AMC NH Chapter Minutes

Meeting Date:       June 5, 2014

Meeting Location:   Holiday Inn, Manchester, NH

Members in Attendance:
✓ Wayne Goertel       Chair
✓ Bill Warren        Vice Chair
✓ Rick Desmarais     Treasurer
✓ Beth Zimmer        Secretary
Karen Thurston      Past Chair
✓ Gene Harding       Biking Co-Chair
✓ Doria Harris       Biking Co-Chair
✓ Paul Hopkins       Conservation Chair
✓ Eric L. Savage     Education Chair
Jennifer Varney     Excursions Co-Chair
David Ross          Excursions Co-Chair
✓ LuAnn Laquerre     Hospitality Chair
✓ Marianne Page      Membership Co-Chair
Ed Parker           Membership Co-Chair
✓ Jim Kent           Mountaineering Co-Chair
Tom Sintos          Mountaineering Co-Chair
Susan Englert       Newsletter Editor
Ron Janowitz        Newsletter Editor
✓ Michelle O’Donnell* Newsletter Editor
✓ John Pilla         Paddling Co-Chair
✓ Marcy Stanton*     Paddling Co-Chair
✓ Paul Berry         Programs Co-Chair
Marie Berry         Programs Co-Chair
✓ “Sam” Ruth Jamke   Regional Director, North (NH & ME)
Tony Schmidt        Ski Co-Chair
Valerio Viti        Ski Co-Chair
✓ Richie Holstein    Trails Chair
✓ Tom Todd           Webmaster
✓ Joshua Meltzer     Young Members Chair
✓ Larry Yetter       Guest, Excursions

* Via GoToMeeting
Call to Order

Wayne Goertel called the meeting to order at 7:00 and members re-introduced themselves.

We had two members in attendance via “GoToMeeting;” this was the first time we have used this platform.

Thanks went out to Marianne Page for tonight’s chili dinner and to Wayne Goertel for a jumbo salad.

Upcoming dinner schedule:
- September: Mountaineering
- October: Paddling
- November: Ski & Trails
- December: Young Members & Biking

Approval of May Minutes / Beth Zimmer

Beth Zimmer had sent out minutes to ExComm members via a prior e-mail. A motion was made by Richie Holstein to approve the minutes as presented. It was seconded; there was no discussion or comment and the motion was approved unanimously.

Review of Treasurer’s Report / Rick Desmarais

Rick Desmarais had sent out a treasurer’s report to ExComm members via a prior e-mail. Rick summarized profits and losses. He set up a new account at Citizen’s Bank. There was no further discussion or comment.

Approval of Biking Co-Chair

The Biking Committee presented Doria Harris as prospective Co-Chair for the Biking Committee. A motion was made by Gene Harding to approve Doria Harris as Co-Chair. It was seconded and approved unanimously.

Membership Postcards / Ed Parker & Marianne Page

Marianne Page wanted to know what the Chapter desired to do regarding “New Member Postcards.” Should we continue to send out postcards? It proves to be a laborious and expensive endeavor for what is likely a “throw-away” piece of mail. Presently, we are availing ourselves to sending out a message on the back of the AMC new member welcome letter. There was consensus that we did not need to purchase new postcards; we will not reorder at this time. However, a
suggestion was made to keep a model in draft, ready to go, in case we wish to resurrect this practice.

**NH Great Park / Richie Holstein**

Richie Holstein spoke about the NH Great Park Pursuit, which is a family-type event focusing on our NH State Parks. The AMC NH will be involved, offering a trail work demonstration up at Cannon Mountain. Several AMC activities are planned in other locations as well. The NH Great Park Pursuit will be held on Saturday, August 9.

In addition, Richie Holstein is looking for one other co-leader. Larry Yetter will post for a co-lead and Richie will post this event as a volunteer opportunity.

http://www.nhstateparks.org/whats-happening/great-park-pursuit/

**Review of “Active Leadership”**

At our April meeting, it was agreed that each activity Committee would report out on what constitutes “active leadership” and how this connects with obtainment of benefits such as free leadership training.

**Biking:**
- Three rides per season constitutes active leadership
- Bike ride “leader shirts” ($70) are handed out to active ride leaders
  - Shirts make it easy for ride leaders to be recognized
  - Shirts provide chapter recognition and promotion of biking

**Excursions:**
- One trip within three years constitutes active leadership
- A separate Leadership Recognition Program has recently been implemented:
  - Seven events (trips, events, activities, committee participation, etc.) will yield leaders a White Mountain parking pass or the equivalent
  - Seven events will allow leaders to request overnight lodging for back-to-back trips and/or trips requiring car shuttle set-up (such as for a Bonds traverse)

**Mountaineering:**
- In draft and not yet approved, is that three committee trips or activities (clinics and workshops) within two years, plus attendance at one meeting per year will constitute active leadership

**Paddling:**
- Two volunteer activities within the last three years (takes into account that paddling is a short season) constitutes active leadership
Ski:
  • While a representative was not in attendance, our memory was that six events across two years constitutes active leadership

Trails:
  • One event per year constitutes active leadership

Young Members:
  • Per bylaws, one “big” event or two socials within 12 months, plus one hike per year, constitutes active leadership

Finance Policy Update / Eric Savage
At our May meeting, members discussed and quickly reached consensus regarding the benefits of having the Chapter Treasurer be a co-signatory and having access to all committee accounts and financial books. Eric Savage presented a draft bylaw proposal to members that would address this matter (changes in green / present wording in black).

  **SECTION 17** - The Chapter Treasurer shall have the authority to review the finances of all standing committees, with the knowledge of the respective committee, and to correct such problems as might be found, unless otherwise instructed by the Chapter Executive Committee. Any committee maintaining its own financial account(s) shall include the Chapter Treasurer as an authorized signer on all such accounts. Committees with such accounts shall prepare and submit monthly reports to the Chapter, and shall prepare an audit report, and send it with backup data to the Club Headquarters as requested annually by the Club. A copy of that audit report must be forwarded to the Chapter Treasurer.

A motion to propose the above by-law change at the next annual meeting as moved by LuAnn Laquerre. It was seconded and approved unanimously.

AMC’s Outdoors Magazine – “Backcountry” Changes
Within two more issues of *Outdoors*, a half-page NH Chapter ad will replace most posted events.
Wayne Goertel unveiled new *Backcountry* templates. AMC staff will be hosting a NH Chapter branding event on June 17. Chapters will be getting a half page to promote their activities and presence. It is generally acknowledged that by the time the magazine is published, many posted day trips are full.
As to how to best utilize this limited space, committee members would like to advertise advance notice of special programs, such as our whitewater school.
Day hikes and other activities will only be listed online or within our chapter newsletter.

John Pilla noted that articles in *Mountain Passages* have resulted in increased participation, so the newsletter continues to have important value.

ExComm members are encouraged to come to AMC Branding event on June 17th. Some individuals are concerned that we are dropping communication with people who are not online and that in this transition, that some people will be overlooked.

Wayne Goertel emphasized that our remedy is to maximize the wording of both our ad and our paper newsletter.

John Pilla asked if perhaps we should generate an article for how to signup for a weekly digest. John has this written up already and will send this to Michelle O’Donnell for publication.

Sam Jamke clarified that workshops will continue to go into the *Advanced Notice* listing (longer trips, events with reserved facilities, events that cost money, etc.). Day events will not be included.

Paul Berry shared that 20% of active members do not go online.

Wayne Goertel emphasized that all of the chapters are advocating for more content and that we will have some control within finite parameters.

Tom Todd suggested that we consider a QRT code to direct members to our website and listing of activities.

**Communications Ad Hoc Committee**

A Communications Ad Hoc Committee met this past month. Bill Warren, Ed Parker, Michelle O’Donnell, Paul Berry, Tom Todd and Wayne Goertel were in attendance. Wayne provided ExComm with a summary up-date regarding what is to be an on-going discussion.

Wayne presented a flow chart, which explained the current state of AMC NH communications.

There was consensus that there is a need to focus on a model to help us better manage communication on all fronts. The model presented would involve having a “Communications Chair.”

Michelle O’Donnell commented that she found this to be a very good meeting. There is some duplication of efforts and sometimes there is uncertainty regarding knowing who is responsible for what. As a newsletter staff person, even she was not aware of all of the other chapter resources out there.

The ad hoc committee decided to focus on “Chapter” communications only - not communications at the committee level.
After discussion, there was general consensus regarding structurally merging Newsletter and Webmaster into one “Communications” committee.

The primary concern was ensuring that Newsletter and Webmaster functions still get direct ExComm feedback.

The plan is for the ad hoc group to meet again over the summer.

Wayne Goertel commented that the role of a “Communications Committee” would be to focus on consistent branding and message across all platforms, as well as using all tools to our fullest.

There was a question as to who manages the NH Chapter’s Facebook page; no one seemed to know the answer. Any member to this Facebook page can post, but there was concern that no one was at the helm managing content, etc.

Wayne Goertel would like to bring all of these functions under one umbrella committee. However, this concept is still several steps away.

Eric Savage noted that the ad hoc committee has more work to do. He would like to see them define the role and get someone on board, in a temporary capacity, perhaps outside of the nominating process.

There was consensus to continue to move in this direction.

Events Planning Discussion / LuAnn Laquerre, Paul Berry & Marie Berry

At our May meeting we had begun discussion about the possible benefits of consolidating Programs and Hospitality into one committee. Since that meeting, discussion has continued.

LuAnn Laquerre, Paul Berry and Marie Berry feel strongly that Hospitality and Programs should be merged into one committee and that we need a “group” of people to make events happen, not just two or three people.

Paul Berry presented a motion to combine Programs and Hospitality into one “Programs Committee.” The motion was moved by Beth Zimmer and was seconded. During discussion, Eric Savage offered to work on the wording of this by-law change. During voting, one member dissented and all others were in favor and the motion carried.

NomComm

Wayne Goertel presented a draft of the 2015 Nomination Slate.

It is likely that we will have openings in Mountaineering and Programs.

Tom Todd reminded folks that if we are looking for volunteers, we can submit a short blurb to both the website and newsletter.
Regarding the Mountaineering Committee, at present, there is no one in line for chairing this committee.

Regarding Programs, LuAnn Laquerre will send a write-up to Tom Todd for our website. Wayne will place a write-up on the newsletter and Sam Jamke will post a write-up on the OTL (Online Trip Listing).

**Kittery Trading Post Donation**

At our May meeting, we discussed possible ways to utilize a $1000 gift the Chapter had received from the Kittery Trading Post. While there were many ideas generated for how to put the $1000 to good use, the idea of using the money to train some leaders to become “Leave No Trace” Master Trainers gained momentum. Sam Jamke and John Pilla agreed to follow-up.

Absent a firm decision last month, Wayne Goertel sent a thank you letter to Kittery Trading Post letting them know we would use the money for the development of our chapter’s volunteer leaders.

John Pilla had sent across information about Train the Trainer LNT training. Sam Jamke and John Pilla are interested in this weeklong training. They would look to include on more volunteer. Trainers can then bring this one-evening training back to trip leaders among the various committees.

**NH Wild Day Follow-up**

At our last meeting in May, members spoke about the positive impact of our presence at NH Wild Day. There was considerable discussion about drawing on this experience to create momentum, capture new members at events and generate volunteers to work events. There were no immediate volunteers noted who were willing to take a leadership role, and it was agreed to continue this discussion at a future meeting.

In summary, we would be looking for someone to coordinate this event and bring in both leaders and resources from the various committees (paddling, ropes, map & compass, etc.).

This is a huge event, attended by many families and with well over 5000 people in attendance.

We hope to solicit a volunteer via our Programs outreach. On an earlier occasion, Tom Sintros was interested and Sam Jamke, too, wants to help.

**Motion to Adjourn**

At 8:40 a motion to adjourn was made by John Pilla. This was seconded and approved unanimously.
Future Items

- Communications Ad Hoc Committee - summer update (June ‘14)
- Clarify a process for allowing a small amount of latitude within the budget expenditures. (February ‘14)
- Programs Committee By-Law Change – final wording (June ‘14)
- NH Wild – someone to take a leadership role (June ‘14)
- Leave No Trace Master Training – update (June ‘14)
- Role of the Education and Conservation Committees (May ‘14)
- Online / direct sales of AMC NH clothing and gear (May ‘14)

Minutes: Beth Zimmer
6/5/14