevelopment process, and what should be included in those phases?
What backups of passwords and key information are needed in the event that something was to happen to the one person who might know these?

HK reported on the phone conversation that he had with Robert Cardosi from Flipcause. The essence of that conversation is summarized the following email from Mr. Cardosi forwarded to the board on March 8, 2021.

----- Forwarded message -----
From: **Robert Cardosi** <robert.cardosi@flipcause.com>
Date: Mon, Mar 8, 2021 at 8:48 AM
Subject: Flipcause recap - Trails For All
To: <hkober57@gmail.com>



Hi Herb,

Thank you for taking the time today to speak with me about your organization and learn about Flipcause.

As we discussed, here are the things that would be most beneficial during your trial:

1. Create a plan to optimize your website for fundraising to review during your onboarding call with your Success Manager
2. Install fundraising tools and automated payment processing system within 3 days after onboarding call
3. Develop a new, mobile responsive web presence, and create a fundraising campaign ready to launch (front end + back end) within the next 30 days.

I will send you the trial form via DocuSign to complete when you're ready to get started.

Here's how the extended trial promo works:

Sign up in the next 30-days and get **Flipcause free for 60 days** (instead of our standard 14-day trial period)

Once signed up you'll be provided with a link to schedule your onboarding.

After your free trial, the subscription cost will be **\$100/month** paid annually with **unlimited everything**: Campaigns, Constituent Records, Admin Users, On-Demand Concierge Requests, and Website Updates.

Just a reminder, there are no contracts during or after your trial period, cancel at any time, and get refunded for any paid unused months.

I've included links to a few resources that you can share with your board or colleagues who are also interested in learning more about Flipcause.

Here is a link to today's recorded meeting

- <https://flipcause.zoom.us/rec/share/vBN07xpn8XkU19ocesneUfRtXlwpsW1Yq3Jw61wXnJaJJ1Bxuz2KE4mEHGVpP65i.4dnnbMlwuocfaCPy>

I'm happy to coordinate a follow up to discuss any additional points, here is a direct link to my availability

- <https://calendly.com/flipcausedemo/rc?month=2020-09>

Links from our meeting:

- [Flipcause Services Summary](#)



- [Flipcause Presentation Deck](#)
- [Kids Now Demo Website](#)
- [Demo Peer-to-Peer Site](#)

Other useful resources:

- [Video: What is Flipcause? \(2 min\)](#)
- [Reviews and Testimonials](#)
- [Virtual Event Resources](#)
- [The Modern Nonprofit Blog for Tips and Best Practices](#)

I'm looking forward to connecting with you again soon.

Let me know what questions come up!

Best,

Rob

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Rob Cardosi

Account Executive | Flipcause

101 Broadway
Oakland, CA 94607

Direct Line: (510) 930-0127

www.flipcause.com

----- End of email -----

HK requested that board members review the recording of their conversation and the links provided. This will be discussed further at the April board meeting.

3. Review of the Hiking Guide - Herb and Paul
There are several questions that it would be helpful for the board to discuss:
 - A. What is the optimal size for the guidebook?
 - B. Is the board okay with ordering the trail summaries alphabetically?

- C. Do board members or advisory members have pictures that could be added to different trail summaries?
- D. Who will volunteer to hike and then writeup either of the following 3 trails as soon as the snowpack allows: Horn Creek Lakes Trail, Comanche Lake Trail, or Venable Trail?

These questions were discussed but no specific action was taken. HK will continue to work on the Hiking Guide.

4. Bike Trails Task Force - Chuck and Herb

Greg Smith joined the meeting and reported about a phone conversation that he had with Sean Reynolds and Kalem Lenard at BLM. He said that they were not particularly encouraging. BLM will support what the community needs and supports. They said that we needed to get with our community and find out wants and what it will support. They suggested Fletcher Jacobs as a resource. They recommended that we talk with the bike trails groups in Salida and Canon City. They also said that a GOCO visioning grant might be a good start.

Greg Smith suggested several possible tacks going forward:

1. I (or we) contact Fletcher and have a chat. This might lead to a wealth of information about where the state sees trails networks going, how we might fit in and what our next moves should be.
2. After this, or simultaneously, we might contact the folks in Chaffee and Fremont, asking them what has worked, what hasn't and what we might do to build consensus. (So far, in chats with some of these folks, I sense they would love to have trails here to take pressure off what they have built.)
3. Now or very soon might be the time to reach out to the community - including visioning efforts already underway and those completed - and ask what both governmental and nonprofit leaders want to see happen and where they envision our recreation efforts going. This might start with private conversations, but it could grow to another community visioning session or sessions.
4. We might turn to the largely moribund Valley Recreation Association to lead - or help enable - a broader examination of where we are, where we want to be and how to get there.
5. We might do all or most of the above to move this forward.
6. OR we might conclude this effort is premature, fulfilling needs that are not yet defined or agreed upon, and rather than trying to lead the community somewhere, wait for the problems and opportunities to become more obvious to all and circle back to this effort then.

CZ and JS suggested that #1 and #2 be pursued now; the results of which might suggest that #6 is where we are. PP suggested that we pursue a conversation with Fletcher Jacobs (Greg Smith will do this) and reach out to Salida and Canon City folks; then perhaps a community meeting could be held in the last half of this year.

5. Bank account

CZ moved and KV seconded that HK move the TfA bank account to the Kirkpatrick Bank in Westcliffe. The motion passed unanimously.

The following three items were on the meeting agenda but were not addressed at this meeting:

6. Merchandise update - Kate
7. Projects dependent on Jeff's input: trail maintenance plan for summer 2021, condition and repair of signs, use of the USFS app
8. King Soopers/Krogers/City Market cards - John Anderson (refers to a suggestion that John's wife Annabel has made, as a fundraiser)

Next Meeting: Tuesday, April 13, 2021 at 5:30 pm MT.

Adjournment: PP adjourned the meeting at 7:00 pm.

Minutes prepared by:



Chuck Ziehr, Secretary, Trails for All Board of Directors

Treasurer's Report, February 2021

Dear Board,

Income in February consisted of the 2020 Spirit Campaign contribution and a quarterly payment from Amazon Smile. Our only expense was the bank maintenance fee. Our February 2021 cash flow was as follows:

Beginning Balance -	15987.57
Income -	2992.08 (Spirit Campaign, Amazon Smile)
Expenses -	6.00 (bank maintenance fee)
Ending Balance -	18973.65

Treasurer Action Items in February

Banking – It does not appear the Wave option mentioned previously is an option for us because they will only allow single owner businesses to utilize that service. Kirkpatrick Bank, however, does offer free small business checking, which would apply to us. Their business banking services are as follows;

- Free Business Debit Cards
- Free Internet Banking
- Free Bill Pay
- Free Mobile Banking
- Free Mobile Deposit
- Free eStatements with online check images
- Free access to over 25,000 Kirkpatrick Bank and MoneyPass ATMs Nationwide
- Out of network ATM Fees from Kirkpatrick Bank waived

I recommend we move to Kirkpatrick to take advantage of the free banking (+ \$72 per year) and the additional services that would make conducting business easier. In order to do this I would need board meeting minutes indicating that I have been authorized to do this (open this new account, close UBB account and remove all money currently in the UBB account and deposit it in the new Kirkpatrick account), board meeting minutes indicating who has signing authority on the account, and a variety of documents regarding state registration, tax ID, etc. that I already have access to.

Website Alternatives – I was able to take some time to review what is offered by Flipcause. I reviewed their site then participated in a Zoom overview with them. Here is a link to a recording of that review;

<https://flipcause.zoom.us/rec/share/vBN07xpn8XkU19ocesneUfRtXlwpsW1Yq3Jw61wXnJaJJ1Bxuz2KE4mEHGVpP65i.4dnnbMlwuocfaCPy> I will send the follow up email from Robert at Flipcause under separate cover. Personally, I think this service shows a lot of promise. Some of the key takeaways are;

- Set fee of \$100 per month
- This includes them building our website, website maintenance and hosting, plus a wide array of campaign services.
- Online merchandising, downloads, donations, etc.
- Online event registration (work events, marketing event, etc)
- Online recording of volunteer hours
- Contact database and activity management (volunteer activity, financial activity, all in one place)



- Guaranteed acquisition rate not to exceed 1.5%

I encourage you to view the recording of review with Robert. It is about 20 minutes long.

Attached for your review are the following documents;

- TFA 2021 Budget Summary
- TFA February 2021 Balance Sheet
- TFA February 2021 P/L Statement
- TFA February 2021 Bank Statement

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

Regards,

Herb Kober

Treasurer, Trails For All



Budget Status

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

Trails For All

Budget - 2021 (updated YTD 3/5/21)

	12/31/2019	12/31/2020		
Account Description	2019 Actual	2020 Actual	2021 Budget	2021 Actual
Direct Public Support - Individual Contributions	513.00	973.00	1,000.00	200.00
Direct Public Support - Corporate Contributions	2,000.00	1,070.23	1,600.00	212.14
Direct Public Support - Spirit Campaign	2,217.94	4,905.16	4,000.00	2,982.24
Direct Public Support - Event Generated	-	-	-	-
Product Sales	-	804.22	3,850.00	358.50
Grants	5,800.00	7,500.00	7,500.00	7,500.00
Total Income	10,530.94	15,252.61	17,950.00	11,252.88
Bank Service Charge	(60.81)	(65.37)	(65.00)	(12.00)
Insurance	(1,493.00)	(1,512.00)	(1,550.00)	-
Event/Outreach	(50.00)	(79.00)	(300.00)	-
Grant Support/Matching	-	-	(500.00)	-
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)	-
Trail development expense	-	-	(500.00)	-
Web Hosting Fee	(132.00)	(156.00)	(160.00)	-
Web Registration	(51.76)	-	-	-
Web Development/Maintenance	-	-	-	-
Mailchimp	-	-	(180.00)	-
State Fees	(11.00)	(20.00)	(20.00)	-
Printing/Shirts/Collateral	(52.00)	(1,461.65)	(2,250.00)	-
Advertising	(120.00)	-	(200.00)	-
Total Expenses	(7,750.48)	(10,834.72)	(14,025.00)	(12.00)
Net Cash	2,780.46	4,417.89	3,925.00	11,240.88
			Projected net EOY 2021	Actual net YTD 2021



Balance Sheet

Trails For All

As of Feb 28, 2021

ACCOUNTS	Feb 28, 2021
Assets	
Total Cash and Bank	\$18,973.65
Total Other Current Assets	\$0.00
Total Long-term Assets	\$0.00
Total Assets	\$18,973.65
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	\$18,973.65
Total Equity	\$18,973.65

Profit and Loss

Trails For All

Date Range: Feb 01, 2021 to Feb 28, 2021



ACCOUNTS	Feb 01, 2021 to Feb 28, 2021
Income	
Direct Public Support – Corporate Contributions	\$2,992.08
Total Income	\$2,992.08
Total Cost of Goods Sold	
	\$0.00
Gross Profit	\$2,992.08
As a percentage of Total Income	100.00%
Operating Expenses	
Bank Service Charge	\$6.00
Total Operating Expenses	\$6.00
Net Profit	\$2,986.08
As a percentage of Total Income	99.80%



Bank Statement



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

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

Page 1 of 1
Account Number: 5010004898
Period: 02/01/21 - 02/28/21
Images: 0



COMMERCIAL CHECKING(FSBC)

5010004898

Summary of Activity Since Your Last Statement

Beginning Balance	2/01/21	\$15,987.57
Deposits / Misc Credits	2	\$2,992.08
Withdrawals / Misc Debits	1	\$6.00
Ending Balance	2/28/21	\$18,973.65
Service Charge		6.00
Average Balance		17,800
Average Collected Balance		17,800
Minimum Balance		15,987

DEPOSITS AND OTHER CREDITS

Date	Amount	Activity Description
2/12	2,982.24	Deposit
2/22	9.84	AMZNFDGRB7DI/AmazonSmil payments.amazon.com ID#13AUL04JWTDCCV 13AUL04JWTDCCV Trails For All

OTHER DEBITS AND WITHDRAWALS

Date	Amount	Activity Description
2/26	6.00	Maintenance Fee


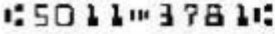
DAILY BALANCE SUMMARY

Date	Balance	Date	Balance	Date	Balance
2/12	18,969.81	2/22	18,979.65	2/26	18,973.65

Member FDIC

www.unitedbusinessbank.com • T: 925.476.1880 • F: 925.476.1818

Bank Activity Receipts

CHECKS MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF ISSUANCE. DEPOSITS MADE AFTER 90 DAYS MAY BE SUBJECT TO A FEE.	 UNITED BUSINESS BANK	CHECKING DEPOSIT		
	DATE <u>2/12/21</u>	<input checked="" type="checkbox"/> CASH →	_____	
	NAME <u>Trails For All</u> <small>DEPOSITS MAY NOT BE AVAILABLE FOR TRIMMED SERVICE IN A WALL</small>	DEPOSIT	<u>2195</u>	<u>2982.24</u>
	_____	SUBTOTAL →	_____	
	SWITCH CODE FOR CASH RECEIVED (IF REQUIRED)	LESS CASH RECEIVED →	_____	
	ACCOUNT NUMBER <u>* 5010004898</u>	NET DEPOSIT \$		<u>2982.24</u>
			<u>BAS</u>	