

**Fox Cities Greenways, Inc.**  
**Board of Directors Meeting Minutes**  
**June 16, 2016**  
Appleton Public Library  
225 N. Oneida St., Appleton, WI 54911

Present: Zadrazil, Dane, Cuff, Moore, Stoll. Advisory Council: McDaniel. Off-board secretary: Look

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

**Consent Agenda:** MSC Moore/Cuff to approve the May meeting minutes. Motion carried.

**Reports of Office**

**Treasurer:** Cuff reported May unrestricted revenues of \$628 and total income of \$1,112.96. Expenses of \$8,517.58. \$10,000 in funds were moved to the restricted fund account for Cycling Without Age and Unrestricted fund balance of \$54,022.10.

**MSC: Moore/Dane to accept the June Treasurer's Report. Motion carried.**

**President:** Zadrazil discussed the CWA Program Grant Request

Zadrazil reported grant applications frequently request audited financial statements as part of the grant request process. Greenways does not have audited statements. Cuff will get estimates on cost of a financial audit and the board will discuss the expenditure at its next meeting.

**Reports of Standing Committees**

**Top Fox** – McDaniel has posters to distribute. Anonymous donor has provided 4,000 rack cards for distribution. Look has created a Top Fox website page, but it can only be accessed through the calendar of events. Tim Badtke can update the slider block on the website banner for \$50, so Top Fox could be accessed more easily on the website. Look suggested having Badtke train herself and a few board members how to change the slider block so we can keep the website current. Cuff suggested getting an estimate on the cost of the training session and if it doesn't exceed \$250 to schedule the training. Look will ask Paul Stinson to attend the training and Andrew Dane will attend.

**Paper Trail** – Stoll reported signage of the trail is making progress. Currently contacting Park & Rec. Directors to discuss the grand opening party. Planning for National Trail Week – June 3, 2017. Neenah has requested Greenways to put up the signage. A stand-alone map of the Paper Trail is planned.

**Health Fair** – Two more fairs planned: Aug.30 at Brewster Village; September 17-18 Fox Cities Marathon. Dane indicated he could help staff the booth for the Marathon.

**Photo Contest** – Zadrazil reported Fox Valley Camera Club is willing to serve as judges for the photo contest and will promote photo submissions.

### **Strategic Planning**

The remainder of the board meeting was spent finalizing the road map of the strategic plan. Andrew Dane facilitated the planning session and the draft of the final document is included as an attachment to these minutes.

Adjourn: 6:50pm

Next meeting date: July 14, 2016

**Fox Cities Greenways Inc Strategic Planning Session  
March 19, 2016**

**Purpose:** To re-envision and provide a “reality check” on the Strategic Plan for FVGI

**Outcomes:**

- Identification of Key Needs and Roles for FVGI, today and in the future (2019)
- Roadmapping of key milestones/goals between now and 2019

**Mission:**

Foster the development and preservation of trails and greenways in the Greater Fox Cities Region!

Role Now	Role Future
It's a support role where Greenways is reacting to other people's needs and requests	It's a more active role and represents a big tonal shift: Developing and being a catalyst for “Big Vision” leadership. This represents a huge cultural change.
Watchdog/advocate for trails and greenways	Working collaboratively as a convener with East Central and other organizations. The approach is to: Plan, Fund, and Build.
Pass through funding: Money Middleman	Continue to be “nimble” with internal FCGI organization
Creating and driving Fox Cities Paper Trail (This is a more tactical aspect of the role, but will require resources and time)	Driving funding/support for residents, corporations, and municipalities. This includes cultural changes and education.
Fund raiser and promoter of trails	
Fostering partnerships to build trails/greenways	

**Theme Areas (from homework)**

- Interconnectivity: Connect Trail Nodes
- Education/Inform the community
- Improve Signage and accessibility
- Board Development and Membership Engagement
- Collaborating with Others who are influential in using Greenspace and Trails
- Advocate use of Trails: biking, hiking, walking, boating
- Minimize burnout-Encourage and set expectations for Volunteers
- Add to the Trail experience for all ages and mobility needs
- Continue to Create Awareness of Greenways and Waterways in the Fox Cities
- Provide essential information of Greenways and Waterways easily
- Clear Maps with access points identified
- Transportation routes and recreational
- Political Advocacy-building and facilitation within Fox Valley
- Promoting non-motor transportation (including accessibility and walkability) within the Valley
- Establish clear boundaries for Trail Maintenance, year round
- Promote celebration of successes

**Needs: Now and Future (These needs were not prioritized during the meeting.)**

Needs Now	Needs Future
Fill Gaps	Inspiration leading to action: One tree would plant many other organizations to carry the vision  Sparkplug/instigator of process of advocacy
Maps	Partnering and supporting other organizations  Supporting other non-profits to carry the vision  Bringing all the stakeholders together
Money-Funding/Financial supporter	Celebrate all activities and events
More people at the table  Engage membership	Continue to engage people, build new members/volunteers, and maintain
Downtown safe trails; safer connectivity	Continue greening of the Fox Valley
Accessibility  More inviting trails and access	All season usage promoted
Advocacy for continued growth/support advocacy	Tourism draw: Seen as the best place to bike/hike/walk with wonderful water access and views
Preservation of greenspace and converting existing blocks	Credible base of advocacy; regional bike/pedestrian plan/build
Promotion	Access for all users
Watchdog as well as advocacy	Urban planning approach: Vision for walkable/bikeable communities during the urban planning process
Alternative transportation, pointing out health benefits, promoting outdoor activities, showing economic value of trails	Clear playbook to react to opportunities (leaders, community, members)
Clear communication external to FCGL/plan/organization	Monitoring and tracking dashboard
Clarity vision/mission/role and quantify impacts/successes; establishing and maintaining a focus	Big visionary projects
Organized repository of resources and organizational documents	
Pick a few things and do them well	

## Roadmap from Current to Future

Buckets	2016	2017	2018	Vision of Success
Advocacy/Education/ Information	Promote 6-3-17 Paper Route Celebration Budget for 2017 National Trails Conference participation Define membership and set goals for membership	Expand upon paper trail (investigate apps, awards, send delegation to national trails symposium) – potential presentation		Thought leader Ghostbusters
Funding/Fund Raising		Grant writing advocate		Enough \$ to do cool things & show regional impact
Organizational Development	Attend Schenck training Participate in Goodwill program on stages and structure of a non-profit Clarify committee structures and Board roles and responsibilities Identify people willing to take training	Board members participate in at least one training to help drive board development		Innovative
Board Development and Succession Planning	Research Goodwill program on Board Development and Succession Planning; Develop an action plan for strengthening board	Implement action plan		Pro-active Adequate resources Well trained Strong group leaders
Partnerships	Identify like-minded organizations and document existing relationships (regional focus) (fill out Paul's spreadsheet)	Prioritize and start developing 2-3 priority partnership opportunities	Launch at least one high profile partnership	Unifier
Other Projects (while keeping nimble)	Cycling without Age			Noble enough to take advantage of new opportunities
Big Vision (includes connecting nodes and trails)		Review plans from other trails and greenways organizations and identify any gaps & partnership opportunities  Identify new and document existing relationships with regional municipalities  With ECWRPC convene regional group to ID and discuss big vision ideas  Host a 'trail friends' summit	Tie big vision to partnership efforts Help establish trail advocates/groups in each community in Fox Cities	Interconnected, world class trail, greenway system