

MINUTES
PWV BOARD OF DIRECTORS' MEETING
April 16, 2020 – 6:30-8:40 p.m.
Conference Call due to Covid-19 concerns

ATTENDANCE

Board Members: Tom Adams, Janet Caille, Mike Corbin, Elaine Green, Bob Hansen, Janis Kloster, Jack Morgan, Linda Reiter, Karen Roth, Mike Shearer, Sandy Sticken, Bruce Williams, Jim Zakely, and Kristy Wumkes (USFS Liaison).

Board Members absent: Katina Mallon.

Advisory Board Members: Chuck Bell, Kevin Cannon, Dave Cantrell, Jerry Hanley, Alan Meyer, Karl Ritters, Mark Snyder and Celia Walker.

PWV Members, Other: Karen Artell, Tom Collins, Jeanne Corbin, and Liz Manes.

AGENDA. Elaine Green asked if there were any other additions or corrections to the agenda. Seeing none, the agenda was adopted.

MINUTES. Elaine asked if there were any additions or corrections to the March minutes. Seeing none, the minutes were adopted.

REPORTS OF OFFICERS

(A) CHAIR REPORT. Elaine Green said she has put out an occasional email to the membership this month, and Elaine wanted to acknowledge Karl Ritters for his help in getting that email out to the membership and also for his editing and being a sounding board in the process.

(B) CHAIR ELECT REPORT. Mike Corbin had no report.

(C) IMMEDIATE PAST CHAIR. Tom Adams mentioned the excellent **plaque for Odell's** created by Fund Development Chair, Tom Collins, and nicely framed by Advisory Board Member, Fred Allen. Tom hopes someday we can actually present to Odells.

Tom posed a question for Kristy Wumkes, USFS Liaison, asking if we had ever used inmates for some of our trail work. Carl Sulley, former Fire Chief in Poudre Canyon, had contacted Tom, giving him the names and phone numbers of the sheriff and under-sheriff, and explaining the under-sheriff was who PWV needed to contact if we wanted to use low risk, **alternative sentenced workers** who have been sentenced to community service. Kristy Wumkes explained that the USFS had used them in the past. The alternative sentenced workers do have some limitations (\$50 travel charge/per trip) and not being available for full days. These workers can only be used for ½ day labor. They can only travel out of town an hour max, which means basically working hours 10 am to 2 pm, so there are some limitations. Kristy said the issue is more of a time constraint. They have both a weekend and weekday crew and are in high demand. An organization is lucky to get 6 people for a workday now.

(D) USFS REPORT. Kristy Wumkes, USFS Liaison, reiterated the information that had gone out in her **email to the PWV** membership earlier Thursday. The USFS office is closed thru April 26 due to the state stay-at-home order. Everyone is tele-working. All recreation sites are closed thru May 31st, including campgrounds, picnic areas and toilets. The trails are open but the USFS is not encouraging people to go out there. Canyon Lakes Ranger District (CLRD) is in fire restriction thru May 31 because the USFS doesn't have the bandwidth to send fire fighters

out safely. So, the USFS has shut down all open fires, to keep fire fighters safe. The **volunteer stand-down** is in effect thru April 26th. Our new normal is to wait and see, continue social distancing for now. There will be patrols at some point and trail work to be done. When USFS recreation sites do re-open, there will be massive initial cleaning and ongoing sanitizing efforts. Those who drive government vehicles will have to sanitize those vehicles after each use. Sanitizing supplies are in short supply.

Elaine asked if the shutdown date is dependent on the Colorado governor or federal demand. Kristy said the CLRD is going with the state order right now thru April 26th. The leadership team will reassess at the end of this month to see if they can reopen safely. The team is meeting every day currently. Their decision hinges more on the Colorado governor rather than federal leadership. The team will err on the side of caution.

Kristy mentioned she is still trying to collect information from anyone who is using the USFS shield on any printed materials. Kristy thanked those who had sent information so far and stressed that she needs everyone to send to her any printed materials using the shield so she can send the materials to USFS Public Affairs for approval.

(E) TREASURER'S REPORT. Sandy Sticken said she sent Financials to the Board for their review. Sandy has received a few donations recently. PWV has received a donation for \$92 thru My Tribute Gift on My Charitable Giving portal. Sandy assumes it's an online program in memory of someone. Linda Reiter asked about Colorado Gives Day in May. Fund Development Chair Tom Collins said Giving Tuesday through Colorado Gives will be May 5th. PWV has not historically participated in this day and Tom was concerned about getting involved with this at this time, since he anticipates donations will be focused on Covid-19 related donations.

(F) SECRETARY. Janet Caille said she submitted the NWSA WSP grant application on March 28, 2020. Janet intended to call Austin Hubbard about what PWV can do to assist Buckhorn to help save PWV's spot for 2021. The last time Janet talked with Austin, he wasn't sure if Buckhorn would be opening the cabins this summer. There are also some trail work projects PWV could assist with.

Janet said per the NeedHelp function PWV initiated, to-date we have received no requests for assistance. PWV is a very self-reliant, self-sufficient group.

REPORTS OF COMMITTEES.

(A) FUND DEVELOPMENT COMMITTEE. Elaine expressed thanks to Tom Collins, Fund Development Chair, for creating the beautiful 'Thank You' plaque he created for Odells. Elaine also clarified that the agenda stands corrected as 'Smokey Bear' not 'Smokey the Bear'.

Tom Collins said the Smoky Bear request was submitted in February by Jeanne Corbin and the Kids in Nature program. The current costume is 20 years old. While expensive, this costume has lasted a long time, and the request for a new costume makes a lot of sense. This costume is used by the USFS for public outreach events. Chuck Bell, as the founder of the Endowment Fund, said he thinks this is a wonderful use of Endowment Funds. Jerry Hanley said when this fund was set up 10 years ago, this kind of grant is exactly what PWV and the committee had in mind. The intent of the fund was not to supplement the annual budget, but to be used for special projects like the proposed.

Alan Meyer asked three questions: What's going to happen to the old suit, will the suit be the same size, and is the battery used for heating or cooling? Jeanne Corbin said the suit is likely not salvageable, and will probably be trashed, the size is a standard one, and the battery is in the hat and powers a fan for cooling. The following motion was made, seconded, and passed.

Motion to approve \$3000 from Endowment to purchase new Smokey Bear costume.

(B) TRAIL RESTORATION COMMITTEE. Mike Corbin said the current plan for trail restoration was to have 2 weeks of the Rocky Mountain Conservancy (RMC) trail crew and one to two days of public crews. RMC is still planning to do a full year, and so is keeping options open, The current plan calls for PWV to have one week of high school workers and one week of college workers. The currently proposed dates of July and September may need to be adjusted.

(C) WEB TEAM OPERATIONAL PLAN. Karl Ritters presented the **Web Team Operational Plan** requested by the Strategic Planning Committee. Karl worked with the Web Team and received good input. Karl explained that each of the presented charts contained a slide number. Karl asked that questions be held until the end of his presentation, at which time, relevant slides would be brought up, depending on the question.

Karl explained that the most important part of the Web Team is the members themselves. The team has 11 members with a variety of levels and skills. He gave a short bio of each member as follows.

***Kirk Sticken** is one of the original members of the team. He has an excellent technical background. He does a lot in maintaining the website, adding new features and also assists with broadcast emails.*

***Margaret Shaklee** is very much a contributor, doing a lot on broadcast emails and some web maintenance.*

***Gary Halcomb** is a new member since December. He is involved and doing broadcast emails.*

***Karl Ritters** has been involved for 7 years now, and has chaired the committee for the last 5 years. Karl likes to do maintenance and broadcast emails.*

***Alan Meyer** is another original member of the team, with tremendous expertise in Information Technology. He is a major contributor of things accomplished in the past and things being worked on in the present.*

***Cathy Morgan**, joined PWV in 2019. She joined the Web Team last December and has a valuable skill of website development. When she joined, she said PWV needs to do something about smart phones and tablets. She has taken lead on a project being discussed for the last 5 years on website development and this will be discussed later in the presentation.*

***John Pumfrey** (non-patrolling) and **Debbie Lewis** (patrolling) are both new committee members and Karl wants to get them involved in broadcast emails.*

***Mike Smith** is not currently an active PWV member but will continue to support PWV in a consultant role. He has developed a lot of functions used on the website and he is there*

to support us when needed. **Mark McCracken**, has a lot of experience who works full time, and is also available as a consultant.

Mike Corbin, Organization Handbook Chair, had asked for a **Web Team charter** (copied in from Karl's presentation below).

- ▶ *Provide and maintain PWV Information Technology (IT) capability to meet the needs of PWV and its interface with the public for timely and up-to-date communications and sharing of information.*
 - ▶ *Manage and maintain pwv.org website that works well on all common devices including computers, smartphones, and tablets*
 - ▶ *Provide support to PWV members and committees in the use of PWV IT capabilities*
 - ▶ *Support PWV Committee document repository on PWV Google Drive*
 - ▶ *Establish and maintain procedures for the above*
 - ▶ *Establish and maintain short-term and long-term PWV IT goals*
 - ▶ *Work jointly with USFS Patrolling website personnel to*
 - ▶ *Maintain single common login for pwv.org website and clrdvol.org website*
 - ▶ *Maintain a common patrol description database*
 - ▶ *Maintain a PWV Web Team to accomplish the above. Provide Web Team with training and software tools*

Jerry Hanley, Strategic Planning Committee Chair, had requested a Strategic Plan for the Web Team. Karl presented a slide of the plan (that can be viewed on PWV Google Drive).

Karl said the approved Web Team Budget for 2020 was \$554. Additional funds will likely be requested with the implementation of the new website development including smartphone and tablet access capability.

Karl explained the **Web Team Process**. Any time anyone needs something done, a request must be submitted to webteam@pwv.org. One team member will respond, copying other Web Team members, and taking ownership of the request, advising the requestor when the activity is accomplished. The Web Team preference is to have a request sent to the entire team, not an individual committee member, explaining if an email is sent to a single member, and that member is on vacation, the requestor may not receive a reply for some time.

Karl said the team's primary activity are **broadcast emails and calendar events**. Mike Smith setup the forms for both of these functions. The form gives very complete information so the requests can be accomplished quickly. The committee has no problem, however, with email requests. The goal of the Web Team is to respond within 3 days.

For the website, Karl said Kirk Sticken acquainted Karl with the process for finding the number of clicks (hits) for the website, which was 11,100 page clicks in 2019, with a peak curve in July. Karl presented charts on how these clicks were broken down (Trails, 64%; Home Page, 17%, Ultralight Gear, 8%; Make Gear Last, 5%; Member Login, 2%; and all other 5%). When questioned why Member Login wasn't higher, Karl explained that the clicks are measured from initial click responding to a Google Search. Members go directly to login without using Google Search. Regarding how many clicks are made by what type of device, smartphones and tablets are now almost half of clicks.

Presenting next the **new PWV website project**, Karl explained the primary objective is to enable the website for portable devices such as smartphones and tablets. Karl said Cathy

Morgan has developed some 14 websites in her career. Cathy is working on setting up a prototype on a separate website. Regarding the plan for implementation, once the Web Team has a prototype that works, the team wants Elaine Green, Jeanne Corbin, and Celia Walker to look at it first. This will then be expanded to the Board to get their input. The team plans to have a prototype operational in May. With the current corona virus, team members have more time than usual, and Karl anticipates completion of the project well before the end of the year and as mentioned, additional funds may be needed.

The last topic Karl presented was regard **PWV's social media presence** of which PWV has very little. We currently use Facebook and Meetup. Karl displayed a slide of the Facebook team members, which is basically Karl, Margaret Shaklee, and Mike Smith, with other members who have made significant contributions and were thus invited to be a part of the team.

Karl went thru PWV's statistics for Meetup, the website where various organizations can put up information about meetings being held. PWV has used this site since 2014 with Bob Hansen (for Affiliation Gatherings), Mike Corbin (for Trail Building days), and Madeleine Lecocq (for weekly stewardship hikes) using most frequently. Karl Ritters used in 2018, for an Ultralight backpacking class and Celia Walker used in 2019 for a PWV preview event.

Since 2014, PWV has posted 215 events, has 558 registered members, and 1,148 members who have RSVPed for an event. The annual cost of PWV's membership is \$200/year. In 2019, 9 events were posted, primarily for the Affiliation Gatherings. Karl isn't sure the number of new members we may get through this website, but he feels the fee is worth it for Affiliation Gatherings.

Karl said that social media isn't promoted by the Web Team or very heavily used by PWV. Karl said the question is how active should we be with social media? In talking with Web Team, this is not an area in which they wish to be involved. Karl suggested PWV could establish a social media committee or have an established committee take on the responsibility, i.e., Public Outreach, Member Relations or Recruiting. Or PWV could maintain status quo, Facebook and Meetup. Karl thinks this needs to be addressed by the board. Karl concluded his presentation.

Jerry Hanley complemented Karl on his presentation. His presentation was exactly what the Strategic Planning committee envisioned for Operational Plans.

Janet Caille asked about Instagram. Janet said she understands why the Web Team doesn't want to take on this function. She knows that several of our younger members have posted on Instagram and feels that promoting PWV on Instagram could help PWV appeal to a younger and more diverse population. Janet also said she knows that Indian Peaks Wilderness Association (IPWA) in the Boulder area uses Instagram with more success than Facebook. Janet suggested looking for possible committee recruits by looking at current PWV-related Instagram postings.

Alan Meyer concurred that Public Outreach is a likely home for a Social Media sub-committee and could assist Public Outreach in reaching the public. Janis Kloster, who is a Public Outreach committee member said she had spoken with Kasha Karol about this topic, but Kasha wasn't really supportive at this time. The thought was expressed that perhaps people could be recruited to be in such a sub-committee. Janis said she was willing to talk with Kasha further, to see if members could be recruited. Elaine said that in talking to Kasha, adding this function would mean recruiting more people for that committee. Chuck Bell said he finds it quite easy to post on both Facebook and Instagram. He said this effort would require someone who has an interest in it and will track entries, etc. Celia Walker mentioned two aspects of social media,

people who can use, and content, how frequently are postings, who can post, etc. Further discussion ensued. General consensus was that there need to be guidelines, a sub-committee could be appropriate, and Public Outreach is the likely home for this sub-committee. The suggestion was made to send out a blast email asking for interested members in this effort.

Elaine asked if the Web Team preferred to have members fill out a request or send an email. Karl confirmed that either way is fine. Bob Hansen, asked if it made more sense to have a content team, rather than a Web Team? Karl explained that the Web Team doesn't want to provide the input, the submitters need to do that; the Web Team exists to help with the posting. They may suggest minimal editing. Karen Roth made the suggestion that the new application for the smartphones and tablets should include shortcuts.

(D) WEED PROGRAM 2020 PLAN. Jack Morgan presented the **PWV 2020 Noxious Weed Program**. Jack said he put the presentation together with a fair amount of input from Joan Kauth. In 2019, Joan did a lot to help drive the weed program. Jack said that a lot is on hold right now for 2020, including Spring Training work, on the trail and in the classroom. Jack said that in 2019, PWV had Weed Wednesdays; Joan led almost all of these. This year, Joan would like to focus on the weekends so she will be coordinating Weed Weekends from Friday to Monday. PWV members will be able to sign up to work only one day if they would like. Joan and Jack will likely camp at the site to eliminate driving back and forth. Jack hopes PWV will be able to implement this plan. As with last year, July has been identified as the best time to do the weed patrols, because by that time, weeds of interest are seen and easy to ID and haven't gone to seed yet, so can be just pulled and dropped. Jack presented the slide with identified weed problem trails: Mt. McConnel, Young Gulch, Lion Gulch, Lady Moon, East Dowdy Lake, Columbine, North Fork, Crosier (Garden Gate, Rainbow, Glen Haven), Little Beaver Creek, and Fish Creek. Regarding targeted weeds, Jack said probably 80% of what is pulled is musk thistle. Additionally, the committee has targeted mullein, diffuse knapweed, houndstongue and bull thistle.

Jack presented what he considers are some of the **constraints** the Weed Committee faces, many of which he has discussed with Jim Shaklee. One important constraint is that we don't fully understand the effectiveness of the weed program. The Weed Crew returns to many of the same locations year after year where infestations are most severe (e.g. North Fork), and for those who participate over multiple years, significant progress can be seen. But PWV has yet to develop and implement a tracking system (other than number classes of weeds) that documents area of infestations and how they change over time. Jim was working on this near the end of his time with the Weed Crew, but it's a difficult process to track.

A **second constraint** is that PWV only pulls weeds, we don't spray. So PWV can only manage biennial weeds, not perennial weeds, like Canadian thistle, which is an extremely noxious and problematic weed in the Canyon Lakes Ranger District (CLRD). PWV patrollers can document weed infestations, including locations in trail reports, and routinely pass that info on to the USFS. But the FS does not always have funding to hire contractor sprayers.

Jack has talked to Kristy Wumkes and Kelly Stover about the program this year and has had some good discussions on enhancing the relationship between PWV and the USFS. While the USFS can contract for spraying, right now the priority for money they have is directed towards fires and more critical issues. It is unclear how much they can do in the near future because of funding. In the meantime, PWV will continue its weed crew activities directed towards biennials and document the numbers of perennial weed pests.

One of the things Jack wants to do this summer is to look at some **smartphone apps** for weed management on the trails. Two apps he will look at are Wild Spotter and EDDMaps. Wild Spotter allows one to ID weeds and document where they are found, including pictures and information to help ID. These apps could be very handy for both the weed crew and patrollers. Before recommending, however, Jack wants to try them both out this summer. The USFS also has an app they are using with the Larimer County Weed District to help document infestations. Kelly said they would be willing to help train Jack on this app. He will be evaluating the various apps this summer. Wild Spotter, developed at the University of Georgia, also identifies insects, diseases and animals. The program is growing in popularity, and worth taking a look at. EDDmaps has some more sophisticated capabilities which may be appropriate for the Weed Crew, but Jack will evaluate.

Jack said future possibilities, include looking at how we are going to collaborate with the CLRD, in light of not having resources they've had in the past. He hopes to eventually be able to work with CLRD to manage some of the perennial weeds on the trail. In light of limited funding, Jack will look into grant opportunities this fall, like the Colorado Department of Agriculture, and see how we could potentially leverage resources to improve our understanding of weed dynamics. This would serve as a precursor to developing more targeted weed management plans. Jack concluded his presentation and both Elaine Green and Linda Reiter expressed thanks.

(E) STRATEGIC PLANNING. Jerry Hanley said it has been 2 years since the Strategic Planning Committee (SPC) had asked for **Operational Plans** from the 21 identified strategic committees. Jerry explained that he had two motions to present, but that the motions were inter-dependent. Jerry read the two motions as follows:

Motion#1: To require all PWV standing committees to submit an annual operational plan and an annual budget at the same time.

Motion#2: To conduct a workshop for PWV Committee Chairs and the Boards to address operational planning, budgeting, and fundraising.

In terms of Motion#1, Strategic Planning, operational plan development, budgeting and fund raising, are very closely related and depend on each other. In most organizations a strategic plan is developed first, from that an operational plan and from that a budget. In concert with the budgeting process, the committee would like to also require an operational plan to be submitted. Two years ago, when the PWV Strategic Plan was made, one of the points of the plan was for each committee to develop an operational plan. That in turn, should be driving the budgets. When describing what a committee is going to do, the next step is to decide what it will cost to do what is planned. The following motion was made and seconded.

Move to require all PWV standing committees to submit an annual operational plan and an annual budget at the same time.

Lengthy discussion ensued. Mike Corbin asked if there is a problem PWV is trying to solve with this motion. Jerry explained that as part of the Strategic Planning Process, the Board of Directors approved developing annual operating plans. We are now two years out from this process and committees need to develop operational plans again. Jerry said the plan and the budget process are very much related and the SPC thinks should be done together. Elaine concurred that making operational plans should make our budget process easier. The plans would support the proposed budget. Alan Meyer said he has been in favor of something like this for some time and typically an operational plan consists of a spreadsheet of 4 or 5 items; from

that the budget is derived. In the past, some budget discussions have been difficult. Mike Corbin made the point that many committees don't require an operational plan. Jerry said originally 21 out of the 30+ committees were deemed strategic and asked to develop an operational plan. A committee of one person, probably doesn't need an operational plan. An operational plan every 2 years is probably more realistic until committees get use to this process. Since it has been two years, it is now time to do an operational plan again. Jerry said he thought if the Board were approving a budget, they would also be approving the operational plan. Mike expressed concern that this could not be done in one meeting and would likely take several meetings. Some confusion followed. Elaine said that the Board gets a presentation on operational plans but doesn't really approve them. Ideally, Jerry said it would be good for the Board to approve the operational plans, however, the current motion wasn't requiring approval. The point is the plan and budget should be developed together. Jim Zakely expressed concern about the 'and' in the motion, since the implication was that both needed to be presented and approved together. He also expressed concern about the time needed to approve both. Elaine stated that the motion isn't asking PWV to change the procedure and start approving operational plans. The plans should be supporting documents for the budget. Further discussion ensued. Bruce Williams said it would be good to have plans submitted in support of the budget, but not for approval. Jerry asked how much does the Board want to know about what committees intend to do for the following year.

Celia Walker said the discussion was getting hung up on what is an operational plan; what is really wanted is a budget, and detail to support the budget, why a committee is asking for the funds. Jerry mentioned that some plans will have items that don't require any funding. Alan Meyer said we've had plans in the past that have not been voted on, just presented. Alan stressed again the plan could be a very simple list on a spreadsheet. An operational plan is presented, not voted on, but adds support for the budget in case it's needed. Elaine stated that unless the motion is amended, this motion doesn't change the procedure in terms of voting on operational plans.

Concern was expressed over asking all committees to submit an operational plan during the budget process. Some thought this motion was being too restrictive to ask all committees to do this now. Confusion was expressed over whether plans were required every year or every other year. The term operational plan may be confusing to some. The point was made that if you don't have a plan, how do you know what your committee will spend. The question was asked why both need to be done at the same time. For committees that do not have a budget, do they or do they not need a plan? Jerry thinks that all committees, whether they have a budget or not, would want to submit an operational plan. Some committees don't submit a budget because they don't spend any money. The question was asked what the motion accomplishes since we already have a requirement to do operational plans and budgets. Elaine said this isn't a time issue, we don't approve operational plans, it's a matter of having the information before submitting a budget, as supporting documentation.

Jerry said that since it is time to do operational plans again, this motion hopes to accomplish having the plan completed in conjunction with the proposed budget. It was suggested that the motion needs to be re-worked and clarified. Confusion was on 'all standing' committees' vs. 'certain committee', and timing issues.

Discussion continued with questions on the budget process. Sandy Sticken, Treasurer, said she plans on asking for budget submissions by October 15. Some discussion would occur in November and the budget approved in December.

The motion was amended to change 'all' and in its place put 'major' as follows.

*Move to require **major** PWV standing committees to submit an annual operational plan and an annual budget at the same time.*

The motion to amend passed by role call vote, 7 ayes and 6 nays. Discussion continued on what the major committees are. Suggestions were made on how to reword the amendment. The Mentor committee while it doesn't have a budget, should have an operational plan. Confusion was expressed on whether committees were required to have a plan or not under current PWV guidelines. It was stated that a budget of \$0 is still a budget. Committees should have a supporting operational plan, whether submitting a budget or not. The suggestion was made to table the motion, but the motion was not tabled. A role call vote was taken and the motion as amended failed with 4 ayes and 9 nays.

Due to time, Elaine asked Jerry to postpone his second motion and bring it back next month. She then asked Celia to go over her new business item on keeping our 74 applicants engaged.

UNFINISHED BUSINESS. None.

NEW BUSINESS.

(A) STAYING CONNECTED WITH 2020 APPLICANTS. Celia Walker said we have 74 applicants this year and she has been working to stay in touch with them by sending dispatches every 2 weeks. The first email was sent April 1 and was an explanation of the plan and a link to the video used for PWV interviews, as revised by David Fanning this year. A second email was sent April 15th with information from Ann Wagner on 'How to read a trail description' and a copy of the Blue Lake patrol description. Celia will be sending out a 'Scavenger hunt' next Wednesday. Karl Ritters will contribute an article on Ultralight Backpacking. Walt Grady has agreed to craft an email on how to pick a pack and footwear. Gerry Cashman wrote an email on safety issues when crossing a stream. After the first dispatch, Celia received probably 10 emails from applicants saying they really appreciated the effort. Board consensus was very positive. Elaine thanked Celia also.

Gratitude was expressed to Alan Meyer for hosting the call.

(B) DISCUSSION ON UPDATING STRATEGIC PLAN. Tabled for lack of time.

Elaine expressed thanks to Alan Meyer for helping to make the meeting happen. The meeting adjourned at 8:40 p.m.

Janet Caille, Secretary

Next Board Meeting: **May 21, 6:30 p.m.**