

**Fox Cities Greenways, Inc.**  
**Board of Directors Meeting Minutes**  
**April 14, 2016**  
Appleton Public Library  
225 N. Oneida St., Appleton, WI 54911

Present: Zadrazil, Jones, Dane, Cuff, Gregory, Stoll, Stinson, Moore. Advisory Council: Heifner, McDaniel, Milde. Off-board secretary: Look

President Zadrazil called the meeting to order at 5:30pm.

**Consent Agenda:** MSC Cuff/Dane to approve the March meeting minutes. Motion carried.

**Reports of Office**

**President:** Zadrazil thanked everyone for their newsletter submittals. Would like to form a newsletter committee to help plan articles. Dane volunteered to help.

Appleton Parks & Recreation is working on their master plan and invited Greenways to participate in upcoming meetings. There will be 4-5 meetings, April-November. Heifner and McDaniel will attend the first meeting; Stoll will attend subsequent meetings.

Discussed Cycling Without Age program with Brewster Village and FCCA. Developing a project proposal with Greenways funding of this program; insurance issues are being reviewed.

Reviewing current membership enrollment form. Current form includes enrollment for FCCA, Greenways, and Bike Federation.

**Treasurer:** Cuff reported revenues in February and March are flat; there was some income from donations in memory of Jean Koffend. Largest expense was for strategic planning session.

Loop the Little Lake has been separated into its own restricted fund.

**MSC: Jones/Dane to accept the April Treasurer's Report. Motion carried.**

**Vice President:** Jones indicated some signage on the Paper Trail will need to be attached to fiberglass poles. A hardware band, which costs about \$15/sign has been approved by the Village of Kimberly for use in installing the signs on the poles. **MSC Jones/Stinson to approve an expenditure not to exceed \$300 for purchase of sign hardware. Motion carried.**

The board discussed the Green Market booth at the Appleton Farmers Market. A lot of maps were distributed at Green Market, but feel Greenways participation in health fairs is a better focus of energy and time. **MSC Dane/Cuff to suspend participation in Green Market for 2016. Motion carried.**

YMCA Healthy Kids Day is May 7. Committee looked at several give away options. **MSC Cuff/Dane to approve an expenditure not to exceed \$1000 for the Healthy Kid's Day give away or prize. Motion carried.**

## Standing Committee Reports

**Top Fox:** All sponsorship information needs to be to McDaniel by April 25. The Little Chute Windmill is definitely part of Top Fox. Planning to launch Top Fox with posters soon.

**Paper Trail:** Heifner distributed a handout with signage updates by municipality. Riders/Walkers/Runners will be needed to test the entire route to ensure correct signage. Celebration planned for June 3, 2017.

## Strategic Planning

Dane recapped the half-day strategic planning session held on March 19. The session began with reviewing Greenways' mission. Next the group participated in several visioning exercises to help identify Greenways current/future needs and current/future roles. It was determined Greenways future role will shift from reactionary to visionary. Seven buckets were identified as focus areas which will help construct a roadmap of plans for the next four years. Buckets are:

- Advocacy/Education/Information
- Funding/Fund Raising
- Organizational Development
- Board Development & Succession Planning
- Connecting with other like-minded agencies
- Other projects (while keeping nimble)
- Big Vision (includes connecting nodes and trails)

There is still work to complete on the strategic plan, so the Greenways board will dedicate a portion of its regularly scheduled meetings to work on the roadmap portion of the strategic plan. The following buckets were discussed:

Connecting with other like-minded agencies: The first step is to identify potential collaborative efforts by asking "How does your organization meet our similar interests for trails and greenways?" Weight of the Fox Valley is currently compiling a list of organizations with health interests. Heifner will check on their progress and see if they are willing to share the list. In the meantime, board members who know of an organization they'd like to contact, please do. Greenways can then look for connections and potentially bring these groups together to discuss collaborations.

Big Vision: We need to connect with East Central Regional Planning and do some asset mapping and then conduct gap analysis. Once gaps are determined we can lead partnership opportunities.

Board Development & Succession Planning & Organizational Development: Goodwill and the Community Foundation have programs that help non-profits with these issues. Dane to look at their education sessions and send out dates that sessions are offered. The Community Foundation also offers a website Nonprofit Next that has a lot of valuable resources.

Adjourn: 6:40pm

Next meeting date: May 12, 2016