

Fox Cities Greenways, Inc.
Board of Directors Meeting Minutes
March 10, 2016
Appleton Public Library
225 N. Oneida St., Appleton, WI 54911

Present: Zadrazil, Jones, Cuff, Stinson, Stoll, Moore. Advisory Council: McDaniel

President Zadrazil called the meeting to order at 5:30pm and announced the Financial Report will be given first to allow Treasurer Cuff to leave early.

Financial Report: Treasurer Cuff reported January income of \$2,400; \$360 from FCCA. Expenses of \$5,200 included: insurance, annual meeting, winter newsletter printing, and final administrative expense for Pat Hull.

There is \$70,000 in unrestricted funds for trail development. Cuff will check on balances for Loop the Lake.

MSC: Jones/Stoll to accept the March Treasurers Report and February minutes. Motion carried.

Immediate Discussion Items

- **Strategic Planning:** Meeting is March 19, 9:30-11:30 at SEH.
- **Health Fairs:** Jones reported working on setting agendas and calendar for health fairs. Healthy Kids Day is May 6 and planning to have a promotional item for the event. Gregory provided a sample reflective bracelet that could be used as the promotional item. The board discussed different options, but want to make sure we have a useful item that can be branded with the Greenways logo. McDaniel will check with his contact for prices on promotional items, including reflective stickers.
- **Grant Fund Approval:** Zadrazil reported a \$1400 signage grant has been awarded to Fox Cities Heritage Parkway. Zadrazil spoke with Fox Cities Visitors and Convention Bureau about their sign grants. We may be able to take advantage of these grants in the future.
- **Trails for Tomorrow:** The board discussed the history and purpose of Trails for Tomorrow workshop. Initially the purpose was to bring municipal planners and park and recreation staff together to look at gaps in the trail system and explore connection opportunities. East Central has developed a comprehensive trail plan that all municipalities have signed, so we need to determine Trails for Tomorrow's current purpose and desired outcome. Zadrazil will check with East Central, FCCA, and Weight of the Fox Cities to look for areas of collaboration and gaps that may need to be filled and determine if a Trails for Tomorrow workshop is needed this year.

Reports

Happy Trails: McDaniels reported the event will be called Top Fox 5K Run & Bike Ride presented by Scheels. Pricing: \$20/adult before July 31; \$25 after July 31; \$30 day of the event. Greenways' members-\$5 off fee. Children under 10 - \$5; Greenways' member children \$2.

Printing a rack card (1000 for \$100) and posters (50-\$.99/each or 100-\$.89/each) Register on Active.com and event will be listed on DuTriRun.

Scheels is a \$3000 sponsor. Still working on Stadtmueller & Associates sponsorship. Target list will be prepared and board will help solicit sponsorships. Stinson will help prepare a marketing sheet with sponsorship levels and event information.

FCCA will have bike ambassadors at the event. Discussing food options. There will not be a paddling component this year.

FCCA: Bike Week information was distributed. Friday, May 20 is National Bike to Work Day.

VP: Jones reported still discussing Green Market; annual meeting planning will begin in June; Zadrazil will continue to manage photo contest.

Paper Trail: Stoll met with Fox Cities Visitors and Convention Bureau to update on plans. Planning a video along the trail that can be put on websites. Signage complete by August. Celebration planned for June 3, 2017; will provide Save the Date cards this fall in marathon packets. Plan to have 5 or 6 ribbon cuttings at different locations on the trail with the goal of all sections of the trail being traveled that day. Not planning refreshments or aid stations, volunteers will be needed.

The concept of the trail is to connect the regional parks of the Fox Cities. The trail reaches 26 parks and hope to eventually reach Bubolz and Plamann. Also working on a Crosstown Connection route to reach additional parks and the Friendship Trail.

Board discussed marketing opportunities, including: Strava app, Emerald Necklace, Volksmarch, passports and embossing stations at parks.

Adjourn 6:50pm