

Minutes for ADK meeting January 15, 2019

Attendance: Marianne Hebert, Jeanna Matthews, Joan Trivilinho, Jim Burdick, David Katz, Tom Ortmeier, John Barron

1. Minutes approval deferred to next meeting.
2. Budget discussion.
 - a. New item line for chapter materials of \$200. Jim reports that he already has \$214 in cash from selling left over merchandise. Jim asked about how to ensure we pay NYS sales tax to the state. John Barron suggested Jim meet with Marie, to close the past accounts and pay taxes to the state. Then start with his new budget.
 - b. Jim expects to have an online store through Great Northern Printing where members can order clothing. Ideally for delivery at the spring potluck.
 - c. Education item line has zeroed out money for Camp Colby and ADK teen trail projects for various reasons outlined at previous meetings. Jim has worked at Camp Colby in past and suggested we could fund directly through the camp. Jeanna agreed to follow up.
 - d. EAP sponsorship was lowered to \$200 to adjust realistic goals for students attending fall college student workshops at ADK Loj.
 - e. John pointed out that our budget can be viewed as preapproved spending, and as such, not all items are spent each year.
 - f. David moved to adopt budget. Marianne seconded. Unanimously approved.
3. Jules Greiner of ADK is in charge of membership. She is taking initiatives like distributing a member services document. They also produce labels for mass mailings we do. She is interested in input about how to raise membership. Additionally, they are re-establishing regional round tables. In fact, an electronic version of such a meeting is forthcoming using SLACK. Contact lists for each chapter are now available online for all members to see. This should facilitate more communication between chapters.
4. John pointed out that the ADK has made it clear we should not divulge member information in a directory or any sort of document.
5. A major challenge is what to do about distribution of the North Wind. At the last potluck a straw poll showed about half of those present still want paper newsletters. We discussed several ideas regarding the newsletter:
 - a. Jeanna suggested we start distributing it electronically to everyone we can (independent of whether they stop receiving it in paper).
 - b. John and Blair said we should not worry about bulk mailing rates and start allowing people to opt out of paper receipt – purely for their own purposes and choice.
 - c. David suggested we could use mail chimp to manage an emailing list.
 - d. John suggested we create a small committee to suggest a process for handling this transition. David Katz and Marianne Hebert volunteered to join David Trithart on this committee.
 - e. Jeanna suggested even families opting for electronic distribution should receive something each year in regular mail.

6. John asked about Erica Bartlemas as a potluck speaker. David Katz offered to make personal contact. Tom Ortmeyer suggested Sherm Craig former head of APA.
7. Joan asked about keeping Liability forms. It was said that after 3 years they can be destroyed. Tom also suggested they can be transferred to the club headquarters. Tom also suggested Joan distribute her mailing list and ways to send in forms electronically to trip leaders.
8. Jeanna said she contacted the library to ask about the backpack program we had sponsored. She also encouraged local librarians to look into this kind of program. The Nicandri Nature Center has a lending library with backpacks for items like birding materials, etc. Marianne suggested we focus on Potsdam and Canton libraries. David and Jim suggested that we donate bear barrels to the local libraries, if reasonable. Joan suggested Ogdensburg library, too.
9. Marianne's Report: Outings finished up well. New schedule is out and Joan is actively running events. Three events so far all ran. Membership is now Marianne's responsibility. She received a lot of materials from the previous membership chair. She is planning to do most membership correspondence electronically where possible. Marianne receives membership reports from the head club. Blair suggested we try setting up information kiosks at the Stone Valley or Red Sandstone Trailheads on a busy weekend. Marianne and Jim are interested in trying this. Marianne and Tom reported doing booths at St. Regis 4th of July and Potsdam Festival for Azure Mtn. which was very busy for patch sales but did not generate a lot of members. We have 399 members and 257 households. We currently have 185 facebook friends.
10. Tom 's Report: ADK website reported Seth Jones has become education director. Executive director search is under way. Pool of applicants is good. There is a requirement that applicants be a lawyer in NY (or able to pass the bar in NY). Neil Woodworth will stay as CEO to train new Executive Director, possibly though the end of 2019. Club has an appeal out to ask members to send letters to ask for more NYS Rangers. Jim says #addnysrangers is a thing on twitter. Heart Lake renovations are almost done though over budget. Call from friends of Arab Mtn about changes to volunteer service agreement with DEC. Our club has its own liability.
11. David's Report: Railcar storage in the Adirondacks is now a dead issue. David has stopped researching whether this is happening in St. Lawrence county. David has been proposed as a member of the ADK conservation committee, as a way of improving chapter to club communication on conservation. It seems not every chapter has a conservation chair. There is \$3 million in grant money available for invasive species projects. Is there anyone we should be sharing this information with? David will follow up with local media outlets to see if any stories on this topic are forthcoming. Paul Siskind and Paul Hetzler are people involved in invasive species work.
12. Blair's Report: Planning to do some serious work on RSST trail this summer. Will draft plans
13. John's Report on behalf of Marie: Accounting software has been purchased. Our year ended \$300 ahead of expectation.
14. John's Report on EAP: none.
15. Next meeting will be March 5th at home of Blair and Margaret Madore 19½ Cherry St. at 7pm.