
GITCHI-GAMI TRAIL ASSOCIATION

May 12, 2016, 9:00am

Tettegouche State Park – Visitor Center Conference Room



Welcome/Introductions

- ❑ Meeting called to order at 9:05am
- ❑ In attendance: Charlie Moore (ARDC), Chad Pierson (Treasurer), Greg Fangel, Tom Peterson, Dan Cruikshank, Gary Brumberg, Ginny Storlie (Cook County Commissioner), Mark Rudningen (MnDNR), Anne McKinsey (Communications), Bill Blank (President), Michelle Pierson (Exec. Dir.)
- ❑ Motion to approve March 10, 2016 minutes by G. Fangel/T. Peterson, carried
- ❑ Agendas and meeting summaries posted here: www.arrowheadplanning.org/ggta

Committee Business

1. President's Report

- Bonding Bill update- At the time of the meeting, it looked like the \$2M in the Senate bill had promise. The session came to an end on May 22nd and a bonding bill was not passed. There is talk of another session.
 - Bill asked Chad to try to come up with how much the GGTA has spent on an annual basis on lobbying costs over the past couple of years.
- Storage Space - SpokeNGear has offered the GGTA storage of our ride items in exchange for business sponsorship. Mark Sandbo and Bill Blank loaded up the items from the Cook Co. storage and brought the items down to SpokeNGear. Looking forward to years of great partnership.
- May 12th Tofte Meeting update with Tofte Town Board- Bill Blank and Greg Fangel attended the meeting and report the meeting went well. Bill reports this:
 - Mark Rudningen presented the plan which started on the East end of town and asked for a vote of approval, which the board did. Mark also explained that this was the first step and that the DNR would be back to present a more detailed plan after engineering was done, asking again for board approval. Dennis Rysdahl spoke briefly saying that Bluefin Properties at their own expense would move parking away from the frontage to Hwy 61 and do other landscaping improvements as part of the project, at which the board expressed appreciation.
- Annual Ride Update-
 - Volunteer list- Bill passed around a volunteer sign-up list. We will need to continue communications ahead of our next meeting to fill volunteer roles.
 - Ride Promotion list – Bill also passed around a list of ways we should promote the ride. It was decided that in addition to normal brochure distribution, news releases, posters, connections with Beaver Bay Days, that we should boost several Facebook posts to try to increase our rider numbers for this year.

2. Executive Director's Report

- Business Membership Update- Letters were sent out to all previous business members to request that they continue business sponsorship. Additionally, letters to nearly 100 other businesses were mailed out seeking business sponsorship.
- T-shirt design contest – Contest ended May 22nd, and we did not capture a single submission. Charlie Moore may have an idea for a design, but please contribute your thoughts.
- Social Media update –UMD student worked with us to evaluate our internet presence. Her report can be found here:

[http://www.arrowheadplanning.org/ggta/5.12.2016/Gitchi-GamiTrailAssocStrategy%20\(2\).pdf](http://www.arrowheadplanning.org/ggta/5.12.2016/Gitchi-GamiTrailAssocStrategy%20(2).pdf)

- Address Change Update- GGTA to purchase a mailbox
 - Dan Cruikshank will identify a mailbox that parallels the look of SpokeNGear and the GGTA will purchase it. Dan, please advise if you think it will require installation that we pay to have completed. SpokeNGear may choose to keep a box for mail inside, but having a box outside could assist in pickup of the mail by GGTA board members after store hours.

3. Publicity and Communications Officer's Report

- Newsletter Update- Anne sent the final copy of the newsletter to print on 5/20. Michelle or Chad will bring envelopes up to ProPrint and look over the proof. Thanks to Anne for many hours of hard work on this.
- Ride Brochure Update- Ride brochures and posters are in!
 - Ride brochures have been distributed to Duluth area bike shops.
 - Bill and Gary are working on distribution to bike shops around the state.
 - Bill will pick up posters on 5/25 and work on getting them up along the shore, including the GGST kiosks.
 - Mark Rudningen will work on installing a brochure holder at the GGST interpretive signs at the Beaver Bay Wayside Trailhead. GGTA asks that Mark also look into getting a brochure holder at the Ray Berglund Wayside.
 - We should get ride brochures in all the brochure holders on kiosks.
 - We need to send ride brochures to other supported ride events around the state. Gary and Bill have begun work on this, selecting 8 rides. If anyone will attend in person, please advise. Chad Pierson is working to develop a matrix of rides and dates so we could divide up this task.
- Website Updates-
 - Anne added a link to the Scoping Document to our website
 - The annual ride links are up and ready
 - Anne is working with Two Dogs and a Web with paypal issues
 - Anne would like the gallery expanded on the website (Michelle will put her photos on a flash drive for Greg, as Greg may work with our photo collection)
 - Login/passwords for editing purposes will be sent in the email accompanying these minutes.

4. Treasurer's Report

- Chad Pierson distributed a balance sheet and went over recent deposits. A copy of the balance sheet will be emailed out with the minutes.

5. Trail Coordinator's Report

- See Trail Coordinator's Report accompanying these minutes
 - West Road status: there have been multiple meetings with Beaver Bay Township regarding this project. An amendment to an agreement may help secure support.

6. ARDC Update

- GGST Scoping Project
 - Do we want to print/how many? Looking at \$16-18/copy should ARDC print them and then we bring them somewhere for binding.
- Trail Count Year 2 Update –
 - Charlie Moore attended MnDOT training session on May 17th. There is already a counter set up at the control site. Additional counters will be set up on May 25th.

- Lake County Mtn Bike Trail System Planning Update – There is a public meeting on May 25th, 2016 at Lake County Law Enforcement Center in Two Harbors to go over the potential trail system. Lake County requested a Letter of Support from the GGTA. A motion to write a letter supporting the development of a mountain bike trail system in Lake County was made by A. McKinsey/G. Fangel, carried unanimously. The GGTA did write that letter and submitted it to the county.
- Contracts
 - **Staff Assistance, \$10,000**, with ARDC- The GGTA/ARDC staff assistance contract is set to expire June 30th, 2016. The GGTA desires to enter into an agreement with ARDC to continue Michelle Pierson’s staffing assistance (serving as GGTA’s Executive Director) for Fiscal Year 2017. A motion to enter into an agreement for \$10,000 with ARDC was made by B.Blank/ T. Peterson. Chad Pierson abstained from the vote. Carried unanimously.
 - **Counts Year 2, \$5,000** (GGTA awarded MLSCP Coastal Grant, ARDC leveraged match through another grant, no out of pocket expense to GGTA). A motion to enter into an agreement by B. Blank/T. Peterson was carried unanimously.

7. Other Business

NEXT MEETING:

Date: July 14, 2016 at 9:00am **Location:** Tettegouche State Park Wayside Conference Room