Call to Order

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AMC NH Chapter – Minutes 6/4/15
Wayne Goertel called the meeting to order at 7:00.

Thanks went out to the Membership & Programs Committee for tonight’s dinner.

Upcoming dinner schedule:

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

Next Meeting: September 3, 2015

Approval of May Minutes / Beth Zimmer

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

A motion was made by Kevin Rooney 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.

Rick reported that we are in fine financial shape. We have over $52,000 in invested reserves and $61,000 in savings. Spending is “light,” and he is taking care of bills from our most recent Wilderness First Aid weekend session.

There were no further questions or comments.

Interim Committee Appointments

Marianne Page explained that Trudi Janoschek, a hike leader and familiar face to many, would like to increase her involvement by volunteering to serve on the Membership Committee. Beth Zimmer moved that we accept Trudi as Interim Membership Co-Chair; this was seconded and approved.

Bill Warren explained that Terri Wilson, an excursions leader, would like to increase her involvement by volunteering to serve on the Programs Committee. Beth Zimmer moved that we accept Terri as Interim Programs Co-Chair; this was seconded and approved.

Conservation Topics in Newsletters / Eric Savage & Paul Hopkins
Postponed from last month, a recurring newsletter & web article (e.g. "Conservation Corner") seemed appealing to folks. Conservation & Education would seem an obvious leader going forward. What could that entail?

Wayne Goertel began that last month we had talked about generating a reoccurring article in Mountain Passages.

Eric Savage offered that he had sent an email to Sue Arnold and that he hoped to have an article for the Sept/Oct issue.

Paul Hopkins shared that he had an idea of putting together some sort of pictorial collection of outdoor places of “value” that could be used for possible presentations to support conservation efforts. Members liked this idea. It was suggested that Paul consider a reoccurring newsletter photographic entry, “We Value What We Value.”

**New Activity / Bill Warren**

Bill Warren recently gave a talk at the Concord Library on trail food. There were over sixty people in attendance. He reminded members representing the activity committees, that mini-presentations such as this, which are in the AMC activities database and approved, can have good outreach. Also, these activities can count towards active leadership. Bill asked activity committees chairs to promote this concept within their committees.

**AMC Information Volunteers Opportunities & Training / Paul Berry**

At the May ExComm meeting we had talked about getting more people involved in volunteering at events like Wild NH Day. Paul Berry had volunteered to get information. He explained that he wants ExComm to set a goal to get more volunteers, not a goal to run more activities using the same few ExComm members that we have.

The Club has information volunteers. Paul was in contact with Kelly Shedd who is in charge of training. He asked for a copy of their volunteer training handouts, but has not heard back from her.

Several members offered that we may need to create our own training materials with a focus on our NH Chapter and activities.

Paul will write an article for the next newsletter, soliciting volunteers and asking AMC NH members to donate a day or few hours of their time. We can determine next steps if we get any interest.

Beth Zimmer suggested that we keep it simple. Perhaps we do not have to offer training, but rather, we could show up with a “bulleted list” for volunteers to follow, such as: how to sign up new members; how to access the activities listings
on our website; and to tell the public that our activities are free and open to the
public; etc.

Doria Harris wondered that our goal was, and asked if we should be measuring
the impact of our attendance at events such as the recent NH Wild Day.

Wayne Goertel reinforced that our goal was quite simply that of “presence” and
“increasing awareness.” Public events are an opportunity to expose the public to
both our organization and the outdoors.

Bill Warren offered that there is no metric for measuring the impact of these
events. He reminded all that a member of the public soon may become a new
member, then in turn an activities participant, and from there, perhaps a leader.
Bill felt that we should leverage AMC NH exposure at a couple of events each
year.

Communications / Wayne Goertel

Wayne Goertel began that we had an excellent and broad discussion last month
on the topic of communications. There was a follow-up with an ad hoc working
group.

To clear up a procedural matter, Bill Warren moved that we take last month’s
motion regarding communications off the table. This was seconded and
approved.

Bill shared that he found it relevant that at the recent Chapters’ Committee
meeting at the Mohican Center in NJ, the other Chapters expressed that they
too, are struggling with this issue. Chapter Chairs were envious of the concept
we are exploring regarding consolidation of newsletter, web and other
communication opportunities.

Bill mentioned that there was a presentation in January regarding the Club’s
website hosting. For a fee, the Club would offer a place, space and platform for
Chapters. Wayne and Bill both felt that NH should “wait and see” how this turns
out. Bill continued that at last Chapter’s meeting, the topic of web presence did
not come up. Bill asked about the Club’s new website, but the Mohican Center
had no Wi-Fi. Additionally, their person in charge of web development left the
Club. Wayne and Bill emphasized that our website is critical to our chapter,
especially now that the magazine gives us so little press and directs viewers to
our website for activities listings. It is critical that we do not hitch our wagon to
the Club’s web presence at this time and that we maintain our independence.

Wayne added that Chapters were told in January that they would be able to view
the nearly completed site in April at the Chapters Committee meeting in
Mohican, just before its deployment, but at a May meeting there was nothing to
show. Club staff confirmed to Wayne in January that Chapters had not been
invited to the club website redesign discussions.
Wayne shared that he would like to look exploring some sort of web platform that we could use that would give more access to the different activity committees. This would allow more input into shaping content.

Members viewed the Maine website that utilizes the Word Press platform. Comments included that it was clean, simple, and that it allowed a variety of individuals to upload content. Word Press.

Upon inquiry as to who was running our website, Wayne answered that along with Tom Todd, he too, has been helping to manage our website. Our website is “homegrown” and that there are not many people with this skill set to manage it. This is a deterrent with seeking new volunteers to get involved with managing the website.

In contrast, there are lots of people who use Word Press and thus, we could perhaps get more support and/or volunteers. A Word Press web platform would be much more easy to maintain and would greatly increase the probability that we can find volunteers to maintain it. Wayne offered that he would like to pilot this concept and that he believed we would inevitably be in a better position than we are in now.

Paul Berry returned members back to the discussion regarding the motion [to consolidate Newsletter and Website Committees].

John Pilla wondered if we needed to consolidate or merge committees in order to improve our web presence.

Ron Janowicz expressed support for making changes to the web site. He felt that we should let committees post their own information. Further, we need someone to monitor it. He asked that members consider making structural change to the web, and that we consider consolidation at another time.

Discussion continued regarding the pros and cons of consolidation.

- There would have to be changes made to the bylaws, but this change would be small.
- A Communications Committee could have a cadre of volunteers of whom a couple of people could volunteer to be co-chair.
- A communications chair or communications committee could decide what the order of priorities / listings for the Chapter should be.

There was continued conversation about possible structural changes, but it was difficult to sense of committee members were amenable to the idea or not.

Kevin Rooney stated that it is really up to the activity committees to know their audience. Different age groups use different venues (Facebook, Meetup, web, Tumblr, etc.) and it is not the role of a communications chair to direct which venue an activity committee uses.
Kristin Farrell offered that it sounds like we need someone to coordinate information and a calendar, and to act more as a “partner” to the different activity committees.

Ron suggested we give Brett Billings an increased role in the area of Chapter Communications.

Paul would like to see a website that was more open and accessible.

Kevin asked if a Communications Committee would generate policy for what the website would look like.

Upon inquiry if there was anyone willing and able to take on the role of Communications Chair, Bill Warren shared that he has three “feelers.”

There continued to be discussion about what this committee would do and could do. Would it coordinate communications for committees? Coordinate timetables? Help people get information out?

Eric Savage reminded members that bylaws are not designed to be specific. Much of what he had been hearing was policy and left to the discretion of any committee that we might create.

Kevin shared that he too feels that the website needs a new face and that we should move forward implementing the discussed changes.

Jamie Gillon expressed that he likes the idea of having a communications person. This person could know what tools are available and could direct website visitors and traffic to these different tools. For example, knowing that Young Members prefer to post events on Facebook, the Chapter Website would link traffic to this url. Knowing what each subgroup is using and pointing folks to the right place is key to a vibrant Chapter. Their job would be to keep track of who uses what and to bridge gaps; this is plenty of reason to have a coordinator.

There was an inquiry if we should explore multiple web templates. Wayne explained that he would like to utilize WordPress as the Maine Chapter is willing to share their template and tech support to our efforts. Wayne would like to set up a pilot site and give folks interim access to post content.

Bill W. supported this, saying that we need to work on the web regardless of whether we consolidate or not.

Bill Warren took a straw poll whether members were ready to support a change to the bylaws, or whether members instead supported a temporary committee change.

Bill made a motion to “Establish a temporary Communications Committee to include a liaison from each Committee of ExComm. The Communications Committee shall establish committee guidelines and develop future strategies for the Chapter newsletter and Website. This committee shall report back to ExComm at the April 2015 ExComm meeting as to their progress and for
"feedback from ExComm." John Pilla seconded the motion and it the motion passed.

Wayne said that he would proceed to set up a sub domain on a pilot basis. Also, he reminded individuals to email the web masters via our Chapter distribution list at webmasternh@amc-nh.org.

**Nomination Committee Update / Bill Warren**

Bill Warren offered that there are individuals interested in every committee and that he may have a few extra volunteers. A slate of prospective ExComm Chairs / Co-Chairs will soon be ready.

**Upcoming Dates to Remember**

- September 3, Next ExComm meeting after summer recess (John Judge)
- 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
- November 7, Excursions Committee Leader Gathering

**AMC NH Winter Hiking Series**

Kickoff weekend: October 31 – November 1, 2015
Hiking series: 11/14; 11/21; 12/5; 12/19

**AMC NH Cardigan Workshops**

- Winter Session 1 – January 29-31, 2016
- Winter Session 2 – February 26-28, 2016
- Spring Session 1 – April 29 – May 1, 2016

**Motion to Adjourn**

At 8:57, Beth Zimmer made a motion to adjourn. This was seconded and approved unanimously.

**Future & To Be Continued Items**

- Leave No Trace Master Training – update (June ’14)
- Online / direct sales of AMC NH clothing and gear (May ’14)