



**Ozark Trail Association
2nd Quarter Board Meeting
USFS Potosi Office, Potosi, Missouri
Saturday, April 20, 2019**

An annual meeting of the directors of the corporation was held on Saturday, April 20, 2019, at 10:00 A.M., at the US Forest Service Ranger Station, Potosi, state of Missouri, for the purpose of reviewing the prior year's business, discussing corporate operations for the upcoming year, and for the transaction of any other business that may properly come before the meeting, pursuant to notice and in accordance with Bylaws of the Ozark Trail Association, A Missouri Nonprofit Corporation.

Ms. Hannah Smith was elected Chairman of the meeting and Mr. Jeff Goetter was appointed Secretary thereof.

The secretary announced that the meeting was held pursuant to notice; if and as required under the bylaws of this corporation.

The secretary announced that the following directors were present at the meeting:

Ms. Kathie Brennan
Mr. Mark Goforth
Mr. Dave Tobey
Mr. Ken Kurtz
Mr. Mike Tobin

Mr. Stephan Thompson
Mr. Jeff Howell
Mr. James Huffman
Mr. Greg Grimes
Mr. Jason Haney

The secretary then announced that the presence of these directors at the meeting represented a quorum of the board of directors as defined in the bylaws of this corporation

The following persons were also present at the meeting:

Mr. Jeff Goetter
Ms. Abi Jackson

Ms. Hannah Smith
Mr. Don Schulte

The secretary announced that the minutes of the Annual Board meeting held on January 26, 2019 were read at the meeting. After discussion, a vote was taken, and the minutes of the meeting were approved by the directors in attendance.

The first item of business was the opportunity for open public discussion by meeting attendees. Mr. Don Schulte present the idea of holding a lobby day in Jefferson City, on Wednesday, January 29, 202 with an alternate of the following week if weather is bad. The purpose will be to meet with the State Representatives and State Senators for the districts that trail goes through. This is something he has done this many time in the past when he was an active teacher. He sees this as an opportunity to ensure those legislators know the trail exists.

The next item of business was the President report from Ms. Kathie Brennan. See attachment 1 for the full report.

The next item of business was the Vice President report from Mr. Mark Goforth. See attachment 2 for the full report.

The next item of business was the Treasurer's report by Mr. Jason Haney. Mr. Haney has been meeting with Ms. Jackson to develop key metrics for a treasurer's report that would better describe the current condition of the organizations finance. If there are any suggestions for this report, please send them to Mr. Haney. Mr. Haney is also suggesting the organization investigate doing background checks for anyone who has access to the accounts. See attachment 3 for the Financial information.

The next item of business was the Chief Operations Officer report by Ms. Abi Jackson, which summarizes Ms. Jackson's activities since the last meeting. See attachment 4 for the full report.

The next item of business was a discussion on Operations Committees Structure as laid out By-Laws lead by Ms. Abi Jackson. A recommendation was provided to the board for consideration related to the timelines of committee reports and the current list of committee members. After discussion on the current structure and need of the officers being on each committee, a consensus was reached while the officers will be part of the committee the officers will not be there in a leadership position unless voted to one by the committee. A reminder was also made treat reach other with respect specifically in emails where Non-board members may be listed. See Attachment 5 for more detail.

The next item of business was reports from the Standing Committees

The Communications Committee was reported on by multiple individuals. Mr. Mike Tobin reported on Social Media, see attachment 6 for report.

Discussion was held on publication items, one item being the brochure that will be targeting Corporate entities, Ms. Jackson will distribute the document to Mr. Grimes and Ms. Smooth for review.

Also, discussion was held on the idea to have Ms. Jackson use the National Park Radio poster she designed so there is one for each section.

And in closing restarting the Newsletter was discussed and Mr. Tobin and Ms. Jackson will be working to get the process started again

The Construction & Maintenance Committee was reported on by Ms. Kathie Brenan. There are efforts underway on the USFS Cost-Share, Sawyer Certification, Tools and Equipment maintenance, Mowing Bids, an AmeriCorps June Mowing Crew. The corporation may have an opportunity for two (2) volunteers to travel to Montana for train-the-trainer sawyer training. The road crossing signage project is ongoing, and more volunteers are needed. There is also an effort being looked at to put in place kiosks, of which there is interest by some of the River companies to put some in place with sign in records.

With the departure of Ms. Landewe, the Adopt-a-Trail is being transitioned Steve Thompson.

The Forest Service has brought to our attention there will be some additional restrictions related to trail that can be tied to the Osage Indians, more, will be made available on this later.

The Planning and Development Committee report from Mr. Roger Allison was distributed. Mr. Stephen Thompson presented a proposal for the Corporate to consider using an app called Guthooks App Proposal. After discussion Mr. Thompson was given the authority to do more research and contact other organizations who have been using the application. See attachment 7 for the full report.

The Education Committee was reported on by multiple individuals. See attachment 8 from more details.

The Fundraising committee was reported on by multiple persons. See Attachment 8 for details.

The next item of business was a call for new business items. After discussion July 27, 2019 was selected as the date for 3rd Quarter Board of Directors meeting following the summer Ozark Trail Council meeting.

On motions duly made and carried by the affirmative vote of all directors in attendance at this meeting, the following resolutions were adopted by the directors entitled to vote at the meeting:

RESOLVED, that Ms. Rebecca Landewe hereby resigns from the board as a Director of the Corporation; such resignation was effective as of April 20, 2018.

WHEREAS, the Bylaws of the Corporation provide that the Board has the power to fix the number of directors of the Corporation. **NOW THEREFORE BE IT RESOLVED**, that the number of directors constituting the Board is hereby changed from thirteen (13) to twelve (12).

There being no other further business before the Board, on motion duly made seconded and carried, the meeting was adjourned.

Respectfully submitted,

Jeffery J. Goetter
Secretary, Ozark Trail Association Board of Directors
<http://www.ozarktrail.com>

Attachment 1 - President Report

President's Report

Meetings –

- Attended the MTNF Cooperative Partnership meeting in Van Buren MO
- Met with Cory, Forest Recreation Programs manager, for a follow-up of Cost Share document, NRT designation and other concerns.
- OTC Meeting with partners at Echo Bluff SP
- Met with Stan, Recreation Trails coordinator and conf call with Ed Sherman from Doniphan in regards to logging at MIDCO Hollow and future logging events impacting the OT.
- Led monthly staff meetings
- Met with Jason to finalize treasurer responsibilities and Jeff to get names on the bank account.

Construction & Maintenance –

- Supervised 9-day AmeriCorp Crew in January
- Met with Grand Gulf Park Naturalist to assess trails
- Super Bowl Sunday Maintenance event
- Whopping it Up in Winona maintenance event
- Led a 3 ½ day Spring Alternative Break AmeriCorp crew from Madison Wisconsin. Did trail construction on the RS-EBSP connector and participated in a Current River cleanup at Big Spring.
- Spring MEGA at Round Spring with 89 volunteers

Outreach –

- Table event at the Alpine Shop Expo event
- Table event at Botanical Gardens Outdoor weekend event
- Participated in presenting at Canoecopia in Madison Wisconsin with ONSR Ranger Dave Tobey and Heather Findley.

Fundraising –

- Participated with the OTA Trivia Night
- Volunteered at Aliche and Scott's 5K run, silent auction and raffle at their farm as they raised funds for their Challenge Hike.
- Alpine Shop Al-Pint Night – Huge success, sold 225 steins, raising \$1879

Upcoming meetings that need representation:

L-A-D Foundation BBQ – Salem Missouri, Thursday, April 25 at 5 pm at the LAD Office in Salem MO.
Meramec River Recreation Association - Meeting, Thursday, May 2, TBA

Attachment 2 - Vice President Report

1. Request for bids for replacing the HVAC system have gone out
2. Sawyer training – We have the approval to get a member trained as a Sawyer trainer, but has not been able to happen, would require a trip to Pennsylvania We do have option to get an outside trainer at \$950 a day, no Sundays, planning on a survey on how many people could do 2 days during the week, or Friday and Saturday,
3. Completed maintenance on saws and weed eaters at least 1 time a year
4. Mowing will be starting soon, plan for 2019 is to put out request for Proposals to find someone who can do the work without needing have an OTA supervisor

Attachment 3 - Financial Report

4:36 PM
04/18/19
Accrual Basis

Ozark Trail Association Profit & Loss January through March 2019

	Jan 19	Feb 19	Mar 19	TOTAL
Ordinary Income/Expense				
Income				
40000 - Donations				
40100 - Individual Contributions	341.00	1,946.05	250.00	2,537.05
40200 - Entity Contributions	303.55	766.51	121.40	1,213.46
Total 40000 - Donations	644.55	2,734.56	371.40	3,750.51
42000 - Grants				
42100 - Business Grants	1,000.00	0.00	0.00	1,000.00
42300 - Foundation Grants	2,000.00	0.00	0.00	2,000.00
Total 42000 - Grants	3,000.00	0.00	0.00	3,000.00
46000 - Recreational Trails Program				
46300 - RTP Reimbursements	0.00	0.00	12,745.67	12,745.67
Total 46000 - Recreational Trails Program	0.00	0.00	12,745.67	12,745.67
62000 - Membership Revenue				
62100 - Memberships	1,096.33	2,062.71	1,079.41	4,238.45
Total 62000 - Membership Revenue	1,096.33	2,062.71	1,079.41	4,238.45
54000 - Merchandise and Misc. Sales				
54300 - Inventory Sales				
54340 - Map Sales	314.04	344.07	0.00	658.11
54360 - Merchandise Sales	27.01	566.96	209.40	803.37
Total 54300 - Inventory Sales	341.05	911.03	209.40	1,461.48
Total 54000 - Merchandise and Misc. Sales	341.05	911.03	209.40	1,461.48
68000 - Special Events Income				
68010 - Trivia Cash In	0.00	5,922.90	0.00	5,922.90
68030 - Challenge Hike Cash In	118.92	300.00	0.00	418.92
68035 - Tsum-a-Hawk Cash In	0.00	0.00	400.00	400.00
Total 68000 - Special Events Income	118.92	6,222.90	400.00	6,741.82
Total Income	5,200.85	11,931.20	14,605.88	31,937.93
Expense				
72000 - Salary and Wage Expenses				
72200 - Staff Wages	2,921.72	2,962.23	4,349.52	10,233.47
72400 - Trail Builder Wages	0.00	2,040.00	0.00	2,040.00
72500 - Payroll Expenses	227.01	227.01	337.98	792.01
Total 72000 - Salary and Wage Expenses	3,148.73	5,229.24	4,687.51	13,065.48
74000 - Promotion and Awards				
74200 - Awards and Gifts	0.00	186.00	0.00	186.00
Total 74000 - Promotion and Awards	0.00	186.00	0.00	186.00
76000 - Contract Services				
76200 - Accounting Fees	225.00	225.00	225.00	675.00
Total 76000 - Contract Services	225.00	225.00	225.00	675.00
81000 - Nonpersonnel Expenses				
81100 - Office Supplies	145.88	93.42	34.10	273.40
81300 - Computer and IT				
81390 - IT Subscriptions	420.00	210.00	210.00	840.00
Total 81300 - Computer and IT	420.00	210.00	210.00	840.00
81400 - Postage & Shipping	75.39	45.71	70.78	191.88
81800 - Dues and Subscriptions				
81820 - IT Subscriptions	45.00	90.00	45.00	180.00
Total 81800 - Dues and Subscriptions	45.00	90.00	45.00	180.00
Total 81000 - Nonpersonnel Expenses	666.27	439.13	359.88	1,465.28
82000 - Facilities Expenses				
82200 - Utilities	155.01	156.89	175.05	486.95
82300 - Telecommunications	143.26	143.22	127.22	413.70
82600 - Facilities Maintenance	2.97	24.48	99.91	127.36
Total 82000 - Facilities Expenses	301.24	324.59	402.18	1,028.01
86000 - Other Expenses				

Page 1

4:36 PM

04/18/19

Accrual Basis

**Ozark Trail Association
Profit & Loss
January through March 2019**

	Jan 19	Feb 19	Mar 19	TOTAL
85200 · Dues and Subscriptions	0.00	244.00	0.00	244.00
85600 · Insurance	868.04	1,731.26	770.08	3,369.38
Total 85000 · Other Expenses	868.04	1,975.26	770.08	3,613.38
86000 · Other Business Expenses				
86800 · Bank Fees	0.00	0.00	5.40	5.40
Total 86000 · Other Business Expenses	0.00	0.00	5.40	5.40
87000 · Special Events Expenses				
87015 · OTA MTB Cash Out	65.00	0.00	100.00	165.00
87020 · Work Outings Cash Out	0.00	133.27	0.00	133.27
87030 · Challenge Hike Cash Out	0.00	250.50	0.00	250.50
Total 87000 · Special Events Expenses	65.00	383.77	100.00	548.77
88000 · Tools and Equipment				
88100 · Fuel	0.00	0.00	73.71	73.71
88200 · Maintenance	89.01	0.00	0.00	89.01
88400 · Tool and Equip Purchases	44.55	161.93	0.00	206.48
88700 · Signage	80.00	0.00	14.49	94.49
Total 88000 · Tools and Equipment	213.56	161.93	88.20	463.69
Total Expense	5,507.84	6,924.92	6,638.25	21,071.01
Net Ordinary Income	-306.99	3,006.28	8,167.63	10,866.92
Net Income	-306.99	3,006.28	8,167.63	10,866.92

Attachment 4 - Chief Operations Officer Report

COO Report

April 20, 2019 • Abi Jackson

1st Quarter 2019

1. USFS Correspondence
 - *Cost-Share*: Met with OTA and USFS leadership to plan work and financials for the 2019 season. Prepared the 2019 cost-share budget and submitted to USFS. The OTA will receive \$13,800 in funding that must be spent by December 31, 2019. OTA's obligation includes typical mowing and sawing maintenance, but also requires some trail work on the Courtois section due to a portion of the finances being tied to K-V funds.
 - *Facilities Maintenance*: Collected bids on an HVAC system and made plans to meet with USFS leadership to discuss plan on purchase and replacement of current unit.
2. DNR Correspondence
 - Petitioned DNR leadership to address concerns with the official naming of the Round Spring trail. DNR has agreed to support OTA's upcoming recommendation to the OTC that the new trail section officially be designated the 14th section of the OT and named the Round Spring section of the Ozark Trail. This would not change the name of the Current River Trail in Echo Bluff and Current River state parks, but does provide the opportunity to blaze a portion of the Current River Trail with the OT markers.
 - Submitted RTP Quarterly Reports.
3. Special Events
 - *2019 OT Challenge Hike*: Continued assistance and communication with Steve Liescheidt and participants to support the 2019 OT Challenge Hike. Obtained the insurance certificate, updated sponsor graphics on social media and kept a detailed spreadsheet of sponsors, donations, and registrants, and processed credit card payments as needed.
 - *Ozarks One-Eyed Dog MTB Race*: Met with Matt Johnson, Race Director, to prepare permit application and submitted appropriate paperwork to the USFS.
 - *Devil's Toll Race*: Assisted with artwork, budgeting, insurance certificate, added a Facebook event, emailed 2018 TAH Participants, requested permits from DNR & MDC and promoted through email and social media.
4. Graphic Design
 - Created table tents for Challenge Hike participant.
 - Designed publications for partnership events with the ONSR, including National Park Radio poster, Round Spring trail map, and Current River Challenge brochure.
 - Designed Devil's Toll Race advertisement for Terrain Magazine May/June issue.
 - Worked on possible website graphic for homepage.
5. Accounting
 - *Bookkeeping*: 1st quarter banking information has been entered into Quickbooks. All payables, receivables and deposits have been tracked and coded to the appropriate

categories in the chart of accounts and there are organized electronic files of all documents.

- *990*: Met with accountant to discuss filing of the 2018 990 due on May 15th. Submitted a copy of OTA Quickbooks file with all payables and receivables coded to the appropriate categories in the COA.
- Met with OTA Treasurer, Jason Haney, to discuss current bookkeeping system and procedures.

6. Membership

- Managed and updated membership databases and mailed new member kits.

7. Grants management

- *Conservation Federation of MO; David Risberg Memorial Grant*: A grant request was submitted and the OTA was awarded \$1,000 to support administering the Sawyer, Construction & Maintenance and Adopt-A-Trail Programs.
- *North Face Explore Fund Grant: Creating a Community of Explorers*: A grant request of \$8,799.75 was submitted for support of the Hiking Through History program in partnership with Ozark National Scenic Riverways. Awards have not been announced yet.
- *North Face Explore Fund Grant: Protecting Wild Places*: Submitted a grant proposal for \$10,000 to assist with operational support. Awards have not been announced yet.

8. Communications

- Posted prescribed burns, organizational updates, and events to OTA's Facebook page.

9. Signing Project

- Arranged and picked up freight delivery of sign products.
- Prepped signs and sign-out sheet. Stephen Thompson, Mark Goforth and Matt Johnson have begun installing signs. Courtois, Trace Creek, Marble Creek and Taum Sauk have some signage up.
- Carsonite post driver is available and Stan may be able to give us one.

10. OTA Operational Planning

- *2019 Budget*: Assisted the OTA President in establishing the 2019 budget based on previous years and expected expenses/revenues.
- *Operating Plan*: Assisted the OTA President and Vice President in completing the 2019 operating plan.
- *Committees*: Assisted the OTA President and Vice President in coordinating 2019 committee recommendations to improve the operational systems and processes in support of OTA's mission through reporting, information flow and management, business practices, and organizational planning.

11. All other general and miscellaneous office duties have also been completed during this time.

Attachment 5 – Committee Structure Reporting Recommendation and Member List

RECOMMENDATION FROM THE EXECUTIVE COMMITTEE

Leadership and Committee Timeline

November Board Meeting: Recruiting and Nominating Committee (R&N) members will be selected and continue the process of recruiting new board members. The R&N Committee will also consider the current Standing Operations Committees and recruit new members as needed before the following board meeting (Q1).

January Board Meeting: New board members are elected. The R&N Committee will request that new board members serve on a Standing Operations Committee/s that share their interests and strengths.

April Board Meeting: R&N committee will present the board with the updated annual list of committees.

Per the by-laws, "Each Standing Operations Committee shall have the power to nominate and elect a Chairperson of that committee by a majority vote, and shall consist of at least one Director. A Committee Chair of a Standing Operations Committee shall serve at the pleasure of said Committee, and may be removed by a majority vote at a duly called regular or special meeting of that Committee according to the process outlined in Article IV. A Committee Chair of a Standing Operations Committee may also be removed by the Executive Committee when acting with unanimous written consent, less 2. The duties of each Standing Operations Committee listed here shall be subject to amendment and alteration by the Executive Committee to reflect the needs of the Corporation."

COMMUNICATIONS COMMITTEE

Kathie Brennan

Abi Jackson

Mike Tobin

CONSTRUCTION & MAINTENANCE COMMITTEE

Kathie Brennan

Heather Findley

Mark Goforth

Terry Hawn

Abi Jackson

Tom Kornberger

Mark Seesing

Stephen Thompson

FUNDRAISING COMMITTEE

Alicia Brehe

Kathie Brennan

Garrett Doak

Greg Grimes

Jake Grossbauer

Jason Haney

Abi Jackson

Hannah Smith

Mike Tobin

PLANNING & TRAIL DEVELOPMENT COMMITTEE

Roger Allison

Matt Atnip

Kathie Brennan

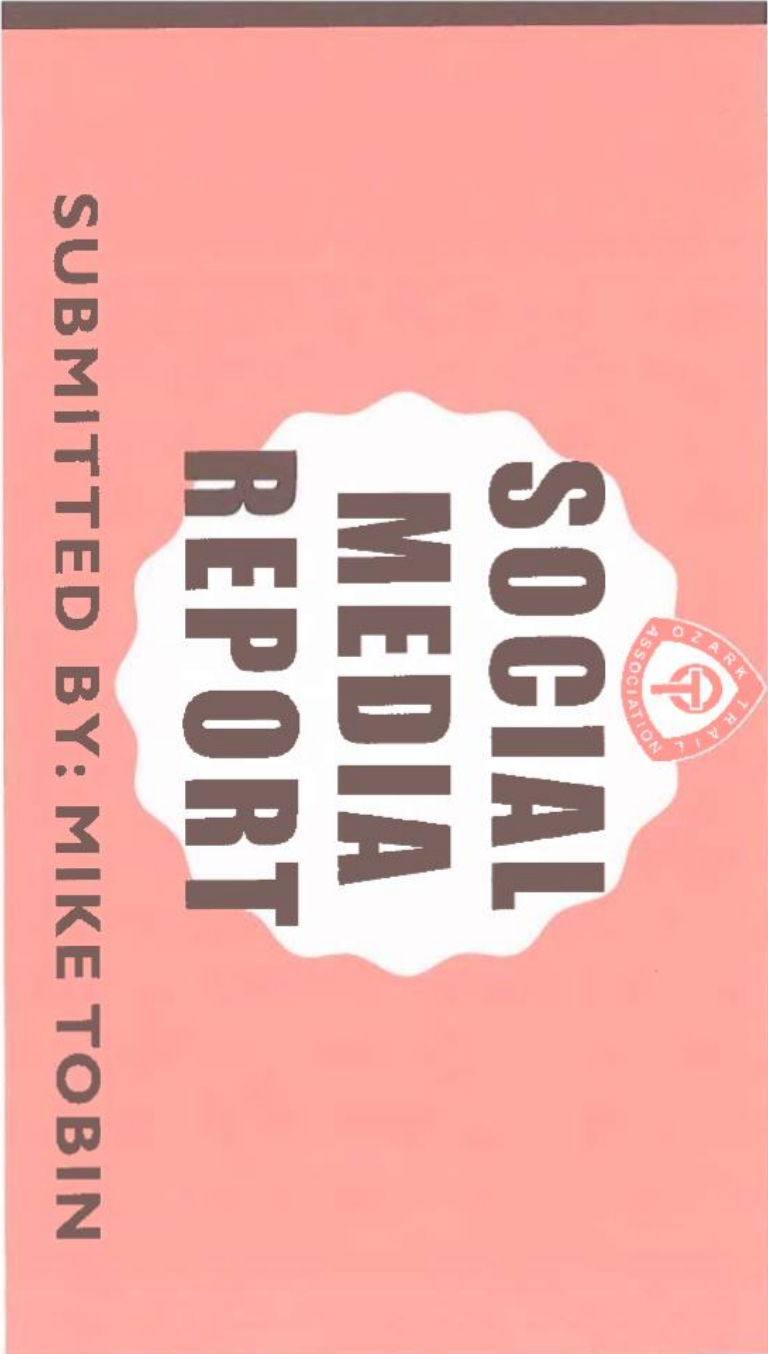
Mark Goforth

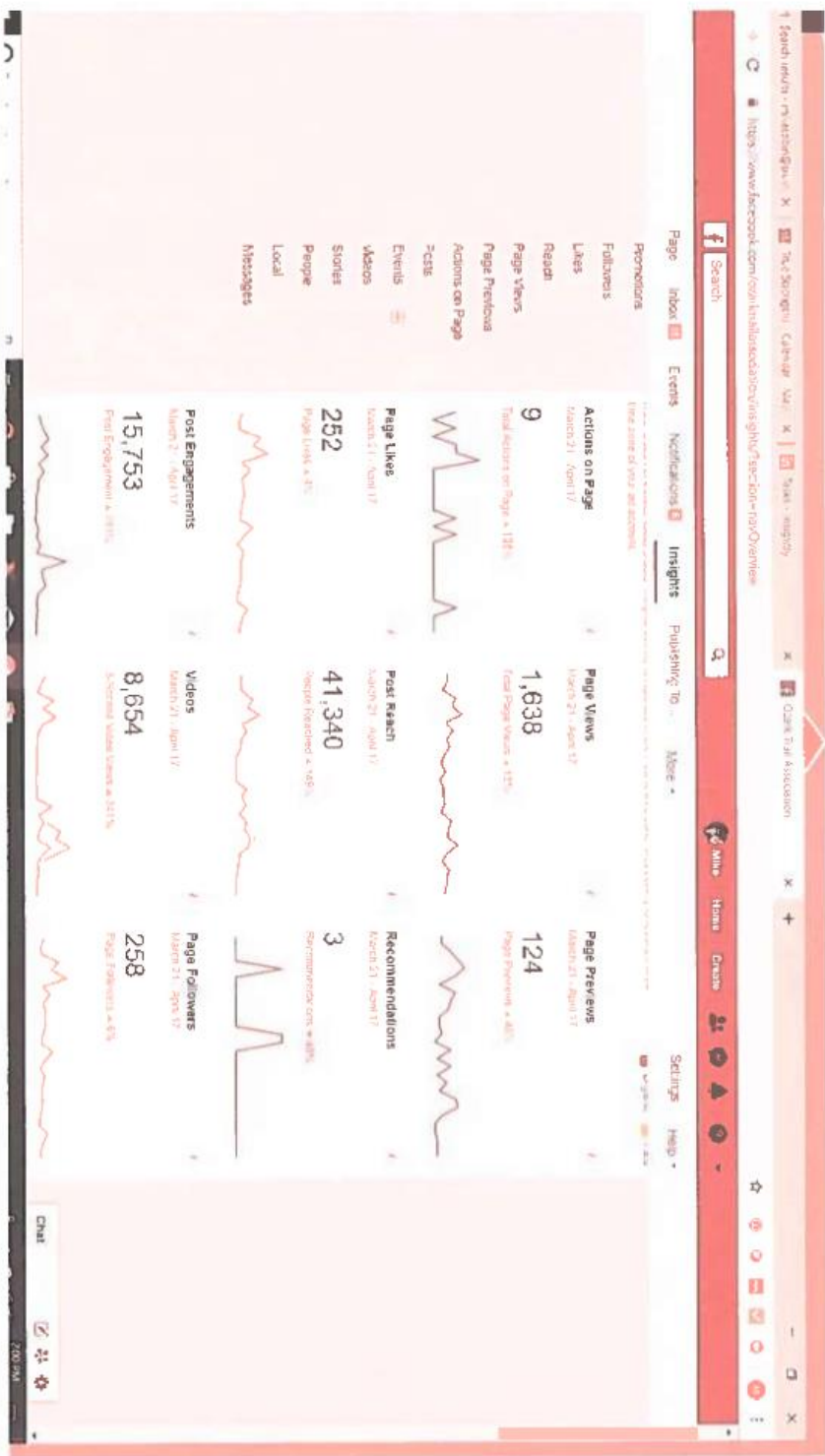
Abi Jackson

EDUCATION & OUTREACH COMMITTEE

Attachment 6 - Communications Committee Reports

Social Media – Mike Tobin





Search results for merrington... | Facebook.com/okast... | Search | Home | Create | Settings | Help

Page | Inbox | Events | Notifications | Insights | Posting To | More | Settings | Help

From metrics
Followers
Likes
Reach
Page Views
Actions on Page
Posts
Events
Videos
Stories
Local
People
Messages

Age required: demo public data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women 48%
Men 51%
Your Fans

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	8223	St. Louis, MO	1377	English (US)	2750
Ireland	71	Longport, MO	420	English (UK)	128
Ireland	11	Rosses Point, MO	215	Spanish	87
Portugal	11	Coimbra, MO	288	Spanish (Spain)	14
Canada	3	St. Charles, MO	145	Portuguese (Brazil)	13
Algeria	0	Trerik, ALG	118	English (Tunisia)	9
Germany	0	Cape Canaveral, MO	187	Spanish (Mexico)	4
Italy	0	Osola, MO	95	French (France)	4

Chat

POST WITH THE MOST REACH:

Ozark Trail Association is a family accomplishment!
 Published by Anne Sawyer · March 24 at 11:14 AM · 9

We member all excited to head down South to do the annual Volunteer Day in Winter residence event! (Camping from now and on, the OZTA are also new volunteers to be down the river and Camp River welcome every, helping and doing and getting new signups up. At the end of the day, trying out new warming up with a hot chili burger at each table. amazing! Thank you to all who were there for the night, each of us knowing that every one ready to go with us in such a fun and exciting day on the Ozark Trail! It's a great time to meet across and beyond helping with zoning, meeting up with and making arrangements. Thank the more opportunities to get us on the OZTA! #OZTA #Trail #Hiking



+23

Performance for Your Post

9,708 · [View More Info](#)

148	Engagement	Comments & Replies	65	154
113	Reactions	Like	10	10
13	Views	100 Views	9	4
2	Shares	100 Shares	1	1
14	Video Views	100 Video Views	40	4
342	Page Likes	1 New Like	0	492
352	Page Views	1 New View	0	492

MAKING FEEDBACK

3 New Post · 0 New Post · 0 New Post

0 New Post · 0 New Post · 0 New Post

Feedback items may be removed from your dashboard.

Ozark Trail Association is a fun destination with a beautiful view!
 Published by Blair Stone · March 24 at 7:18 AM · 9

Just had a great day at OZTA meeting! Rodney Barrett's very friendly! "Recently I attended my first Ozark Trail Association event. Whooha! it was in Winona. I never found I been welcomed more warmly and more to see more members than across the great group of people I met at this event. There are people who truly love and adore the Ozark Trail. One thing they say with the amount of people there who don't like the trail more that drive hours and hundreds of miles to help raise the trail.



Performance for Your Post

9,364 · [View More Info](#)

218	Engagement	Comments & Replies	101	162
143	Reactions	Like	10	10
19	Views	100 Views	17	2
0	Shares	100 Shares	0	0
1	Video Views	100 Video Views	1	11
18	Page Likes	1 New Like	7	11
18	Page Views	1 New View	18	0

MAKING FEEDBACK

27 New Post · 11 New Post · 231 New Post

0 New Post · 0 New Post · 0 New Post

0 New Post · 0 New Post · 0 New Post

Feedback items may be removed from your dashboard.

ACTION ITEMS WE ARE WORKING ON:

- Kathie is posting links (articles) and photos from the field, Abi has been creating events and posting trail issues. Mike has been creating generalized memes and posting about every week to bring attention to website, volunteers, and membership
- Instagram will start to be added to mix over the next couple of months (just got the password)
- Kathie has done a few paid boosted posts- this could be a good idea for events to draw bigger crowds and awareness- we can target these geographically
- Would like to see how much traffic we get by occasionally using one of our articles on the website and promoting on page
- Viewership is up! Almost to 10,000 likes- that is significant!
- "Why the Ozark Trail"? Could be a video series we could use- get them on the trailheads, at camp, etc
- We should be using Social media to increase membership and retain members- it can aid us in these efforts

Website Update

- Ryan Hanlon has volunteered to help with the website

Ryan Hanlon has been supporting the Ozark Trail Association on and off the trail for many years. Video content, Facebook guidance and event consulting are a few examples of the areas he has assisted us with from time to time. Ryan has decided to create a more formal opportunity for the OTA to utilize his services, resources and experience at no charge to the organization. Below are examples of areas he will be consulting on and other areas he already supports us in. He has asked to work directly with Abi Jackson to simplify communication and accountability:

- Ryan will be available via phone/text and quarterly meetings to address questions, challenges, ideas and so on in an objective and professional manner.
 - Ryan donates \$300 for both the Spring and Fall Megas (\$600 total) to pay for the musicians to perform for our volunteers.
 - Ryan has designed and donated shirts, hats and more to the organization in the past and will continue to be design voice for us.
 - Ryan will be creating a video each quarter for the OTA to use for marketing, social media and various other uses. We are currently preparing for our Spring film. Our winter film featured Alicia and Scott, link here: <https://vimeo.com/322162772>
 - Route3Films.com is Ryan's company and his main clients are schools and non-profit organizations so he is uniquely qualified to assist us in multiple ways. Please take a moment to review his work and testimonials on his website. We are looking forward to his honest and unbiased approach that he has brought to us behind-the-scenes for many years.
 - Ryan will challenge us to streamline our organization and bring examples from major non-profits that he serves such as Autism Speaks and the Independence Center that we can analyze and learn from. Ryan regularly makes films and provides coaching to these folks during capital campaigns and annual gala fundraisers.
 - Ryan will continue to crew-lead at Megas and attend events and outings as his schedule allows.
- Conference call will be held with original developer and the team to discuss ways to improve the site

Attachment 7 - Planning and Development Committee

PLANNING & TRAIL DEVELOPMENT COMMITTEE REPORT

I will not be able to attend the board meeting on 4/20/2019.

The planning committee has not met since January.

I have been doing research on my proposed white paper on trail easements. I hope to have some sort of draft of the paper for distribution to the board prior to the strategic planning meeting.

At the last staff meeting you asked about the review of timber sales in the forest that might affect the trail. I have looked at information available on the MTNF website. The sales that will affect the Berryman are part of the Floyd Restoration Project. I remember Matt mentioning the project in late 2015. The NEPA documents can be reviewed in the archived projects @ <https://www.fs.usda.gov/project/?project=44288>. The initial 30 day comment period appears to have taken place in April 2015 and I see no comments from OTA regarding impact to the trail. In order to keep up with proposed timber sales OTA should regularly monitor the MTNF projects

page https://www.fs.usda.gov/wps/portal/fsinternet/cs/projects/!ut/p/z/1/04_Sj9CPykssy0xPLMnMz0vMAfljo8ziDfxNDDwNwxydLA1cjbYDTU0NTAwgQD8crMAIynW0MPD38AjzC_MxgCmllka_AQ7gSKx-3Aqi8Bsfrh8FVoLPB4TMKMgNDY0wyHQEAALuJOW!/dz/d5/L2dBISEvZ0FBIS9nQSEh/?position=BROWSEBYSUBJECT&pname=Mark%20Twain%20National%20Forest-%20Projects&navtype=BROWSEBYSUBJECT&ss=110905&pnavid=1300000000000&navid=130110000000000&ttype=projects&cid=FSE_003759.

I could probably call in to the meeting between 10 and noon.

Let me know.

Roger Allison
Trail Development and Planning Chair
The Ozark Trail Association

Submitter: Stephen Thompson

Ozark Trail Guthooks App Proposal

Introduction

A trail user in the *Ozark Trail Section Hikers and Backpackers* Facebook group had mentioned they tried contact the makers of the popular Guthooks mobile phone app. They asked if the Ozark Trail could be included. They replied and said they would love to but needed to have someone from the OTA reach out to them to make that happen. I had gotten approval to at least make contact with them and find out details about how this would happen, what was needed, etc. I have been in contact with Alice Bodnar (Co-Owner) and informed her I would be speaking about this at the next meeting.

She specifically said to me “I am so happy to hear from you because we get so many requests for an Ozark Trail app” and **“We would be thrilled to add the Ozark Trail to the app as this is one of the most exciting trail developments in the U.S. right now.”**

Guthooks Overview

Guthooks is a popular mobile app made by the company Atlasguides. Their about us section describes them as a small group of hikers who hiked the PCT in 2010 and made the first app in 2012. Since then they have added many very popular trails and continually work to improve the app. They are also a part of the “pledge 1%” movement where they pledge 1% of their product to various causes and non-profits.

They have partnerships with more than a few trail organizations and gear companies.

<https://atlasguides.com/>

Guthook App Details

Currently the Application hosts 23 different trail / trail groups. Some of the trails include: AT, PCT, CDT, Colorado Trail, Ice Age Trail, Vermont Long Trail, Arizona National Scenic trail. The trails themselves are sold either as a single pack (shorter trails) or as a pack / sections of trail (longer trails like the AT). Packs are generally all trail sections at a slight discount vs buying the sections individually (like we do with our paper maps). Packs range from \$25-\$60. Sections range from \$3.99-\$12.99. There does not seem to be any correlation between distance and price of the sections/packs. It all looks to be arbitrary and set by the trail organization themselves.

Requirements from the OTA

Alice said these things are what is generally required to put our map into the app.

- We provide them with map data: tracks, waypoints, waypoint descriptions, and pictures
- They will need the data in a format that requires minimal editing for them.
- Licensing & Royalty Agreement with the organization: **we license the data and pay a 10% royalty in sales to the organization.**
- They charge \$1000 to get started and another \$1000 when the app has been published. **If the organization cannot afford that, we waive it.**
- Periodic updates submitted (1-2 times a year in general. Can do more if required but it’s not recommended)

Those are the basics. More details to come if we proceed forward with seeing what we can do.

I was offered to be provided with contacts for other trail organizations to get with them to see how their addition to the application went and get firsthand info about the process used, etc.

Pro/Cons

Pros for this project would be a great way to have residual income and an excellent way to get PR for our trail out way beyond what we have now. This app is used by thousands of people. The android version shows to have 5000+ downloads. I believe that if we get into this list, we will get a very wide coverage of new folks who will discover and come use the trail. Residual income will not be a lot depending on what we would decide to charge but any money coming in would be a plus.

Cons for this project would be the upfront cost (\$2000) and the gathering of data which will take time. The \$2000 could potentially be waived or reduced depending on various

factors. For adding our trail to the application though I would not consider that a high cost personally. On top of that, it will eventually pay for itself with the above royalties. The data isn't much of a con as we have a ton of folks who would be willing to help provide an accurate data set, photos, and waypoints.

Conclusion

I believe this project would be an excellent opportunity for the trail as a whole. It would get the word out farther than we currently have reach for and put us alongside other excellent trails. It would eventually provide a small stream of passive income and allow us to have an accurate online (mobile phone) set up maps that a user could have for offline use. I would like to request approval and propose we move forward with this project if the board believes this to be a good opportunity as well. I am open to answering any questions as needed and volunteer to head up this project if approved

Attachment 8 - Education Committee

Education & Outreach Committee Report

Date: 4/20/2019

Committee Chair: James Huffman (interim)

I. Important Dates

May 3rd Jr. Ranger Day, Alley Mill 8a-2p

May 4th Summer outreach kickoff @ Echo Bluff SP table info

May 18th Akers Ferry celebration with National Park Radio music group. Table info

May 18th Table info at

May 31st requesting speakers at Round Spring and Pullite campgrounds on Friday evening.

June 1 National Trails Day out of Current River SP.

June 8th Devils Tollgate & Outdoor Expo in Creve Coeur

September 14th Trail Celebration Echo Bluff

II. Committee Business

At the March meeting, Ken got us up to speed on the historical issues and projects that the OTA/Outreach Committee has been working on. James Huffman was appointed as interim chair of the Committee pending Board approval. Mike Tobin has agreed to resend Slack info so the Committee can communicate in the open with each other. It was also determined that the Committee would hold monthly meetings on the 3rd Wednesday of each month, with the next meeting taking place on 4/17/19.

On the April meeting we discussed volunteer opportunities and representing the OTA at the above dates. Along with the participation discussion we discussed the need for additional promo materials to ensure that we are displaying a consistent and professional message for the OTA. Ryan Michaels participated in the meeting and is willing to help represent the OTA in Kansas City. We discussed getting him promo material and gauge interest in potential partners. This is a great opportunity for the OTA, and getting some visibility for the trail and the OTA on the Western side of the state. Mike Tobin will be visiting with Ryan in KC and helping to streamline a message when engaging entities.

We discussed the need to have multiple table displays (cloths, banners, info) and updates info. Abi and Ken are working together to develop graphics for the materials.

Don Schulte spoke with us about legislator education and participating in educating our local legislators on the trail itself and the need for protecting areas around the trail.

Dave Tobey did not participate in the meeting directly but pass along the following information:

There are 3 park related items on the agenda including Jr Ranger Day, National Park Radio Concert at Akers, and National Trails Day. I am attaching related items. We will kickoff the Current River Challenge on NTD, June 1. Lot's of interest in this activity. We are also requesting speakers at Round Spring and Pullite campgrounds on Friday evening, May 31. About 400 students will attend JR Ranger Day.

In September 14 we will have our 4th annual Trail Celebration on the Upper Current and in October-November we will host the Fall Hiking Series. Most of the hikes will be on the OT and it would be great to have OTA co-host these events. Last year we attracted 258 people for the fall hiking series and they would make great OTA volunteers. I will provide a schedule at the board meeting this Saturday.

Please remember to put the Winter Clinic on the schedule too. OTA hosted the hike-float last year and it was a hit.

Our Hiking Through History Program is in full swing right now. I have been visiting schools for Pre-sites and we have 10 schools and about 1,000 kids visiting Round Spring the first two weeks of May. OTA Volunteers are welcome to assist.

We have been awarded a \$3,000 grant to support activities at the September 14 Trail Celebration. This event has been held at the Bluff Top Pavilion at Echo Bluff State Park the last two years. I will be happy to share information about this grant to interested parties.

Cathy Renth has agreed to be the outreach coordinator for the Girl Scouts. She will be reaching out to the Girl Scouts and coordinating events with them.

III. Open issues

We will need approval for expenditures in order to purchase additional promo materials. Mike and Ken are working on the cost for that.

We still need to assign Volunteers for some of our open events.

James needs Board approval as Chair of the Committee.

Discussion on how to make best use of the \$3000 grant for the September Echo Bluff event.

Get info to all members to represent the OTA at various projects across the state.

**Respectfully Submitted on behalf of the Education and Outreach Committee,
James R Huffman
Interim Chair**

Submitter: Dave Tobey

The park has received a \$3,000 grant to assist with activities during the Trails Celebration on September 14. Additionally, we have 6 fall hikes scheduled in October and November. Many are on the Ozark Trail and we would like the OTA to assume joint ownership in this activity as an equal partner. This is a great outreach opportunity for the OTA.

Our Hiking Through History education program is in full swing. Pre-sites visits to schools were made in February, March, and April. In May hundreds of school children will visit Round Spring to hike on the Round Spring Spur of the OT and visit RS Cave. OTA members are welcome and encouraged to participate in this program. Dates, schools, and grades are as follows.

- May 1: Ellington 3rd grade
- May 2: Richards/West Plains 2nd grade
- May 3: JUNIOR RANGER DAY
- May 6: Salem Oak Hill 5th grade
- May 7: Van Buren 3rd grade
- May 8: Winona 3rd grade and Eminence 7th & 8th grade
- May 9: Salem Upper Elementary 3rd grade
- May 10: West Plains Glenwood 4th grade

On May 18th we will host a free concert featuring National Park Radio at Akers Ferry on the Current River as an outreach opportunity for the OTA.

On June 1, National Trails Day, we will kick off the CURRENT RIVER CHALLENGE which will start at Echo Bluff at 8:30 a.m. OTA leaders are invited to give a presentation in the Round Spring and Pulltite Campgrounds on Friday evening.

Attachment 9 –Fundraising Report

- Trivia Night raised \$5800
 - Devil’s Tollgate Hike Race/Run
 - As of 4/19 we have 85 registered for the event
 - 70 in the hiking division: 35 teams 15 in running division: 6 teams and 3 solo runners (added later due to inquiries)
 - Currently we have \$3,800 from registrations(\$450 thus far is to be deposited on next statement. 5/1)
 - We have a facebook page for the event
 - The event has been posted by Ozark Greenways, National Recreation trails Assoc., Cape Road Runners, Running Niche, Alpine Shop, and various others smaller run/hike facebook groups in central/south central and SE MO as well as SW Ill.
 - We had a singular email blast from the OTA email membership listing to its members, we lack any posting on the actual OTA page however.
 - Shirt guarantee deadline will be in one week April 27th.
 - Price increases will also take effect after April 29th(\$20/ team or \$10/ solo runner)
 - We are working with Abi and shirt company on finalizing the design.
- One Eyed Dog MTB Race Update– Sept. 28, not information to pass one. a.
- National Public Lands Day – Sept. 28
- Al-Pint Night raised \$1864

Submitter: Steve Liescheidt

I won't be able to attend but regarding the OT challenge hike there's two main points to report:

- 1) This year should NET \$18K or possibly \$20K if everyone completes their fundraising. Fundraising stays open until June 15th on the Crowdrise page for this event.
- 2). I need to step down from being the director of this event, so we need someone (or a couple of people) to step up and be the leaders starting immediately for promotion of the 2020 OT Challenge Hike. I will pull together all of the files to hand over to the new leaders and it will be a good time to step back and review the past 3 years and determined what adjustments and modifications may be desired. It has been a huge success the way it is but there are some who would like to do a few modifications which is fine once everyone understands by the current formula works. News challenge is hitting it hard getting people registered early..... As early as July to maximize the amount of fundraising time and awareness to get sponsors.