

Fox Cities Greenways, Inc.
Board of Directors Meeting Minutes
September 8, 2016
Appleton Public Library
225 N. Oneida St., Appleton, WI 54911

Present: Jan Heiffner, Cheryl Zadrazil, Gordy McDaniel, John Cuff, Tim Jones, Andrew Dane, Bill Moore and Annette Look.

President Zadrazil called the meeting to order at 5pm.

Consent Agenda: Jones/Cuff to approve the July meeting minutes. Motion carried

Reports of Office

Treasurer: – Cuff reported fund balance of \$5,790 for Loop the Lake; primarily made up of contributions to the Jean Koffend Memorial fund. After meeting the 10,000 match, money to be set aside for a Jean Koffend Memorial bench on the Loop the Lake trail.

Total expenses exceeded income in August by approximately \$400. Largest monthly expenditure-\$1600 for Paper Trail signage. There is a bike “fixation” station on the CE trail. FCCA contributed \$600 toward the station. **MSC: Jones/Moore to accept the August Treasurer’s Report. Motion carried.**

Reports of Standing Committees

Strategic Plan – Dane recommended the board review the plan each fall to establish the upcoming year’s goals. Dane will work on filling in some of the blanks on the strategic plan’s timeline and bring back to the board for adoption and approval of 2017 goals.

Top Fox – McDaniel reported registration numbers are very similar to other years of Happy Trails event with 38 current registrants. At this time FCCA has only one volunteer. Cuff and Moore will help with bike portion of the event. All participants will be able to tour the windmill for free. Greenways booth to be set up by 7:00am. Cheryl will talk to Katie Heiling’s group about volunteering on bike route.

Paper Trail Celebration – Zadrazil reported on behalf of the committee. Would like to hire Debbie Janssen as an event planner to manage the June 3 Paper Trail kick-off celebration. A breakdown of event planner tasks will be developed. **MSC Cuff/Jones to approve an expenditure of \$500 for an event planner. Motion carried.**

Communication Plan – Cuff reported on behalf of the committee. Recommendations:

2 times/year newsletter – spring and winter with the board to develop focused content at a board meeting.

1 annual membership mailing – in the last quarter of the year

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Monthly mail chimp with the board determining content. Board determined the next 3 months mail chimp – Top Fox now. Photo contest in a few weeks and an annual meeting save the date in early November. **MSC Dane/Jones accept the communication plane as presented. Motion carried.**

Annual Meeting – Jones reported on behalf of the committee. The theme is “Stand up for Trails, How to Make Your Voice Heard”. Door prizes rather than silent auction. Still need to secure a speaker. Dane will help emcee the event. The event is Thursday, January 26, social hour 5:30 at Riverview Gardens.

2016 accomplishments need to be sent to Jones for presentation at the annual meeting.

Board Design – Dane reported on behalf of the committee. The committee brainstormed the board’s needs and will work to create a board development plan to recruit desired board members. Recommend the incoming president be in charge of recruitment. Reviewed the current board list and the goal is to recruit 1-3 board members for 2017 and develop a document defining board member roles and committee structure. **MSC Cuff/Zadrazil to approve the Board Design Plan.**

Refugee – Bike and Safety Pedestrian Clinic is Sept. 18 at Active Bike. Would like to donate Greenways Water Bottles, bike bells, and maps. **MSC Cuff/Jones to approve up to \$200 to cover food for the event. Motion carried.**

Health Fairs – Fox Cities Marathon requires a \$400 participation fee, so decided not to have a booth at the marathon.

October Agenda Items –

Finalize Greeways donation to Loop the Lake.

Discuss Fox Valley Bike Map

Winter Newsletter

Adjourn 6:50pm