

Minutes for ADK Executive Committee Meeting, Tuesday March 5, 2019

Meeting location Blair Madore's residence, 19-1/2 Cherry Street, Potsdam

Attendance: John Barron (Chair), Blair Madore (Secretary), David Katz (Conservation and Webmaster), David Trithart (Newsletter), Marie Fernandez de Alaiza (Treasurer), Tom Ortmeyer, Jeanna Matthews (Education), Marianne Hebert (membership).

1. Motion to approve minutes, by David Katz, Seconded by Jeanna Matthews. All in favor.

2. David Trithart shared some information about postage rates for mailing the NorthWind. It appears there is no minimum amount for the discounted rate. David spends about 6-8 hours each time in labor to print, fold, tape and mail. He would like to give up this job. Blair suggested we could pay a service (UPS) to do this work if it is important enough to us. Postage to Canada is way more expensive (over \$1 each). John Barron said that as a member of several ADK Chapters, three chapters are now sending electronic newsletters only. The norm is becoming a pdf (or a link to a pdf) in an email. Other chapters span a range from mostly electronic to paper only. We could put a notice in the newsletter (and send in email) announcing the link to a Google Form where people would sign in to opt out of paper newsletter (and at the same time give a current email). Anyone who does not respond will continue to get the paper copy.

Blair Moved: "In the summer 2019 issue of the Northwind we will place a notice offering members the opportunity to opt out of receiving the paper copy of the Northwind. Said notice will also be distributed through email, on the chapter webpage and on the Facebook page." Tom second. Some discussion ensued then all voted in favor.

David is always looking for feature story ideas.

Blair will submit a small note for the newsletter to recruit trail-workers.

3. Merchandise: Jim is still working on an e-store through Great Northern Printing, with hopes to have it available for the spring potluck. We should advertise in the summer newsletter for fall sales. Maria pointed out that we currently have a risk by having one person responsible for both inventory and sales. We need all such revenue to be part of our books. Sales directly from Great Northern printing to the members may eliminate some of these concerns. We need to arrange a meeting between Maria and Jim asap to reconcile these issues. Marianne asked about chapter patch sales as well.

4. National Trails Day: First Saturday in June at Cranberry Lake. David moves "we donate up to \$500 to ADK for National Trails Day". In return our chapter patch will be part of the t-shirt all participants receive. Passed without dissent.

5. Bear Canister Project: Jeanna reported that she received feedback on which bear canister to order. We plan to offer it to Potsdam Public Library for them to loan to library members. This

could help people (who cannot afford a canister) to safely camp in the backcountry. This will be paid for from Education funds.

6. Danielle Jerry and Bob Platte are stepping down from running the Outdoors/Indoors. Blair said he would consider doing Outdoors/Indoors if someone else would like to be secretary.

7. There was a brief discussion about the use of SLACK for holding discussions between members from different chapters. On the third Tuesday of each month from 6-7pm there will a discussion on SLACK on various membership related topics. John distributed topics and offered others the chance to attend in his stead.

8. Mary McKinnon suggested we not pay to use the Clarkson Adirondack room on New Year's Day given the low attendance. We decided to try next year to have an event at the Nicandri Nature center on the weekend after New Year's. John will contact the nature center.

9. Conservation Report from David Katz: No local issues at the moment. John was able to obtain the list of all other chapter conservation chairs so David will try to work with them. This may start with coffee with John Omohundro, the conservation officer. We received a request to add a trail from the Red Barn preserve to our list of local trails. We plan to visit it in spring and then write a description for the trail (as appropriate). Blair offered to contact them.

10. Treasurer's Report: Checking account has about \$2500. Only recent expense was duplicating for the Northwind. Marie also showed us the receipts(letters) from ADK and Friends of Higley Flow State Park for our recent donations.

11. Report from Director Tom Ortmeyer about ADK club: Membership and dues are up. Income is up \$130,000 but expenses were also up \$240,000. Outings made a profit of \$25,000. Total deficit for the year ended at \$16,000. Cash on hand has dropped from about \$750,000 to \$400,000 because of ongoing construction at Heart Lake. Construction at Heart Lake is money well spent – a lot of much needed work. Executive Director search is proceeding. Applicant pool was strong. Discussion coming Thursday may be about an offer. Bylaws revision are under way.

12. Report from Marianne Hebert (Membership). No new members since Christmas. Marianne will reach out to members who did not renew after 90 days. She will not contact former EAP students who have moved on.

13. EAP Report from Marianne: Maureen Taylor has retired from SGA. We will miss her work with EAP. Leadership II (at SUNY Potsdam) has low enrollment, maybe a sign of future low EAP enrollment?

14. Next meeting will be 7pm on May 7 at the home of Tom Ortmeyer, 15 Lawrence Ave, Potsdam.