

**MINUTES**  
**PWV BOARD OF DIRECTORS' MEETING**  
**April 22, 2022 – 6:30-8:30 p.m.**  
**Conference Call due to Covid-19 concerns**

**ATTENDANCE NEED TO DO**

**Board Members:** Janis Brady, Jim Branch, Rich Cappello, Mike Corbin, Joe Cox, Jim Medlock, Steve Musial, Sean Orner, Pete Ramirez, Jeff Randa, Mark Snyder, Bruce Williams, Matt Cowan (USFS Liaison)

**Board Members absent:** Jeanne Corbin, Karen Roth

**Advisory Board Members:** Tom Adams, Chuck Bell, Janet Caille, Elaine Green, Alan Meyer, Linda Reiter, Karl Ritters, Celia Walker

**PWV Members, Other:**

**Guests:**

**ESTABLISHING QUORUM AND MEETING GROUND RULES.**

Bruce Williams welcomed everyone in attendance.

**AGENDA.**

The April 2022 agenda was approved.

**MINUTES.**

The March 2022 meeting minutes were adopted with no changes.

**REPORTS OF OFFICERS**

**A. CHAIR REPORT.**

- Bruce Williams reminded folks to be mindful of time due to the full agenda.
- Bruce explained that we typically do not have a Board meeting in May due to the full calendar with new recruit training but asked if anyone did have any concerns about skipping the meeting to let him know.
- Bruce confirmed with Sean Orner that a quorum was present.

**(B) CHAIR ELECT.**

- Mark Snyder had nothing to report.

**(C) IMMEDIATE PAST CHAIR REPORT.**

- Mike Corbin had nothing to report.

**(D) USFS STAFF REPORT.**

- Matt Cowan thanked those who participated in the recent Poudre River cleanup day. He said they got a lot of work done and appreciated everyone's efforts.
- Bruce Williams asked if there was an update about when the Forest Service office would be opening up to the public again. Matt said he would follow up offline with Bruce. Bruce explained that Mark Snyder is exploring options for a possible in-person Board meeting in June and would keep us updated.
- Steve Musial thanked Matt Cowan for addressing graffiti at mile marker 3 that he had reported. Matt shared he sent a quick email to CDOT to handle the request, and they were quick to respond.
- Karl Ritters asked Matt to explain what had changed with Travel Zones and why. Matt said there are 50 designated campsites between 4 travel zones in the Comanche Peak Wilderness. The vast majority of these sites were burned in the fire. It would require the removal of approximately 1,000 hazard trees to make these sites safe and release the Forest Service from liability. Matt also added that the rules were not really based on any formal science or decision that included public participation. They are taking a slow adaptive process to determine how they will manage these areas in the future, but this is what they need to do right now to reopen those areas back to the public so folks can get out there and camp there. Matt said at this point there is a relatively low concern about resource damage to the areas around those travel zones, but he's open to hearing any input. He said it's possible the designated campsites may be reinstated in the future, and the travel zones will continue to be in place with fire restrictions and overnight stock camping.
  - Chuck Bell shared that he recalls back when the Travel Zones were originally planned, sharing that it was largely a result of the state of conditions around Browns Lake. He said it was good to hear that this is no longer the case now, but it may be an area to watch to ensure the conditions don't decline to that state again. Matt thanked Chuck for his input and explained that he is working closely with Kevin Cannon as they proceed with the adaptive management process. If they find there is too much resource damage, they will consider reinstating the rules and will be making necessary changes as they go.

**(E) SECRETARY REPORT.**

- Sean Orner had nothing to report.

**(F) TREASURER.**

- Jim Medlock shared that he included a report with the financials that were sent out, asking for folks to contact him if any questions come up. He plans to include an explanation of donations each month along with any other comments that are relevant.

**REPORTS OF COMMITTEES**

**(A) SPRING TRAINING COMMITTEE:**

- Jeff Randa provided a progress update, explaining that right now there are no red flags with planning. Key milestones with the next couple of weeks include:
  - Mike Higgins' survey to source volunteers for the various teams. The deadline is the 27<sup>th</sup>.

- Alan Meyer launched the registration form the 1<sup>st</sup> of this month, and they are asking participants to register by May 1<sup>st</sup>. As of today, there are 115 people who have responded, including 21 AGL's, 13 recerts, 8 "returns" (PWV members who want to attend but are not volunteering at the event), 52 recruits, 20 volunteers.
  - Mike Corbin asked Jeff to send a list as to which recruits have and haven't registered, he can have AGL's follow up with the recruits. Jeff noted that he has the list already sorted by Animal Group.
- May 14<sup>th</sup> will be the Buckhorn clean up day.
- Pete Ramirez is working through the detailed plans for possible snow day and hybrid contingency plans.
  - May 1<sup>st</sup> is the date they have set to evaluate conditions and determine if the event will continue as planned or move to a hybrid model. Jeff said that they are following CDC guidelines. As of Feb 12, there are no health orders in place or COVID-19 restrictions. Pete is tracking reported case numbers to keep an eye on how things look.
  - If guidance changes from the CDC before May 1<sup>st</sup>, they will switch to the hybrid model. Current indications do not suggest this will happen. People can make their own determination to what their comfort level is, with options to bunk, camp, or drive in and out each day. Masks are optional.
    - Jeff noted that they understand there are some times where group size will be relatively large, and if there is inclement weather, folks will be grouped up indoors. They are trying to be sensitive to this while planning and are taking input from people into consideration.
- Pete Ramirez said that right now, the best option for a backup venue for indoor activities such as the presentations and graduation on Sunday, is Timberline Church in Fort Collins. They have times on Saturday and Sunday where large rooms are available to accommodate the group size needed. Pete researched various venues, but many of them would charge fees that are pretty costly. Pete submitted an application with the City of Fort Collins to be able to use a natural area as an alternate training trail but has not yet received a response.
  - Jeff said that they are hoping to take advantage of any opportunity to have a social gathering if the full event must switch to the hybrid plan.
- Bruce Williams asked if Pete and Jeff need any help or support from the Board. Jeff explained that the team leaders are really running with things, and they are taking advantage of prior years' experience with planning. He shared confidently that they feel they have the right people in place if any issues pop up.

**(B) NEW RECRUIT TRAINING COMMITTEE:**

- Mike Corbin shared that Kick Off Night went well and he is receiving positive feedback on the event. He said it was well-organized by Celia, and there was good attendance. We started out with 64 recruits this season, and have lost 2, which is about average for this time. He shared that the recruits seem to be motivated, good-quality folks. The AGL's have begun their training meetings, which also seems to be going well.
  - Jeff Randa offered his kudos, sharing that it was a great first impression for the recruits.

- Mike added that the facility worked out much better than the Forest Service office has in the past, as it allowed for enough rooms for all of the Animal Groups.

### **(C) MENTORING PROGRAM COMMITTEE:**

- Bruce Williams offered some highlights from the mentor surveys from last season. After each mentor patrol, both the mentors and the mentees are sent a survey. At the end of the season, they compile the results and look for ways to improve, while sharing the information at mentor training.
  - Just like we've seen in previous years, the results are largely positive. There are definitely a few opportunities for improvement:
    - 100 surveys were received out of a possible 175 (57%). Bruce would like to see this return rate improve.
    - Two areas where mentees thought they could be better trained were: 1) reserving equipment from the Forest Service 2) identifying invasive weed species.
    - When asked what areas they could receive more training, Map and Compass was the primary response (this is a trend from previous years). We'll continue to work on refining the expectations and training on this.
      - The other topic was reserving communication equipment to use. Bruce agrees that this is something we can do a more thorough job on covering.
    - When asked what areas we could improve on, there were a few trending responses.
      - Some felt that we could do a better job of matching mentor and mentee skills and trail difficulty. Bruce said that this is not a major issue, but something that pops up occasionally. He has spoken with Fred Sprague in the past, who does a good job of trying to match folks up. Bruce emphasized that mentors need to be sensitive to what the mentees are experiencing while they're out on the trail and modify as necessary.
      - Some felt that their patrol did not offer enough encounters to practice their skills. This is something we only have so much control over. We do try to be intentional with selecting the trails that mentor patrols are assigned to, but various factors including weekend vs. weekday can have an impact.
      - A few felt that they could use more instruction on using a communication device.
    - Overall, the ratings and comments were very positive.
  - Jim Medlock asked if a follow up email goes out to remind people to complete the survey if they do not submit it after so many days. Bruce said he would follow up on that suggestion.
  - Steve Musial suggested that the survey comment about a 10-hour patrol on a hot day seemed hard to believe. Bruce responded that he cannot comment on the validity of the details, but we should heed any concerns that any members make the time to share, and mentors should make sure they are not asking anything unreasonable of the mentees.

- Steve followed up to ask when mentor training will be held. Bruce said training is this upcoming Saturday, April 23<sup>rd</sup>, and on May 5<sup>th</sup>.
- Alan Meyer explained that it's difficult to have a follow up message go out to people who don't submit a survey, because they are completed on SurveyMonkey, but the USFS patrolling website that sends the initial survey request out has no way of knowing who has or hasn't completed one. He suggested that if a reminder was to go out, it would have to be a manual process.
- Bruce shared that fewer people signed up to be mentors this year than last year. We could use more volunteers to take on the role. If anyone is considering signing up or knows someone who may be interested, he encourages them to check in with him soon so they can be included.
  - Rich Cappello asked if mentors have to participate in training every year. Bruce replied that it is in the policy that it is an annual training. This ensures that the mentors are aware of recent policy changes, and things like the survey feedback that emphasize adjustments that should be implemented.
  - Pete Ramirez said he cannot attend the training that he registered for. Bruce said that people can attend either training meeting.
  - Alan Meyer said that in the past, the Fred Sprague on behalf of the Mentor Committee only scheduled mentor patrols for hikers, and that the Stock Committee handles scheduling mentor patrols for stock patrols. He asked Bruce if that is still how it works. Bruce said that is to his understanding.

## **OLD BUSINESS**

- No updates

## **NEW BUSINESS**

- **REVIEW OF SUPPLEMENTAL 2022 FUNDING**
  - Jim Medlock made a motion to budget 2022 PWV member subsidies for Spot/InReach devices at \$3,000 for all PWV members.
    - Steve Musial seconded the motion.
    - Jim explained that this should have been included with the financial discussion last month but was accidentally overlooked for the agenda. He added that PWV's finances are in terrific shape, and \$3,000 is a reasonable addition.
      - Bruce Williams apologized for the oversight on the budget item and asked if \$100/device is the normal rebate amount. Jim confirmed that rebate amount.
      - Alan Meyer said that some members are using devices beyond Spot & InReach, so he would suggest that the rebate be allowed for any two-way satellite communication device. Jim said he accepts the amendment to the motion.
      - Elaine Green suggested that it should be for "any" member, not "all" members. Jim accepted the amendment.

- Jeff Randa asked if the \$3,000 is a cap, or if we can consider spending more if demand is higher. Jim explained that the budget process allows for a 10% overage, and he will be keeping an eye on the budget item and will report back to the Board if he thinks an amendment to the amount should be made.
    - Janet Caille asked if only returning members are eligible for the rebate as it has been in the past. Jim explained that it was his intention that all members, including new recruits who have completed Spring Training, are eligible. This is how it was handled last year, and several new members, including Jim, received the rebate.
    - Bruce Williams asked Sean to take the vote by roll call. The motion passed unanimously.
  - Jim made a motion to increase the 2022 budget for Kick Off Night from \$500 to \$1275 for meals and facilities. He also made a motion to increase the distribution from the Endowment Fund from \$3,000 to \$3,175.60 for the purchase of the Smoky Bear costume.
    - Jeff Randa seconded the motions.
    - Jim explained that the KON Committee did a diligent job of planning the costs for the event. When they made their original budget request, it was unknown what type of event we would be able to have this year to accurately plan costs.
    - Jim explained that the purchase of the Smoky Bear costume was approved in April of 2020 and would be covered by a distribution from the Endowment Fund. Now we know the exact cost after the order has been completed. This will be the first distribution from the Endowment Fund.
      - Jim added that a meeting was held two weeks ago, further discussing the use and intention of the Endowment Fund. Chuck Bell is pleased that the fund will be used.
      - Bruce Williams asked Sean to take the vote by roll call. The motions passed unanimously.
- **SUPPLEMENTAL TRAINING COMMITTEE**
  - Linda Reiter first wanted to address the topic of training gaps as discussed earlier. She shared that Gerry Cashman will be teaching 4 upcoming classes on Map and Compass, which filled quickly and have waiting lists. Gerry will consider teaching additional sessions. Linda said that she had made an attempt to get a Spot/InReach class going but had difficulty due to Covid. The best they could do last year was refer folks who were looking for assistance to someone who was comfortable with the tech.
  - There are free classes coming up May 24-26 put on by the National Wilderness Skills Institute. Linda encourages folks to register even if they can't attend live, as they will be able to watch the classes later. AGL's should encourage their recruits to sign up.
  - David Fanning will be teaching a class on Spontaneous Photography, teaching people how to use their cell phones as cameras effectively.

- Karl Ritters will be doing a talk on backpacking on the Colorado Trail, and then will do a backpack “dump” so folks can see how he packs ultralight.
- In June, there will be the Tectonics series starting, along with a Wildflower hike.
- Linda Reiter is here to ask the Board if we are ready as an organization to begin funding First Aid classes more fully. In the past, people have had to cover the full cost of the course. Last year, we subsidized the Wilderness First Aid class that was offered, and this year we fully-covered the CPR/First Aid classes, which were full with waiting lists. Linda thinks that if we fund the classes, people are willing to participate.
  - Linda referenced the handout she sent via email in advance of the meeting. She believes the public expects us to know what we’re doing when we are in uniform.
- Linda Reiter made a motion for \$5,000 for 2022 to fully fund First Aid/CPR and Wilderness First Aid classes for members.
  - Steve Musial seconded the motion.
  - Bruce Williams asked Linda to go into a bit more detail on how historically PWV has handled these classes. Originally, the classes were made available, but the full cost was covered by members. In the last few years, some funds have been used to reduce members’ cost.
    - Linda says that this would be a significant change to past precedent, and she thinks it would reflect what PWV’s priorities are and make a statement.
    - Bruce asked Linda to remind us of what her approved 2022 budget amount was. Linda said she’s already spent the budget and used the 10% allowed overage to fund the second round of classes after the first filled with a waiting list. She originally had \$2,375 approved.
    - Jim Medlock said he thinks this is a terrific idea. He asked Linda if she has an expected allocation of the funds for First Aid/CPR and Wilderness First Aid. He asked if she would want to budget for each separately and offered to discuss it with her offline. He added that PWV’s finances can cover the cost of the increase, noting that we received a \$10,000 undesignated donation in February.
    - Elaine Green asked how many members would benefit if all of the proposed classes were full. Linda referenced the charts that she sent, saying that we could train up to 50 people in First Aid with \$3,000 depending on the vendor. For Wilderness First Aid, you could get 10-20 people trained for \$2,000.
    - Steve Musial said that if we want people to have this training, this is the way to do it.
    - Jeff Randa said this is a great idea and asked if she had any hunch on what the demand for the classes would be. She said it would depend on whether we wait for people to be 2<sup>nd</sup> year members, we probably wouldn’t have as many. 1<sup>st</sup> year members will receive some First Aid training at Spring Training, and we should consider

whether we think that is sufficient for their first year or not. She guesses we could get 50-60 people to the two classes.

- Joe Cox said that for the Wilderness First Aid training, we should have a requirement that the regular First Aid/CPR training should be completed first. Linda said it was a good suggestion to have a prerequisite.
- Alan Meyer said that to be a sawyer, you have to recertify every 3 years, but Advanced First Aid must be completed every 2, and to be at one end of a cross-cut saw you have to have both. He said that this might be something good to keep track of for people who are sawyers to make sure they stay keep their First Aid certification current. Matt Cowan said that the sawyer certification is required every 3 years. Alan asked Joe how often the First Aid certification must be completed. Joe said that the CPR/Advanced First Aid certification is only good for two years. Alan said it can become a mess to keep track and there are sawyers who may not be certain where they stand with these.
- Mike Corbin explained that the First Aid training that is covered in Spring Training is really basic, and they use it as an opportunity to encourage members to take a full course. He would really want the new members to get First Aid training their first year. He asked how much the First Aid class costs now. Linda said she asked with 3 different vendors, and for 10 people the full cost is \$1,000-\$1,500. Mike said that he supports all of it and we should get folks trained.
- Linda explained that she considered Jim Medlock's suggestion of two separate budgets for each class but thought it could get a bit complicated if one costs a bit more or less. She's comfortable with whatever the Board wants to do.
  - Mike Corbin said he suggests we let the committee manage the funds. We can approve the increase and Linda can determine the best way to allocate across the classes.
- Sean Orner asked if it would make sense to offer the class to first year members later in the season, so we are only investing the funds on people who follow through after Spring Training.
- Celia Walker thanked Linda for her hard work on planning the trainings, noting that the offerings now are so much more complete than they were years ago. Linda said that members who step up to teach classes is really what makes it work.
- Joe Cox responded to Sean's comment, suggesting that fewer new members may fall off if they have early opportunities for PWV to support them, similar to how the Spot/InReach, where people shared that they stayed with PWV because they received a rebate. Bruce said that it can be up to Linda, and she can ask for feedback from the Board should she want it.

- Bruce Williams asked Sean Orner to take a vote by roll call. The motion passed unanimously.
  - Linda Reiter said that Joe Cox is certified to teach the classes, so she will see what she can schedule with him first. Unless someone has a strong opinion about including/excluding 1<sup>st</sup> year members, she will make the class registration available to everyone.

- **RESTORATION COMMITTEE**

- Mike Corbin made a motion to request an additional \$12,000 to cover two weeks of county college crews in July, to supplement the 3 weeks with the Rocky Mountain Conservancy in September.
  - The motion was seconded.
  - Mike explained this would give him enough funds to have the county crew for 2 weeks instead of just 1. They would be working up in the Wilderness areas fairly far in. Last year we had several public days, but those generally don't occur very far in (though Mike does have a group of trail runners lined up to go in at Big South). The budget increase will allow for 5 weeks of trail crews this season. He added that the county has a program with both high school and college students, and we would be using their college crew which is a bit more expensive than the Rocky Mountain Conservancy. It would be a group of 10 students, with one trained as crew leader. They get some training up front, but by using them in July they will have a months' experience already. Since they're young, they can hike in quite a ways and do a lot of work. Bruce asked if we have been happy with the quality of their work in the past, and Mike said yes.
  - Alan Meyer pointed out that this would give the Restoration Committee 5 weeks and that Fred Allen has approval for a paid crew as well. He asked Matt Cowan how many weeks of paid Restoration the Forest Service has planned. Matt said they have 16 weeks with the Larimer County Youth Conservation Corp and 10 weeks the Rocky Mountain Conservancy and 6 work weekends with Wildlands Restoration Volunteers. Alan suggested this may be more restoration than we've ever done before collectively. Mike Corbin said there's no doubt about that, and that these trails haven't had much work on them in the last 30 years.
  - Jim Medlock said he thinks it's a great idea, explaining that we are at \$64,700 on Restricted Funds for Trail Restoration. With the additional \$12,000, the budget for 2022 for hired crews would be at \$56,000, so we would still have funds left.
  - Janet Caille asked if Mike Corbin had pursued grants to cover this cost. Mike said he already applied for grant funds, which is why this budget request is late. He had spoken with the Executive Committee to let them know that he would initially budget conservatively, then request additional funds if he did not receive the grant.
    - Bruce Williams asked Sean Orner to take a vote by roll call. The motion passed unanimously.

- **STRATEGIC PLANNING AD HOC COMMITTEE**

- Jim Branch shared that the Strategic Planning survey went out recently, and they have some initial responses to share. The plan going forward is to analyze the survey results and develop some action plans. They intend to hold a workshop to allow the Board the opportunity to analyze the overall responses and plan a way forward.
  - The survey was sent out to the Board, Advisory Board, Committee Chairs, and a few other people for a total of 62 recipients. 41 responses were received and 257 comments. There was a lot of detailed comments that came in.
    - They focused on the 5 key areas of the PWV mission: recruiting, training, field, support, and educate the public. There was also a “bonus” question of what we should be doing to support the Forest Service in addition to what we do now.
    - Previously, they used the process that also identified things that we are good at, but to keep the process simple, they just focused on areas for improvement—weaknesses and opportunity.
    - Recruit and retain seemed to be the area with the most feedback (only 10 of 41 respondents left that section blank). Many people brought up concerns over diversity (age, ethnic background, experience, etc.). There were many comments about seeking more opportunity for members to interact with another, particularly to help new members to become more engaged early on.
    - There’s also a lot of feedback about improving internal training, particularly with regard to basic skills. We’re already adding First Aid and Map & Compass, but we’ll want to discuss additional ways to further the enrichment.
    - Some people believe we should increase the support for Trail Restoration, while others believe we should maintain the focus more on routine patrolling, so there’s a need for a balance between the two priorities.
    - There was a fair number of comments on support, focusing on fundraising and developing additional education materials for up-and-coming leaders in the organization.
    - Feedback regarding external education considered how we can reach out and collaborate with other groups, share some of our knowledge with them.
    - When asked how to better help the Forest Service, many replied that we should ask them directly, though some offered ideas to consider.
  - Bruce Williams made a motion to hold a Strategic Planning workshop this summer.
    - Rich Cappello seconded the motion.
    - Bruce explained that the Committee believes the Strategic Planning should be owned by the Board. The heavy lifting on the plan is to discern which issues we need to address, have time to address, and have the resources to

address, and are willing to take on. There are so many good things we are already doing as an organization as a successful organization, so we need to be thoughtful to how we add anything else to what we already do. A planning workshop would allow the Board to really dig into the discussion without being limited to a regular monthly meeting.

- A face-to-face meeting would be preferred, which seems likely doable in the summer. They anticipate around a 4-hour session to have adequate time to go through everything. It is about developing a good understanding of a strategy, having the Board be engaged with what the issues are and with making the decisions. We would review a streamlined summary of the survey responses that will be synthesized by the Committee. Ultimately, once we prepare the strategic plan, we can then determine how to best implement and review, so it doesn't fall away undone after the initial planning phase.
- Mike Corbin said he thinks this is a reasonable plan and a 4-hour workshop could be very productive.
- Steve Musial said he supports the idea, though he will likely not be available to attend the workshop since he will be hiking the Colorado Trail.
- Mark Snyder asked Sean Orner to take a vote by roll call. The motion passed unanimously.
- Bruce Williams said he would follow up via email to plan the meeting time for the workshop.

- **REVISION TO PWV BOARD PROCEDURES**

- Bruce Williams made a motion to adopt the revised version of the PWV Board of Directors Meeting Process.
  - Joe Cox seconded the motion.
  - Bruce referred to the challenging BOD meeting we had in December and said that changes were implemented in January's meeting to try to alleviate some of the issues that came up. This included pre-reviewing proposed agenda items and offering feedback to presenters on issues that could be stumbling points. Presenters were also asked to engage other Board members and committee Chairs who could be affected by the proposed item. Changes have been made to the Meeting Process documentation to help run smooth, conflict-free meetings. Bruce noted that Mike Corbin created the original version of the document because we were lacking written procedures.
    - Bruce collaborated with a small group including Mike Corbin, Alan Meyer, Mark Snyder, and Karl Ritters to plan the revisions to the process.
    - Bruce explained that PWV has never fully followed Robert's Rules of Order, but we've adopted some of the procedures as a framework, which are included in the revision.
    - Bruce highlighted some of the revisions:

- Agenda items submitted which require a decision by the Board should include a statement of the proposed motion—having this to provide with the pre-meeting documentation allows for clarity.
- Alan Meyer has already been posting the agendas and supporting meeting presentations to the PWV.org website ahead of the meetings.
- Refinements to the procedures on Motions have been incorporated over the last few months to help us have conversations where people are not interrupting or talking over each other. The person who makes the motion has a chance to speak first. During a discussion, speakers must be recognized by the Chair prior to speaking. Members shall not interrupt the speaker with rebuttals—this can escalate the discussion and be difficult to interrupt.
- Sean Orner asked if it is reasonable to expect the agenda and presentations posted to the website before the meetings. Alan Meyer explained that the Executive Committee agreed last fall to have meeting documents posted to the website ahead of the meeting, to allow a general member to see the material and determine if they want to attend. Alan said that for today’s meeting, he only received the meeting documents yesterday, so there was less than 24 hours for them to be available online. Alan explored the website data to see how often the meeting items are being accessed, which is very low. Realistically, this is not helping members decide if they want to come to a meeting. Alan believes the real value of the documents on the website is for after-meeting review, as supplemental information to accompany the minutes. He also noted that he’s been managing the task himself, but he’ll soon be opening it up to be handled the way other Webteam requests are, so it could take a day or more for the materials to be posted (possibly after the meeting depending on when the presentations are sent).
- Mike Corbin said he agrees with Alan that the documentation is useful after the meeting, as sometimes it can be difficult discerning what was actually decided on from the minutes alone. It’s great but maybe not practical to get them posted before the meeting.
  - Mike also suggested an amendment to the revisions so that the presenter also can decide to table a motion, rather than just the Board by majority vote. There were no objections to the amendment.
- Mark Snyder asked Sean Orner to take a vote by roll call. The motion passed unanimously.
  - Bruce Williams thanked everyone for the support and said the revised document would be posted to the website.

- **OBOZ TRAIL EXPERIENCE**

- Jeff Randa explained that the Oboz Footwear Company started a program to promote themselves in Boise ID 4 years ago. Their focus is to encourage people to get outdoors for 30 days. They pick a local retailer and designate a local non-profit to donate to. In Boise, it started with 100 participants and is now up to 1500. Oboz decided to take the event national across the US, and one of the locations is Ft. Collins. Jax Outdoor and Brown's Shoe Fit were the selected retailers, who selected PWV as the non-profit. Last year's event went really well, so we are staying on as a partner for this year's event. We are working very closely with Brown's to initiate the program. It is a month-long event that will take place in June. It's a fundraising effort combined with outreach because we'll be reaching a lot of folks. Today, 25 trails were identified, which will be tracked electronically. There is 130 miles of trails, ranging from easy trails like walking the Poudre trail to tackling Greyrock. Oboz has offered to donate \$5/person for a completed trail, so we're encouraged to select a busy trail for the fundraising effort. For example, if 200 people complete Greyrock, that would be \$1,000 donated to us. Jeff is working closely with Brown's Shoe Fit on this event. There will be a sponsor for each trail, so the exposure for PWV can be pretty substantial. Oboz is giving away 5 pairs of boots, anyone who completes a single trail is eligible for the drawing. Jeff wanted to let us know what's going on. He noted that they're considering a team division, so we may approach partners like New Belgium and Odell to see if they want to have some fun over the month, and we may even set up a PWV team. It's a good way for PWV to get exposure in the Ft. Collins area.
  - Bruce Williams asked if Jeff anticipates any support needed from PWV. Jeff said it's already in motion, as the Photo Team has provided some images. Oboz felt that PWV didn't get enough exposure last year, so David Fanning is preparing a 30-second infomercial on PWV that will go on the event website.
  - Jeff noted that things have been difficult in the boot market recently and said Oboz wasn't sure they were going to have the event at all this year, but felt it was too good to miss. The planning has been fast and furious over the last 4 weeks to pull the event together.
  - Bruce thanked Jeff, saying that this could have a lot of good benefits for our organization in terms of public image and recognition.
  - Steve Musial said last year we had nearly double the number of patrols on Hewlett Gulch compared to Greyrock. Jeff Randa said that last year the Greyrock summit trail was too challenging for people, so it has been changed to the Greyrock Meadows trail. The other trails include Young Gulch and Hewlett Gulch. He said this keeps the trails close to town and scenic for people to enjoy.
  - Sean Orner thanked Jeff for his work on the event and asked if they will be providing us with marketing collateral. Jeff said they have provided us with a sponsor conversation letter and swag, and just need collateral from us to post on their event site. Sean asked if they will be providing any collateral for us to use for online marketing. Jeff said they are in the midst of creating that now for us. Jeff acknowledged that we're probably doing more work than the other non-profits from the other event cities, but it's to foster ongoing partnerships.

- Janet Caille suggested that this event presents a good time to do trailhead hosting on the trails. Jeff noted that they are targeting 200-225 people, doubling last year's numbers. Janet thanked Jeff for the information.

## **CLOSING**

Bruce Williams reminded everyone that there will not be a meeting in May. Alan confirmed that the meeting will be removed from the calendar. Bruce thanked everyone and said he looks forward to seeing folks at Spring Training next month.

The meeting adjourned at 8:18pm.

Next Board Meeting: **June 16, 2022, 6:30 p.m.**

**S Orner, Secretary**  
**6/13/2022**