
GITCHI-GAMI TRAIL ASSOCIATION

March 10, 2016, 9:00am

Tettegouche State Park – Visitor Center Conference Room



Welcome/Introductions

- ❑ Meeting called to order at 9:06am
- ❑ In attendance: Nancy Mancini (outgoing Treasurer), Chad Pierson (Treasurer-Elect), Charlie Moore(ARDC), Dan Cruikshank (Board Member), Tom Peterson (Board Member), Greg Fangel (Board Member), Mark Rudningen (MnDNR Trail Coordinator), Bill Blank (President), Rod Garver, Bruce Martinson (Board Member), Anne McKinsey (Publicity/Communications Officer), Michelle Pierson (Exec Dir)
- ❑ Motion to approve the January 16, 2016 meeting summary by Tom Peterson/Greg Fangel. Carried unanimously.
- ❑ Agendas and meeting summaries posted here: www.arrowheadplanning.org/ggta

Committee Business

1. President's Report

- Storage Space (5x10feet or 10x10 feet) –
 - May need to move items as of June 1
 - Finding a location in Two Harbors or Silver Bay may be ideal
 - Would one of the parks offer space? Mark Rudningen will inquire
 - Michelle will inquire at mini-storage companies in the TH/SB area
- Memberships push... strategies? Business and individual/family (tabled for next meeting. There is a desire to grow membership to a stronger 1,000 member level)
- GGTA Mailbox strategy
 - After discussion, Dan Cruikshank offered to house the GGTA mailbox on his property at his new bicycle shop 'Spoke N' Gear' in Two Harbors. The shop could have space to advertise trail and serve as 'GGTA headquarters'.
 - A motion to change the address of the GGTA was made by Tom Peterson/Dan Cruikshank. Carried Unanimously.
 - New address would be: 1130 11th Street, Two Harbors, MN 55616
 - Michelle will work with USPS and Dan to change this address this week
 - Address will need to be changed in many locations/websites/etc. Michelle will send a separate email to brainstorm just where all on the web, services, bank, print items, etc that we currently have our mailing address so we can begin work on changing it
- Anticipated Board Changes in the coming year
 - Anne McKinsey- looking to share some of the items she currently manages which includes website management, newsletter editor (2/year), printed ride brochures, ride posters, and other materials. We many need to recruit board members with talents in this area to help share these responsibilities.

- Mark Sandbo- With plans to retire from their resort management work and move to the Twin Cities, his role may change on the board. Mark has served as board president, has been instrumental in working with legislative bonding items, and has been instrumental in Annual Ride set up/implementation.
 - Bill Blank- plans to step down as president next January but would like to remain on the board.
- Legislative Bonding – process and changes
 - Our \$3.13M is included in the Parks & Trails Council of MN's request
 - Legislators are in initial meetings for the bonding bill
 - We should be getting letters of support for our bonding requests out to legislators. **Would anyone be willing to draft a letter** that each of us could alter before sending on? If we could be communicating our individual efforts with one another, I think that would be good. Letters to the editor would also be beneficial.

2. **Executive Director's Report** – Michelle distributed a handout with more details regarding the following agenda items.

- Parks & Trails Council of MN Advocacy Day
- BikeMN Bike Summit on the Hill- to be held 3/30/16 – Chad Pierson noted he intended to attend.
- Membership- Need to pursue netting mailing addresses from PayPal
- T-shirt design contest- We will work on promoting this idea soon. Michelle will photograph all the previous t-shirts, and work on developing a strategy for t-shirt design submissions. Contest will be promoted on the Facebook page.
- Letter to MnDOT requesting signage along Hwy 61- Mark Rudningen noted that there is a sign for Twin Points in the works that will include a bike symbol.
- Social Media/Facebook
 - The GGTA was selected to receive student support from a current UMD student in a Social Media Strategies class. Nicole will be working with Michelle to look over our website, Facebook presence and offer suggestions.
 - Developing an email newsletter/e-blast for quick updates would be a good way to reach out to trail supporters between newsletter publishing. Michelle will work with Nicole to learn more about potential strategies. This would be especially beneficial as a 'call to action' to encourage trail supporters to contact legislators.
 - Board is supportive of using some of its marketing/publicity budget to monetize facebook posts/develop ads. A motion was made by Anne McKinsey/Tom Peterson to permit up to \$300 in expenditures on the Facebook page.

3. **Treasurer's Report**

- The GGTA awarded Nancy Mancini a certificate of appreciation for serving 6 years as GGTA Treasurer. Thank you, Nancy for your dedication and support of the trail and for outstanding service to the GGTA.
- Bill Blank, Michelle Pierson, Nancy Mancini and Chad Pierson met at the NSFCU following the meeting to transfer the signatories. Chad Pierson and Bill Blank now serve as signatories on the GGTA accounts.

- An abbreviated Treasurer's report was distributed by Chad Pierson—as he has only now been added to the accounts, a full treasurer's report will be prepared for subsequent meetings.

4. Trail Coordinator's Report

- Mark Rudningen distributed a Trail Coordinator's Report highlighting:
 - Trail routing through Tofte—be on the look out for a meeting date in early May with Kent Skaar, Tofte officials, residents and business owners as decisions are made to use the awarded 2017 TAP dollars. Greg Fangel intends to attend the meeting representing the GGTA.
 - FRTP's were submitted on Feb 29, 2016 for 150K each for the two projects (Grand Marais to Cutface, Through Tofte)
 - West Road Project –met with MnDOT to discuss trail accommodations on the Beaver River Bridge
 - West Road is planned for construction in summer 2016
 - Memorial Benches Requests- Mark has had two requests to install benches along the trail. Discussion on this topic suggest the GGTA would be supportive of the MnDNR working on a collaborative policy to guide bench requests/installation and to ensure a cost high enough to install/maintain is charged.
- 2016 Maintenance Projects for the GGST
 - Mark distributed a list of items slated for summer maintenance projects along the trail

5. Publicity and Communication Officer's Report

- Paypal email recipients:
 - Anne and Nancy would like their email addresses removed from the service—Michelle will look to remove those addresses, and add Chad Pierson as a recipient.
- Newsletter - Anne intends to work on the newsletter earlier so that we can give potential Annual Riders a longer window to make plans to join us on the Annual Ride.

6. ARDC Update

- GGST Scoping Project COMPLETED!
 - Charlie Moore, ARDC GIS Specialist attended the meeting and distributed print copies of the 2016 Plan Update and Scoping Project. This plan may also be viewed online under documents at: www.arrowheadplanning.org/ggta
- Trail Count Year 2 Update- the GGTA was awarded the MLSCP grant to conduct trail counts in summer 2016. The GGTA will consult with the ARDC to implement the study.

7. Other Business

Next Meeting

Date: May 12, 2016-9:00am Location: Tettegouche State Park Wayside Conference Room