AMC NH Chapter Minutes

Meeting Date: May 7, 2015
Meeting Location: Holiday Inn, Manchester, NH

Members in Attendance:

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Wayne Goertel</td>
<td>Chair</td>
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<tr>
<td>Bill Warren</td>
<td>Vice Chair</td>
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<tr>
<td>Rick Desmarais</td>
<td>Treasurer</td>
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<tr>
<td>Beth Zimmer</td>
<td>Secretary</td>
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<tr>
<td>Karen Thurston</td>
<td>Past Chair</td>
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<tr>
<td>Gene Harding</td>
<td>Biking Co-Chair</td>
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<tr>
<td>Doria Harris</td>
<td>Biking Co-Chair</td>
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<tr>
<td>Paul Hopkins</td>
<td>Conservation &amp; Education Co-Chair</td>
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<tr>
<td>Eric L. Savage</td>
<td>Conservation &amp; Education Co-Chair</td>
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<tr>
<td>Kevin Rooney</td>
<td>Excursions Co-Chair</td>
</tr>
<tr>
<td>David Ross</td>
<td>Excursions Co-Chair</td>
</tr>
<tr>
<td>Marianne Page</td>
<td>Membership Chair</td>
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<tr>
<td>Tom Sintros</td>
<td>Mountaineering Co-Chair</td>
</tr>
<tr>
<td>Joe Dorsheimer</td>
<td>Mountaineering Co-Chair</td>
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<tr>
<td>Ron Janowitz</td>
<td>Newsletter Co-Chair</td>
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<tr>
<td>Brett Billings</td>
<td>Newsletter Editor</td>
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<tr>
<td>Brian Morin</td>
<td>E-mail Blasts</td>
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<tr>
<td>Paul Berry</td>
<td>Paddling Co-Chair</td>
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<tr>
<td>John Pilla</td>
<td>Paddling Co-Chair</td>
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<tr>
<td>LuAnn Laquerre</td>
<td>Programs Chair</td>
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<tr>
<td>“Sam” Ruth Jamke</td>
<td>Regional Director, North (NH &amp; ME)</td>
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<tr>
<td>Tony Schmidt</td>
<td>Ski Co-Chair</td>
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<tr>
<td>Valerio Viti</td>
<td>Ski Co-Chair</td>
</tr>
<tr>
<td>Richie Holstein</td>
<td>Trails Chair</td>
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<tr>
<td>Open</td>
<td>Website Chair</td>
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<tr>
<td>Joshua Meltzer</td>
<td>Young Members Co-Chair</td>
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<tr>
<td>Jamie Gilon</td>
<td>Young Members Co-Chair</td>
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<tr>
<td>Al Grimstad</td>
<td>Ski Committee Newsletter (Guest)</td>
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Call to Order

Wayne Goertel called the meeting to order at 7:00.

Thanks went out to the Mountaineering Committee for tonight’s dinner.

Upcoming dinner schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>June 4</td>
<td>Membership &amp; Programs</td>
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<tr>
<td>September 3</td>
<td>Newsletter &amp; Website</td>
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<td>October 1</td>
<td>Paddling</td>
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<td>November 5</td>
<td>Ski &amp; Trails</td>
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<tr>
<td>December 3</td>
<td>Young Members</td>
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Welcomes and re-introductions were made among members and guests.

Next Meeting: June 4, 2015

Approval of April Minutes / Beth Zimmer

Beth Zimmer had sent out a draft of the April minutes to ExComm members via a prior e-mail. There were no corrections or additions.

A motion was made by Paul Berry to approve the minutes; this was seconded and approved unanimously.

Review of Treasurer’s Report / Rick Desmarais

Rick Desmarais had sent out a Treasurer’s report via an email.

Current assets stand at approximately $115,000. Rick will be talking with committee treasurers regarding monthly reporting and data security.

There were no further questions or comments.

Solicit Articles for Website & Newsletter / Wayne Goertel

Wayne suggested that our Chapter Website is in need of more content. He asked that if committees have activities coming up, to please submit a description to either Wayne Goertel or Tom Todd.

Kevin Rooney inquired who decides what content gets priority posting on the website’s home page. Wayne explained that upcoming events get the most priority, but this can be overridden when we need to advertise a particular event.

There was discussion among several members about making a “calendar of activities” a priority. Consensus was that it should be as easy as possible for a member to visit the website and quickly access a summary of Chapter activities.

NHF&G’s Discover Wild NH Day – Saturday, April 18, 2015 / LuAnn Laquerre
LuAnn Laquerre reported that the Wild NH event was a busy day, with over 7000 people, (predominantly families and children), passing through. Our NH Chapter fielded 13 volunteers. We donated a family membership to a raffle and the AMC Club donated books. The exposure has led to a couple of offers for our Chapter to attend two other events.

LuAnn thought we should talk about what we would like to do next year, perhaps considering more for the kids to “do.” The Teen adventure brochures were all taken.

Richie Holstein mentioned that very few stopped at Trails.

Bill Warren explained that at the Winter Expo, it worked well to have a table of gear to touch. This might be a good strategy for next year.

Wayne Goertel wondered which events we might want to focus on for generating exposure and/or out reach. Some examples include: Bass Pro Day, Eastern Mountain Sports Club Day, and the like. There was some conversation that focusing on events that mirror the activities we offer (hiking, climbing, paddling, biking, etc.) made the best sense.

Paul Berry offered that instead of thinking about how many events we can participate in, maybe we should think about how many events we could run without ExComm members. Similar to AMC’s information volunteers, perhaps we could field a cadre of individuals, other than ExComm members, who would enjoy attending these types of events and representing the Chapter. Ron Janowitz liked this idea.

LuAnn commented that while the NH Wild event has a family and children focus, we do not have a lot of events for this audience. She wondered if maybe we should focus our efforts elsewhere.

Wayne asked if there was someone who would volunteer to move the concept of “information volunteers” along? Paul replied that he would be willing do some initial research and collect information.

Conservation Topics for Newsletter

Wayne Goertel reported that Eric Savage, Conservation and Education Co-Chair, was in touch with Susan Arnold, AMC VP for Conservation, and that some form of a “conservation corner” or newsletter entry would be forthcoming.

Cardigan Trails / Richie Holstein

Regarding the Cardigan trails, the AMC has decided to implement a model similar to that in use in the White Mountains. This entails having a regional supervisor with trail adopters. Richie Holstein shared that there remains a large list of
Cardigan trails not yet adopted, which can be viewed on the Club website under “Adopt an orphaned trail”:
http://www.outdoors.org/conservation/trails/volunteer/adopt/adopt-orphan-trails.cfm

The AMC is hosting three, weekend long trail events at Cardigan. The NH Chapter is having a one-day event hosted by the ski committee.

Richie continued that unless we are participating as adopters, we would have no say regarding decisions and actions impacting Cardigan trails.

Bill Warren reminded all that Cardigan is an important facility for the NH Chapter. Both the Excursions and Ski committees hold significant weekend training events at Cardigan. It is imperative that the trails are in good shape for these training sessions.

There was general discussion that if the Club does not communicate with us, or follow through with recommended maintenance, there will be more discussions forthcoming.

Kevin Rooney learned that that the Regional Trail Director has almost two-dozen adopters lined up, and confirmed that weekend trail workshops are in place.

Wayne Goertel added that in the past, we had a volunteer situation (dedicated Cardigan crew) that worked. Ultimately, however, AMC owns the reservation and it is their call as to how to move forward to best care for the trails. He too, reinforced that we want to remain involved and ensure that the trails are protected.

Jamie Gilon, responding to a question about the commitment required as a trail adopter, mentioned that the standard is 2-5 visits per year.

Beth Zimmer wondered if we should put a notice out seeking trail volunteers and adopters in our newsletter and Brett Billings indicated he would do so.

Richie noted that in the past, the Cardigan trail manager used to take personal responsibility to stay on top of the status with all of the trails.

Bill wondered if we should consider adding a trail work session to the annual spring school.

Richie mentioned that the trail tool trailer needs a home. The tool trailer was a legacy of previous committee chairs. The trailer is not registered. It now resides at Kirk Anderson’s house and that it needs to be moved. Richie continued that he would like to see us donate the trailer to NH Parks & Recreation. It has some tools, some of which are useful to keep and some of which are redundant.

Paul Berry mentioned that on a temporary basis, he would be willing to house the trailer on his property.
Beth Zimmer, wondered if the trailer was originally purchased with AMC NH funds, and if we should first be offer it to another Chapter or to a group supporting NH trails, such as the Trailwrights? Richie did not have email addresses for the Trailwrights.

After the meeting, Richie sent communication that the trailer was being donated to NH Parks and Recreation.

Chapter Communications / Wayne Goertel

Wayne Goertel opened up a discussion about “Communications” by noting that our chapter has wonderful offerings and opportunities, but that we need to do a better job at making it easier for the public to learn about those activities. He added:

- We have a wide array of communication tools: pdf newsletter; Meetup; Facebook; Chapter website; email blasts; and more.
- Managing all these resources in a consistent fashion is challenging.
- If someone is leading a noteworthy or interesting event, we’d like to put extra attention on that.
- With each event, the volunteer leader has to decide how to leverage the various communications tools.
- We need to look at a way to effectively reach people, in a way that is easier and more streamlined for volunteer leaders.

For purposes of discussion, Bill Warren made a motion that we combine the Newsletter and Web Committees, via a bylaw change, and call it the “Communications Committee.” The motion was seconded for discussion.

- Bill showed members a long and exhaustive list of all of the many, various ways in which we communicate. Out of this big list, he suggested that we keep a list of priorities, to include consistency of branding and perhaps even style guides.
- While some communication vehicles come and go, we should focus on having a few consistent approaches that will continue regardless of volunteers coming and going.
- Bill felt that we should take the opportunity to better coordinate the various communication tools and approaches.
- Gene Harding mentioned that he would like to see things made easier for a leader. Having “one” entry that would allow him to send his notice to the newsletter, website or other avenues of his choice would be ideal.
Wayne Goertel echoed that it would be useful to have some sort of “dispatch” capability to help leaders advertise their activities. However, he would like to see more consistency of communications.

For example, if we were promoting Winter School at Cardigan, it would get priority among all communication tools at the same time.

Al Grimstad offered that newsletter and website consolidation seems practical. Google groups and other similar tools that aid activity committees might not need further coordination. But activity committee communications often link back to Club and Chapter sources, and he wants the links to continue to work even “post event.” Further, he would like to see the activity committees have an opportunity to advocate for certain priorities.

Kevin Rooney, on a related topic, wondered how one could opt out of Club mailings but still receive NH Chapter notices (newsletter, etc.).

John Pilla would like to see a scope of what this consolidation would entail with more details.

Wayne would like to see a more brief bylaw change, which would allow for strategies to ebb and flow.

Ron Janowitz stated that it makes sense to have a newsletter function, a web function, and an electronic function. In order to have a “super committee” that combined all functions, we would have to find someone willing to take ownership of a very broad role. Ron was not sure there would be someone willing to take this role. The web and the newsletter are valuable at getting the word out to folks not normally in the Meetup or committee loop. He continued that he was not convinced that a super committee was the way to go.

Kevin added that Excursions folks typically only wants to see hikes, and that other activities, such as biking or paddling, would be superfluous. He sees our Website and Mt. Passages as our primary tools.

Bill offered that we are paying for 5300 printed copies of the newsletter and that it may be inevitable that we move to electronic communications. This might lead to an inevitable merging of our web presence and newsletter.

Brett Billings noted that people in the chapter who prefer the paper copy are typically older, and that there is still value in having a paper copy. Yes, they may merge inevitably, but there is still a need for the paper copy at this time.

Wayne reminded us that we would need to keep in mind the delicate issue of privacy. With regards to some volunteer’s use of Facebook to promote
activities, he is not entirely comfortable posting a trip electronically that thousands of people can see and know that he is out of the house.

- Paul Berry explained that on their Paddling website, they eliminated the position of Webmaster, and moved towards having a number of people with the rights to maintain the web page. He wasn’t sure that promoting a style guide that volunteers will have spend hours updating was a good way to go. Case in point, the Club’s concept of “your connection to the outdoors” required hours to update. But if he were to go to the Club website, you don’t see it anymore. Paul also added that it is not just by content alone that you rise in Google search algorithms. Having a distinctive “url” was instrumental in their paddling website rising in search standings. If one were to conduct a Google search for “hiking New Hampshire,” neither our Chapter’s site nor any link to any of our activities comes near the top of any search results. This could easily be corrected with a unique URL. At this time, Paul stated that he would abstain from a vote on the motion. Regardless about the number of committees, consolidated or not, we need more folks involved.

- Kevin asked if we could chew on this idea, as it is a lot to consider.

- Bill wondered if we could keep all of these thoughts for the next 30 days, but agreed to table the motion until our next meeting in June.

Non Comm / Bill Warren

Bill Warren announced that this year’s Nominating Committee includes: Tim Kennedy, Jim Katowsky and Marcy Stanton. Bill added that we have people lined up for most every ExComm position, including co-chairs for most committees as well as someone to help LuAnn Laquerre with programs.

Upcoming Dates to Remember

- October 3, Class 3 Leader Training / Excursions
- October 3, Walk with a Ranger Program / Excursions
- October 16-18, AMC Fall Gathering, Lake George, NY
- October 24, NH Chapter Annual Meeting, Concord
- October 31 – November 1, Winter Hiking Series (11/14; 11/21; 12/5; 12/19)
- November 7, Excursions Committee Leader Gathering

Other

Jamie Gilon offered that if any committee wants to broadcast activities to young members, please email him and he will put the announcement up on their Facebook page.
Motion to Adjourn

At 8:55 Gene Harding made a motion to adjourn. This was seconded and approved unanimously.

Future & To Be Continued Items

• Communications Committee – ongoing discussion (June ‘14)

• Leave No Trace Master Training – update (June ‘14)

• Online / direct sales of AMC NH clothing and gear (May ‘14)

• Newsletter article urging chapter members to sign up for weekly updates (September ’14)

• Programs Committee – submit article looking for event volunteers; co-chair sought (February ’15)

• Conservation topics in newsletter (April ’15)

Minutes: Beth Zimmer
5/7/15