



**Ozark Trail Association
Annual Board Meeting
USFS Ranger Station, Potosi, Missouri
Saturday, January 25, 2020**

An annual meeting of the directors of the corporation was held on Saturday, January 25, 2020, at 10:00 A.M., at the US Forest Service Ranger Station, Potosi, state of Missouri, for the purpose of electing board directors and officers, 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. Abi Jackson 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

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

Mr. Garret Doak

Ms. Abi Jackson

Mr. Roger Allison

Ms. Becky Ewing

The secretary announced that the minutes of the Quarterly Board meeting held on November 16, 2019 were provided 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. There were no comments presented.

The next item of business in accordance with the BYLAWS OF OZARK TRAIL ASSOCIATION, A MISSOURI NONPROFIT CORPORATION Article IV Section B, Term and Election of Directors, were for elections to be held for directors of the Board of Directors. Due to the unavailability of many of the Directors and after discussion a motion was made and carried to delay elections for Board Members and Officers until the April 2020 Board meeting.

WHEREAS, the Bylaws of the Corporation state in Article IV Section B, Directors shall be elected each year, in a self-perpetuating manner, at the annual meeting of the Board of Directors. **NOW THEREFORE BE IT RESOLVED** that election of Board Member and Officers will be delayed until the April 25, 2020 Board Meeting.

The next item of business was the **President** report from Ms. Kathie Brennan. Meetings with the US Forest Service continue with a primary point being related to the timber sales, the rules state the loggers may drag trees across the trail but are not supposed to be on the trail lengthwise. Additionally, the Midco Hollow reroute that was flagged was only temporary, the new trail will be moved up on to the hillside. There was a newer AmeriCorps crew in doing heavy maintenance on the trail recently.

The next item of business was the **Vice President** report from Mr. Goforth. The Meramec Water trail still requires Ozark trail Council approval and paddlers have shown interest in extending the trail up to the Mississippi. The OTA has met its planning obligations to date and next steps include a detailed map to assist with further planning.

The next item of business was the **Treasurer's** report by Ms. Kathie Brennan. We are still in need of a person for the Treasurer's position. The Profit & Loss statement and the proposed budget for 2020 were distributed and discussed. See Attachment 1 and 2 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 previous meeting. The US Forest Service introduced a draft Communication Plan on the Forest Restoration to the members, as this is a draft it is not being attached at this time. Ms. Jackson has created a special event application that will be posted on the web site for access, this will allow people with ideas for an event to submit their idea. Also handed out and discussed was the draft of the 2020 Operating Plan. See Attachments 3, 4, and 5 for the full reports.

The next item of business was reports from the Standing Committees

The **Communications Committee** was reported on by Ms. Abi Jackson. Mr. Mike Tobin has resigned from the organization and we do not have an official person overseeing the site at this time. For the articles on the page please like and share as it helps with our outreach. Please send any suggested Facebook posting materials to the office.

Ms. Abi Jackson reported on the status to the web site rework. Re-launch of the site is ready. Any issues need to be reported to Ms. Jackson.

The **Construction & Maintenance Committee** report was provided in advance by Mr. Terry Hawn. See Attachment 6 for the full report.

The **Planning and Development Committee** was provided in advance by Mr. Mark Seesing. See Attachment 7.

The **Education and Outreach Committee** was reported on by multiple individuals and was a recap of events that had taken place and future ones.

A new type of event will be taking place on Wednesday, January 29th. Members will be traveling to Jefferson City to meet with Lawmakers.

The **Fundraising Committee** was reported on by multiple persons in addition to a report provided in advance by Ms. Hannah Smith. Steve Liescheidt will be cutting back on his involvement with the Challenge Hike and we are looking for people to assist with the project.

Mr. Jake Grossbauer reported the registration has opened for the 2020 Devils Toll Race and 20 registrations have been received as of the meeting date.

Mr. Garret Doak provided a report on the current membership of the organization. See Attachment 8 for details.

The next item of business was a call for new business items there was no new business presented.

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 Mr. Mike Tobin hereby resigns from the board as a Director of the Corporation, such resignation was effective as of December 9, 2019.

FURTHER RESOLVED Mr. Jake Grossbauer and Mr. Dave Toby elected to allow their terms to expire.

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 eight (8) to nine (6).

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

Attachment 1 – Financial Data

2020 Draft Budget

2019 Revenues	2019 Budget	2019 Actual	2020 Budget
40000 - Donations	\$ 18,000.00	\$ 12,495.92	\$ 14,000.00
			<i>2019 donations may have been lower due to broken "Donate" link on website</i>
40100 - Individual Contributions	\$ 12,000.00	\$ 5,852.23	\$ 8,000.00
40200 - Entity Contributions	\$ 6,000.00	\$ 6,643.69	\$ 6,000.00
			<i>Based on historical revenue</i>
42000 - Grants	\$ 9,000.00	\$ 15,000.00	\$ 11,000.00
42100 - Business Grants	\$ 1,000.00	\$ 2,000.00	\$ 5,000.00
			<i>Bass Pro, CFMO, etc</i>
42300 - Foundation Grants	\$ 8,000.00	\$ 13,000.00	\$ 6,000.00
			<i>Red Wing, LAD, etc.</i>
42500 - Nonprofit Grants	\$ -	\$ -	\$ -
45000 Recreational Trails Program	\$ 56,155.00	\$ 18,125.88	\$ 20,000.00
45300 - RTP Reimbursements	\$ 56,155.00	\$ 18,125.88	\$ 20,000.00
50000 USFS Cost-Share	\$ 6,000.00	\$ 9,682.20	\$ 15,000.00
50200 - USFS Cost-Share Reimbursements	\$ 6,000.00	\$ 9,682.20	\$ 15,000.00
52000 Membership Revenue	\$ 8,500.00	\$ 13,435.24	\$ 10,000.00
52100 - Memberships	\$ 8,500.00	\$ 13,435.24	\$ 10,000.00
			<i>Based on historical revenue</i>
54000 - Merchandise and Misc.	\$ 12,500.00	\$ 7,709.76	\$ 3,600.00
54340 - Map Sales	\$ 12,000.00	\$ 5,362.22	\$ 9,000.00
			<i>Based on historical revenue</i>
54350 - Merchandise Sales	\$ 3,000.00	\$ 2,883.54	\$ 3,000.00
			<i>Based on historical revenue</i>
			<i>Round Spring, Current River, Courtois and Taum Sauk Maps</i>
54440 - Map Costs	\$ -	\$ -	\$ (7,100.00)
			<i>Majority of merch cost has been donated by volunteers</i>
54450 - Merchandise Costs	\$ (2,500.00)	\$ (536.00)	\$ (1,300.00)
58000 - Special Events Income	\$ 41,000.00	\$ 42,726.46	\$ 35,500.00
58001 - Mega Cash In	\$ 2,000.00	\$ 2,990.49	\$ 2,000.00
			<i>Based on historical revenue</i>
58010 - Trivia Cash In	\$ 7,000.00	\$ 5,922.90	\$ 6,000.00
			<i>Based on historical revenue</i>
58015 - One Eyed Dog MTB Race Cash In	\$ 4,000.00	\$ 3,000.00	\$ 4,000.00
			<i>Based on historical revenue</i>
58030 - Challenge Hike Cash In	\$ 20,000.00	\$ 19,625.54	\$ 14,000.00
			<i>Based on historical revenue</i>
58035 - Devil's Toll Race Cash In	\$ 8,000.00	\$ 9,284.53	\$ 8,000.00
			<i>Based on historical revenue</i>
- Al-Pint Night Cash In	\$ -	\$ 1,903.00	\$ 1,500.00
			<i>Based on historical revenue</i>
Total Revenue	\$ 151,155.00	\$ 119,175.46	\$ 109,100.00
2019 Expenditures	2019 Budget	2019 Actuals	2020 Budget
72000 - Salary and Wage Expenses	\$ 77,703.97	\$ 53,210.02	\$ 51,003.87
72200 - Staff Wages	\$ 37,953.97	\$ 38,003.87	\$ 38,003.87
			<i>Based on historical expense</i>
72300 - Mower Wages	\$ 9,750.00	\$ 6,415.00	\$ 10,000.00
			<i>Includes 2017 RTP & Cost-Share 2017 RTP (Trail crew, supervisor & equipment operator)</i>
72400 - Trail Builder Wages	\$ 25,000.00	\$ 5,840.00	\$ -
72500 - Payroll Expenses	\$ 5,000.00	\$ 2,951.15	\$ 3,000.00
			<i>Based on historical revenue</i>
74000 - Promotion and Awards	\$ 1,300.00	\$ 280.00	\$ 600.00
74100 - AAT Promotion	\$ -	\$ -	\$ -
74200 - New Membership	\$ -	\$ -	\$ -
			<i>Special Event Awards & Red Jackets (\$28/ea)</i>
74300 - Awards and Gifts	\$ 300.00	\$ 280.00	\$ 100.00
			<i>Booth space and updated display boards</i>
74400 - Booths	\$ 1,000.00	\$ -	\$ 500.00
75000 - Contract Services	\$ 3,175.00	\$ 2,965.00	\$ 3,175.00
75200 - Accounting Fees	\$ 3,175.00	\$ 2,965.00	\$ 3,175.00
			<i>Monthly fees & 990 processing</i>
75300 - Legal Fees	\$ -	\$ -	\$ -
75400 - Other Professional Fees	\$ -	\$ -	\$ -
81000 - Nonpersonnel Expenses	\$ 7,200.00	\$ 4,644.76	\$ 3,900.00

81100 - Office Supplies	\$	1,100.00	\$	1,018.01	Based on historical expense	\$	1,000.00
81300 - Computer and IT	\$	600.00	\$	-		\$	-
81320 - Hardware & Software	\$	-	\$	79.99		\$	-
					<i>Neon CRM Database, ESRI &</i>		
81390 - IT Subscriptions	\$	3,300.00	\$	2,762.75	<i>Constant Contact</i>	\$	2,000.00
81400 - Postage & Shipping	\$	1,200.00	\$	746.49	Based on historical expense	\$	800.00
81700 - Printing	\$	1,000.00	\$	37.52	Based on historical expense	\$	100.00
81820 - IT Subscriptions	\$	-	\$	-		\$	-
81900 - Nonpersonnel Expenses	\$	-	\$	-		\$	-
82000 - Facilities Expenses	\$	5,550.00	\$	3,478.46		\$	3,250.00
82200 - Utilities	\$	2,000.00	\$	1,806.09	Based on historical expense	\$	2,000.00
82300 - Telecommunications	\$	1,550.00	\$	1,335.22	Based on historical expense	\$	1,250.00
82600 - Facilities Maintenance	\$	2,000.00	\$	337.15		\$	-
83000 - Travel and Meetings	\$	-	\$	-		\$	-
83600 - Mileage Reimbursements	\$	-	\$	-		\$	-
85000 - Other Expenses	\$	10,470.00	\$	12,002.00		\$	11,200.00
85100 - Advertising	\$	120.00	\$	1,057.50	<i>Terrain, help wanted ads, etc.</i>	\$	500.00
					<i>CFM, MO Bike & Ped, Eminence</i>		
85200 - Dues and Subscriptions	\$	350.00	\$	540.00	<i>Chamber, etc.</i>	\$	200.00
85500 - Insurance	\$	10,000.00	\$	10,404.50	Based on historical expense	\$	10,500.00
86000 - Other Business Expenses	\$	30.00	\$	5.40		\$	30.00
86600 - Penalties and Judgements	\$	-	\$	-		\$	-
86700 - Organizational Expenses	\$	25.00	\$	-	<i>State of MO</i>	\$	25.00
86800 - Bank Fees	\$	5.00	\$	5.40	Based on historical expense	\$	5.00
87000 - Special Events Expenses	\$	14,500.00	\$	9,394.82		\$	10,100.00
87001 - Mega Cash Out	\$	2,100.00	\$	1,923.41	Based on historical expense	\$	2,000.00
87010 - Trivia Cash Out	\$	1,600.00	\$	-	Based on historical expense	\$	1,000.00
87015 - One Eyed Dog MTB Race Cash Out	\$	-	\$	590.67	Based on historical expense	\$	400.00
87020 - Work Outings Cash Out	\$	2,200.00	\$	543.85	Based on historical expense	\$	1,000.00
87025 - Workshops/Training Cash Out	\$	500.00	\$	54.67	Based on historical expense	\$	100.00
87030 - Challenge Hike Cash Out	\$	4,000.00	\$	3,188.36	Based on historical expense	\$	2,500.00
87035 - Devil's Tollgate Race Cash Out	\$	4,100.00	\$	3,093.86	Based on historical expense	\$	3,100.00
88000 - Tools and Equipment	\$	9,150.00	\$	3,184.85		\$	4,610.00
88100 - Fuel	\$	2,300.00	\$	1,639.40	Based on historical expense	\$	2,000.00
88200 - Maintenance	\$	2,000.00	\$	517.76	Based on historical expense	\$	1,000.00
88300 - Repairs	\$	1,750.00	\$	-	Based on historical expense	\$	100.00
88400 - Tool and Equip Purchases	\$	2,500.00	\$	829.62	Based on historical expense	\$	1,000.00
88500 - Equipment Rental	\$	-	\$	-		\$	-
88600 - Safety	\$	200.00	\$	-	Based on historical expense	\$	200.00
88700 - Signage	\$	150.00	\$	109.48	Based on historical expense	\$	150.00
88900 - Tools and Equipment - Other	\$	-	\$	58.75	Based on historical expense	\$	100.00
88800 - Kitchen Supplies	\$	250.00	\$	29.84	Based on historical expense	\$	60.00
Total Expenditure	\$	129,078.97				\$	87,868.87

Saturday, January 18, 2020

Attachment 2 – Financial Data

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01/14/20

Accrual Basis

Ozark Trail Association Profit & Loss October through December 2019

	Oct 19	Nov 19	Dec 19	TOTAL
Ordinary Income/Expense				
Income				
40000 - Donations				
40100 - Individual Contributions	1,100.00	610.34	548.04	2,258.38
40200 - Entity Contributions	82.85	1,947.10	500.00	2,529.95
Total 40000 - Donations	1,182.85	2,557.44	1,048.04	4,788.33
42000 - Grants				
42300 - Foundation Grants	0.00	0.00	8,500.00	8,500.00
Total 42000 - Grants	0.00	0.00	8,500.00	8,500.00
52000 - Membership Revenue				
52100 - Memberships	872.56	489.18	1,282.74	2,644.48
Total 52000 - Membership Revenue	872.56	489.18	1,282.74	2,644.48
54000 - Merchandise and Misc. Sales				
54300 - Inventory Sales				
54340 - Map Sales	135.75	1,170.48	382.01	1,688.24
54350 - Merchandise Sales	460.78	500.99	208.08	1,169.85
Total 54300 - Inventory Sales	596.53	1,671.47	590.09	2,858.09
54400 - Cost of Inventory Sales				
54450 - Merchandise Costs	0.00	-122.00	-414.00	-536.00
Total 54400 - Cost of Inventory Sales	0.00	-122.00	-414.00	-536.00
Total 54000 - Merchandise and Misc. Sales	596.53	1,549.47	176.09	2,322.09
58000 - Special Events Income				
58001 - Mega Cash In	2,041.49	0.00	0.00	2,041.49
58015 - OTA MTB Cash In	0.00	3,000.00	0.00	3,000.00
58035 - Devil's Toll Race Cash In	0.00	1,170.72	174.81	1,345.53
Total 58000 - Special Events Income	2,041.49	4,170.72	174.81	6,387.02
Total Income	4,693.43	8,766.81	11,181.68	24,641.92
Gross Profit	4,693.43	8,766.81	11,181.68	24,641.92
Expense				
72000 - Salary and Wage Expenses				
72200 - Staff Wages	2,921.72	2,915.22	2,921.72	8,758.66
72300 - Mower Wages	3,502.50	0.00	2,080.00	5,582.50
72500 - Payroll Expenses	227.00	227.02	227.01	681.03
Total 72000 - Salary and Wage Expenses	6,651.22	3,142.24	5,228.73	15,022.19
74000 - Promotion and Awards				
74200 - Awards and Gifts	62.00	0.00	0.00	62.00
Total 74000 - Promotion and Awards	62.00	0.00	0.00	62.00
75000 - Contract Services				
75200 - Accounting Fees	225.00	715.00	225.00	1,165.00
Total 75000 - Contract Services	225.00	715.00	225.00	1,165.00
81000 - Nonpersonnel Expenses				
81100 - Office Supplies	217.81	0.00	91.94	309.75
81300 - Computer and IT				
81390 - IT Subscriptions	327.76	300.00	100.00	727.76
Total 81300 - Computer and IT	327.76	300.00	100.00	727.76
81400 - Postage & Shipping	112.93	31.27	60.01	204.21
81800 - Dues and Subscriptions				
81820 - IT Subscriptions	45.00	45.00	45.00	135.00
Total 81800 - Dues and Subscriptions	45.00	45.00	45.00	135.00
Total 81000 - Nonpersonnel Expenses	703.50	376.27	296.95	1,376.72
82000 - Facilities Expenses				
82200 - Utilities	119.59	62.67	89.05	271.31
82300 - Telecommunications	207.46	0.00	103.78	311.24
82600 - Facilities Maintenance	0.00	75.87	0.00	75.87
Total 82000 - Facilities Expenses	327.05	138.54	192.83	658.42

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Ozark Trail Association
Profit & Loss

01/14/20

October through December 2019

Accrual Basis

	Oct 19	Nov 19	Dec 19	TOTAL
85000 - Other Expenses				
85100 - Advertising Expenses	0.00	690.00	0.00	690.00
85500 - Insurance	1,742.21	0.00	868.69	2,610.90
85900 - Other Expenses	52.00	241.00	0.00	293.00
Total 85000 - Other Expenses	1,794.21	931.00	868.69	3,593.90
87000 - Special Events Expenses				
87001 - Mega Cash Out	1,114.64	0.00	0.00	1,114.64
87015 - OTA MTB Cash Out	425.67	0.00	0.00	425.67
87020 - Work Outings Cash Out	18.48	0.00	47.20	65.68
87035 - Devil's Toll Race Cash Out	167.00	0.00	0.00	167.00
Total 87000 - Special Events Expenses	1,725.79	0.00	47.20	1,772.99
88000 - Tools and Equipment				
88100 - Fuel	194.92	410.27	177.64	782.83
88200 - Maintenance	235.99	0.00	30.67	266.66
88400 - Tool and Equip Purchases	139.89	483.25	0.00	623.14
88900 - Tools and Equipment - Other	0.00	0.00	58.75	58.75
Total 88000 - Tools and Equipment	570.80	893.52	267.06	1,731.38
Total Expense	12,059.57	6,196.57	7,126.46	25,382.60
Net Ordinary Income	-7,366.14	2,570.24	4,055.22	-740.68
Other Income/Expense				
Other Income				
60000 - Other Revenue	0.00	15.60	240.00	255.60
Total Other Income	0.00	15.60	240.00	255.60
Net Other Income	0.00	15.60	240.00	255.60
Net Income	-7,366.14	2,585.84	4,295.22	-485.08

Attachment 3 - COO report

COO Report January 25th • Abi Jackson 4th Quarter 2020

1. MAINTENANCE

- *Mowing*
Managed the mowing program through mid-October. Duties included planning, mapping, camping, payroll, and budgeting for two sub-contractors.
- *USFS Floyd Restoration Project*
Attended a field trip with other OTA and USFS representatives to address concerns surrounding the Floyd Restoration Project. The USFS assured that timber sales would be cleaned up appropriately and that they have the best intentions to make as little impact on the trail as possible.
- *OTA/USFS Floyd Restoration Project Communications Plan*
After the field trip, I met with the USFS to work on a communications plan to address concerns surrounding the Floyd Restoration Project. I met with Becky Ewing (District Ranger), Chris Woods (Recreation and Watershed Manager), Cory Roegner (Forest Recreation Program Manager), and Cody Norris (Public Affairs Officer) on December 18th to begin that process.
- *USFS Annual Report*
Completed and submitted OTA data for Oct 1, 2018 through Sept 30, 2019 to Jane Mobley, USFS Forest Manpower Development Specialist. This included 2,293.25 hours on the Forest, valued at \$56,620.34. The total number of hours was significantly lower than average for 2017-2018 and 2018-2019 due to the completion of the new trail near Round Spring.

2. DEVELOPMENT

- *2017 RTP*
Began preparation on an invoice to be submitted during Q1 2020.
- *Mega*
Assisted with prep for Mega Event. Coordinated electronic registration, crew leader packets, radios, sign-in sheets, crew lists, etc. Attended Mega at Round Spring on October 19, 2019.
- *Planning & Trail Development*
Communicated with Mark Seesing (PTD Chairman), Ralph Heck (private landowner) and Mark Goforth (Meramec River development coordinator) about current status and possibilities for trail expansion.
- *Mapping*
Continued design work of the Round Spring section map that will be the 13th map in our series. The map is complete with exception of the elevation profile and should be ready to be sent out for review within the next couple of weeks. This project is

funded by an L-A-D Foundation grant which will pay for printing 1,500 of these maps. If anyone is willing to assist in reviewing these maps for final edits, please let me know.

3. PROMOTION

- *Website*
Updated website information and events and worked with Emily Williams to troubleshoot ongoing website issues. Updated webstore inventory and pictures. Worked directly with the developer, Duane Tuffentsamer, and the site re-launch is ready to go live. Please direct any website questions, concerns or complaints to me as we move forward.
- *Social Media*
Created monthly membership promotional graphics for social media and made posts regularly.
- *Newsletter*
Worked with Kathie Brennan, President, to design and send multiple e-newsletters.
- *Advertising*
Created an ad for Terrain's Nov/Dec 2019 issue thanking readers for voting OTA winner for Best Hiking Trail category, runner-up for Best Outdoor Nonprofit and voting Devil's Toll Race as runner-up in the Best Adventure Race category.

4. FUNDRAISING

- *2020 OT Challenge Hike*
Managed tasks of the event director during the transition. Contacted all interested parties and sent them registration information, sponsor forms, links to create their fundraiser, etc. Promoted and posted event updates within the Facebook group. Will continue to collaborate with Garrett Doak, the new event director.
- *Devil's Toll Race*
Began planning with Jake Grossbauer and Ryan Maher, race directors, for the 2020 race to be held on June 13th. Obtained the certificate of insurance, submitted permit applications with both DNR and MDC and worked on event promotion.
- *Ozarks One-Eyed Dog MTB Race*
Submitted the 2020 permit application to the USFS.
- *Membership*
Continued work with Garret Doak, Membership Coordinator, to review current membership procedures and data and will continue to work toward increasing memberships.
- *REI*
The OTA was invited to meet with REI representatives to talk about partnership and what that means to both organizations and how we can support the trail community and each other going forward. Kathie Brennan, Garrett Doak and myself met with Susie Stevenson, Outdoor Programs and Outreach Market Coordinator and Rick Washburn, Store Manager, on November 19. We prepared and presented

a PowerPoint and addressed the questions they had for us. We were invited to set up a booth at their upcoming yard sale. OTA special events for early 2020 were sent post-meeting and REI has listed those on their website.

- *L-A-D Grant*
After submitting a grant request, the OTA was awarded \$2,500 toward the re-printing of Courtois and Current River maps.
- *Red Wing Grant*
Submitted a grant request and received \$6,000 for “Preserving the Ozark Trail for Future Generations.” This will help cover costs for salary, general liability insurance, website edits and CRM software.
- *Bass Pro Grant*
A grant request was submitted and a check for \$5,000 was received for general operating support. This is an increase from the \$1,000 received in prior years.
- *Special Event Application*
Created a special event application to help create a formal process to manage OTA specific special events. More information about the process and paperwork is available in the fundraising committee report.
- *Fundraising Committee*
Attended all committee meetings and assisted the committees as needed.
- *David Risburg Grant*
Submitted a \$2,500 grant request for “Maintaining and Developing the Ozark Trail.” If awarded, this grant will help with signage, safety equipment, tools, repairs, maintenance, fuel, training, work outings, Megs, insurance, booths, and wages.
- *3-Legged Monster Adventure Race*
Continued planning and recruited volunteers for key roles to make this new event successful. Updated map, formed a budget, completed event application and presented documentation to the Fundraising Committee for review.

5. ADMINISTRATIVE

- *Accounting*
 - 2018 990: Communicated with accountant throughout the quarter on financials and the 990. Submitted a detailed list of payables and receivables coded to the appropriate categories in the COA. A copy of the 990 was sent to all board members for review on Nov. 11th and was filed on Nov. 13th.
 - Bookkeeping: Entered fourth quarter banking information into QuickBooks. All payables, receivables and deposits have been tracked and coded to the appropriate categories in the chart of accounts and there are detailed and organized electronic files of all documents.
- *Miscellaneous Additional Collaboration*
 - Communicated with committee chairs. Participated in committee meetings and discussions as needed.
 - Attended the Q4 2019 Board Meeting and committee meetings.

- Worked with Kathie Brennan, President, to create a presentation highlighting the importance of trails and attended the USFS Collaborative Meeting in in Ava on October 29th where it was presented.

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

Attachment 4 – Special Event Application



SPECIAL EVENT APPLICATION

Thank you for your interest in planning an event to benefit the Ozark Trail Association (OTA)! We appreciate your generosity and enthusiasm. Please fill out the required forms with detailed information about the proposed event. The OTA will carefully review the documents to decide if this event fits our mission and schedule. Due to trail building and maintenance projects, along with existing special events and coordinating schedules with agency partners, we are unable to take on all special events that are requested. You will be notified within 90 days if your proposed event is approved. If you have any questions, please contact the OTA office at 573-436-0540.

Contact name: Abi Jackson

Contact phone #: (573) 436-0540

Contact email address: abi.jackson@ozarktrail.com

Are you a current member of the OTA? Yes

Event name: 3 Legged Monster

Type of event: Fundraising Promotion Trail Development

Multiple day or overnight areas needed: Yes

Suggested event dates: 04/18/2020

03/30/2020

05/02/2020 (Ch Hike)

Event start time: 8:00 am

Event end time: 8:00 pm

Event Location:

The 3 Legged Monster will take place on the Courtois section of the Ozark Trail. The race course will travel south from Ozark Outdoors, through Bass' Resort, around the northern portion of the Berryman loop and then continue on Courtois Creek, Huzzah Creek and the Meramec River. Key locations will include Bass' Resort and Ozark Outdoors. The mountain bike race course will travel off-trail at times onto State Hwy W and Forest Road 2265.

US Forest Service National Park Service MO Dept of Conservation
 MO State Parks – Dept of Natural Resources Private / Other

Ozark Trail Association

1

Event description:

Please describe the event, including any activities you plan on having (i.e. dinner, live music, auction, raffle).

The 3 Legged Monster is a trail running, mountain biking and paddling adventure race for teams of two. The race consists of three legs totaling 50 miles. (See attached map)

The trail running leg takes participants on a half marathon (13.1 miles) through the rolling hardwood forests of the Huzzah Conservation Area and the Mark Twain National Forest. Trail runners will cross the Courtois Creek at mile 5.2 with spectacular views of the beautiful Huzzah Creek bluffs and caves. This portion of the race course boasts bluff overlooks, big mossy rocks, seasonal waterfalls and beautiful forests.

While their partners are running through the scenic pine groves of the northern Ozark Trail, the mountain bikers will head east on singletrack and roadways toward the Berryman Trail traveling a total of 25 miles. This stretch of trail, designated as an IMBA "epic" ride, traverses scenic Ozark countryside, winding through timbered stands of oak, pine and bottomland hardwood, climbing switchback fashion from low bottoms to high cherty ridges and is considered a "must" in the mountain biking community.

After both teammates have arrived at Bass' Resort, they will jump in their awaiting canoe (or tandem kayak) and head north on Courtois Creek toward the finish line at Ozark Outdoors. Teams will paddle along the crystal clear, spring-fed Courtois and Huzzah Creeks before merging onto the Meramec River. Nearing Ozark Outdoors, racers will float under the high water bridge, which will be designated as the official finish line and take out on the right.

The 3 Legged Monster will have two start lines. At 8:00 am, runners will leave their start at Ozark Outdoors heading south toward Bass' Resort. Also at 8:00 am, their mountain biking partners will leave Bass' Resort heading east, clockwise around the northern part of the Berryman loop, will cut across Hwy W, merge north onto the OT, then cut across Forest Road 2265 before merging back onto the OT just east of Bass' Resort. When both teammates arrive at Bass' bridge, they will get into a canoe (or tandem kayak). The paddling portion of the race will take them on three waterways: Courtois Creek, Huzzah Creek, then onto the Meramec River will they will head to the finish line at Ozark Outdoors.

Camping will be available at both start lines and post-race festivities, including dinner for participants and volunteers and an award ceremony, will be held at Ozark Outdoors. Checkpoints will be located at Huzzah CA (at Courtois water crossing), Butts Bridge (at Bass' Resort) and Harmon Spring.

Event purpose:

Please describe why you think this event is a good fit for the OTA and the expected benefit.

No event like this is currently held on the Mark Twain National Forest. This unique event has the potential to bring in participants from across the country and is logistically simple. It will give the OTA an opportunity to further build OTA's relationship with the local outfitters and will increase their business during the off-season. The 3 Legged Monster is geographically convenient for participants along the 44 corridor which should help attendance. Although the race is meant to raise funds for the OTA, it will be considered a promotional event, as it has the potential to be significantly popular with trail users.

Estimated number of participants: 10 to 49 50 to 99 100 to 199 200+

Estimated number of event volunteers needed: 10-15

Key volunteers participating in event leadership and their roles:

Race Director: Mark Seesing
Asst. Race Director: Abi Jackson
Trail Running Coordinator:
Mountain Biking Coordinators: Matt Johnson & Brian McEntire
Paddling Coordinator: Garrett Doak

Suggested participant registration fee: \$ 150

Additional fundraising efforts at event:

Estimated totals expected from the event:

Revenue \$ 8,000 Expenses \$ 3,240 % going to OTA 100.0%

Do you plan to seek out event sponsors? No

Do you plan to provide alcohol for participants? No

Will food or beverages be provided? Yes

Parking locations:

When planning for parking, be aware that one lane must always be open for emergency vehicles.

There is an abundance of parking at both start lines and finish line, so parking should not be an issue. Participants and volunteers will need to register their vehicles with resort owners.

Shuttle services:

(type, when and where used)

Some shuttling may be done between Ozark Outdoors and Bass' River Resort. The resorts should be available to assist with this.

Plan to promote and publicize the event:

Abi Jackson will create promotional graphics for this event, including flyers and banners. It will be pushed on OTA's social media profiles, ozarktrail.com and through the OTA email blast. Racers will receive merchandise with the race logo and information will be provided to the Independent-Journal for publication.

Event support needed from the OTA:

Please describe tasks and supplies needed from OTA (i.e. maps, merchandise, printing, food, admin support).

This event will require one custom map per team. This map has already been designed and will just need printed. Each participant will receive one piece of merchandise with the race logo. Food will be provided at the finish line and Abi Jackson will serve as assistant race director which will require admin support.

Facilities needed:

(i.e. canopies, stage, booths, chairs)

Canopies, possibly bike shuttle supplies

Provisions for drinking water:

(quantity, locations, bottled vs. jugs)

Emergency drinking water will be provided at each checkpoint.

Sanitation plan:

(i.e. on-site toilets, portable toilets, garbage cans, recycle bins)

On-site toilets are available at both start lines and the finish area. Some toilets are available near the race route also. Where toilets are not available, racers will be expected to follow Leave No Trace guidelines.

Time frame to remove all facilities and garbage after the event:

(including removal of signs, flagging, route markers)

Checkpoints and starting areas will be policed for trash as they are closed on event day.



Garbage collection site location:

(landfill or transfer station)

Ozark Outdoors

Other relevant information about the event:

There is a possibility to further open the race to solos interested in paddling/running only or biking/running only if that seems to be beneficial to the success of the event.

Attachment 5 – 2020 Operating Plan

Ozark Trail Association, Inc.

2020 Operating Plan

This document presents the Ozark Trail Association's plan for accomplishing its mission "to develop, maintain, preserve, promote, and protect the rugged, natural beauty of the Ozark Trail."



Introduction:

The 401 mile Ozark Trail (OT), one of the 20 longest backcountry trails in the nation and a National Recreation Trail, traverses 12 rural counties and is a gateway to the interior of the Missouri Ozarks. The OT provides opportunities for backpacking, mountain biking, trail running, horseback riding and many other outdoor activities. The citizens of the state of Missouri and the surrounding region benefit from having the Ozark Trail in their communities. The NPS Ozark National Scenic Riverways area, alone, has 1.25 million people visit annually supporting over 700 jobs. The OT enhances the recreation opportunities of the parks, benefiting trail towns in the area and the many outfitters near the corridor. Trails serve as hands-on environmental classrooms for people of all ages and trail building is a great opportunity for youth to get outdoors.

The Ozark Trail Association is a 501©(3) non-profit organization whose mission is to develop, maintain, preserve, promote, and protect the rugged, natural beauty of the Ozark Trail. The OTA plays the leading role in the construction and maintenance of Missouri's 400+ mile premier long distance multi-use backcountry trail. The OTA provides volunteer resources to Ozark Trail land managers and the organization's top priorities are trail maintenance, further development (through construction of new connections in the trail system) and promotion of the trail as a regional recreational asset. The OTA's secondary focus is the long term vision of a trail stretching from St. Louis to the Arkansas border connecting the Ozark Trail to the Ozark Highlands Trail to create a 700+ mile thru-trail.

OTA volunteers keep the trail in top shape for users who will benefit from the positive impact on their health and wellness offered by the trail. Trail work brings together state, federal and private landowners to create an area for future generations to enjoy that is unique and nationally significant. The Ozark Trail Association is a family-friendly resource for all ages and individuals from a multitude of backgrounds and lifestyles that are passionate about conserving the great outdoors for the next generation. Since the incorporation of the Ozark Trail Association in December of 2002, over 14,000 volunteers have donated 141,250 hours valued at over \$3.5 million.

Last year, the OTA was awarded the NPS Midwest Region 2018 George & Helen Hartzog Award for Outstanding Volunteer Service. OTA volunteers contributed 3,812 hours of volunteer service, constructing approximately 8 miles of new hiking trail located within Ozark National Scenic Riverways (ONSR) park boundaries which is part of a larger section connecting two state parks to the backbone of the Ozark Trail. ONSR park visitors now have access to over 400 miles of hiking trails and other recreational opportunities. In addition, volunteers assisted with several park hosted interpretive, educational programs and activities, including the annual Junior Ranger Day Event. This national award is one of the highest compliments possible.

The OTA has also received recognition from the USDA Forest Service as their National Volunteer Group award winner for 2013, along with the Region 9 awards for 2013 and 2008. In addition, volunteers have won several individual awards for their efforts from the National Park Service, American Trails, and American Hiking Society. Missouri was designated Best Trails State at the 2013 International Trails Symposium, thanks in part to our dedicated OTA volunteers.

The Ozark Trail Association is governed by a Board of Directors. The purpose of this operating plan is to describe what OTA intends to accomplish in 2020 towards the furtherance of its mission, how it will go about it, what resources will be required, and who will be responsible for executing the OTA's programs. The operating plan provides valuable information to OTA's partner agencies, stakeholders, members, and donors.

As a non-profit organization, the OTA has been granted tax exempt status by the IRS by providing services for the public good through its programs:

1. CONSTRUCTION AND MAINTENANCE OF NEW AND EXISTING TRAILS
2. PROMOTION OF THE OZARK TRAIL
3. DEVELOPMENT OF THE OZARK TRAIL

The OTA is a non-profit business which incurs general administrative expenses, overhead costs, and provides services for the public good. These overhead costs include insurance, cost of maintaining an office and website, accounting fees, and other costs associated with being a responsible business.

Revenues generated are either "designated funds" or "undesignated funds." Revenue streams are also differentiated as either "program revenues" or "general revenues."

These terms are defined as follows:

- **Designated Funds:** Occasionally donors may request that their donations go toward a specific program or purchase. The OTA honors these requests.
- **Undesignated Funds:** These funds are generated by membership dues, general fundraising and some program revenues. The OTA pays in advance for project expenses associated with the Recreational Trails Program and the USFS Cost-Share Program out of undesignated funds. Once these projects have been completed, the OTA is issued reimbursements which replenish the undesignated fund. Undesignated funds are important to any nonprofit and in particular to the OTA for the following reasons:
 1. Undesignated funds can be used to cover any overhead costs not absorbed by program revenues.

2. The OTA can allocate undesignated funds to essential programs as directed by the board.
 3. Undesignated funds can finance programs until reimbursement is received.
- **Program Revenues:** These are revenues generated through a specific program. For example, grants for construction of new trail or the mowing program. More details of expected program revenue can be found in the respective section of this Operating Plan.
 - **General Revenue:** Examples of this type of revenue are membership dues, merchandise sales, or nonspecific donations in support of OTA's operations, i.e. all of its programs.

On the expenditure side, program expenses are detailed in the specific program budgets. It should be noted that the COO's salary is allocated between programs, fundraising and general administrative tasks.

2020 Operating Plan

General:

The President shall be the Chief Executive Officer of the Corporation, responsible for execution of OTA's programs as coordinated by the Operations Committee. Day-to-day activities, including operations and administrative functions, will be performed by the Chief Operations Officer.

MAINTENANCE OF EXISTING TRAILS

This task will be headed up by the Construction and Maintenance (C&M) Committee. Construction and maintenance tasks include monitoring and reporting trail conditions, overseeing the Adopt-a-Trail and sawyer programs, and ensuring that the trail is blazed according to policy. Furthermore, the C&M Committee has established standards for training and certifying crew leaders and event leaders, and recruiting individuals to serve in that capacity. They will oversee acquiring, maintaining and distributing all needed tools, including safety and first-aid equipment, and providing training in the use of such tools, including safety and first-aid equipment, procedures and policies, and are tasked with initiating and supervising work outings for both construction and maintenance projects of all types, including Mega events.

After trail is constructed, the Adopt-A-Trail Program plays a vital role in ensuring the corridor remains open, the path is properly signed and the organization is informed of trail conditions. 93% of the Ozark Trail is currently adopted and our goal is 100% adoption.

Since its inception, the OTA has constructed over 60 miles of new sustainable, single track trail. This mileage includes the newest section connecting the Blair Creek section to two State Parks, some re-routes of existing trails, but also involves filling in significant gaps like the 24-mile John Roth Memorial -

Middle Fork Section completed in 2005. All of these accomplishments have primarily been completed by volunteers who have provided both design and layout services along with construction labor. In 2020, the OTA will continue its tradition of constructing new trail and maintaining over 400 miles of backcountry trail in Missouri, including the Ozark Trail and other connected spurs and loops.

Planned 2020 construction and maintenance projects are described below:

1. Midco Hollow Re-route: This area along the Current River section received heavy damage due to a timber harvest. The OTA will be working with the USFS to establish a new route through Midco Hollow.
2. Summer Mowing and Brushing- Mark Twain National Forest: This program will be planned in conjunction with the Mark Twain National Forest and is funded through the USFS Cost-Share. Plans this year will include contracting paid labor to weed-eat as much trail as possible inside the forest. Additional labor may be required in the Berryman area due to a timber restoration project. The USFS will likely support the additional expense of this maintenance with K-V funds. (THIS SECTION WILL BE DEVELOPED FURTHER AFTER WE MEET WITH THE USFS ABOUT FINALIZATION OF THE BUDGET) Additional funding through the 2017 RTP grant will help with maintenance of the backbone of the Ozark Trail.
3. Maintenance Outings: The Construction and Maintenance Committee will hold volunteer maintenance events year-round, and has already scheduled sixteen maintenance outings for 2020, to address non-adopted sections of trail and problem areas due to erosion, seasonal growth, and/or abuse. This activity is coordinated with OTA agency partners.
4. Adopt-A-Trail Program: The Adopt-A-Trail (AAT) Program is vital to maintaining the Ozark Trail. 93% of the trail is currently adopted and the AAT Coordinator assigns adoptions as available. AAT activities include keeping the surface free of sticks, rocks and other debris, pruning small limbs from the trail corridor, cleaning water bars and drainage ditches, and in cutting back encroaching vegetation to maintain a trail corridor. Other responsibilities include litter clean-up, maintaining the trailhead area, replacing missing trail signage and reporting vandalism and ATV damage. This program is organized and executed by the AAT Program Coordinator.
5. Sawyer Program: The sawyer program annually clears hundreds of miles of deadfall and hazard trees along the trail corridor. In 2019, the OTA had 17 volunteers certified or re-certified. The USFS has also scheduled another sawyer training for March 2020 and the OTA will have several volunteers attending. The OTA also currently has six USFS certified cross-cut sawyers. This should help substantially throughout the upcoming year with accumulated deadfall. To help ensure timely re-certification and more regular trainings for new sawyers, the OTA Sawyer Coordinator has requested to become certified through the USFS as a sawyer trainer, along with one other volunteer. The OTA owns saws, safety gear and supplies and a sawyer report is sent out regularly to monitor/report results. The Sawyer Coordinator works with all OTC agency partners to identify problem areas and deploy sawyers.

6. Road Signing Project: Remaining 2015 RTP funds were re-allocated to include the purchase of trail signage. Trail signs for all road crossings, along with Carsonite posts, were purchased in the fall of 2018. These signs are helpful for trail users, especially in the case of an emergency. Placement of these signs has been ongoing and most of the roads along the trail have had signs installed. Work on this project will continue in 2020 and will most likely be completed.
7. Crew Leader Training: OTA held its first Crew Leader Training in August 2004. Crew leaders are trained in the standards of building sustainable trail. Recognizing the value of crew leaders to the organization, the C&M Committee will be making plans to hold a training session in 2020.

Program Budget Summary:

Estimated Construction & Maintenance Program Expenses \$24,362.00
See 2020 proposed budget for program budget details.

PROMOTION OF THE OZARK TRAIL

This program consists of efforts to promote the use and awareness of the Ozark Trail. Education and outreach support OTA's efforts to maintain the trail since a well-used trail is easier to maintain. Athletic events help to enhance its reputation as an outdoor recreational opportunity in the region and the nation.

Planned 2020 promotion projects are described below:

1. Special Events: The Ozark Trail Association has five special events scheduled for 2020. These events attract folks from around the country and are a significant generator of unrestricted funds. These events are coordinated by the Race Directors and the Fundraising Committee and serve as both fundraisers and promotional events.
 - a. *Trivia Night*- The annual Trivia Night will be held on February 8th at the Affton Elks Lodge. The evening's activities include trivia, silent auction and a raffle. This event is a great opportunity for OTA volunteers to introduce their friends and family to the organization.
 - b. *OT Challenge Hike*- On May 2nd, the OTA will hold the fourth annual OT Challenge Hike, based out of Bass' River Resort. This event involves a 17.5 mile hike on the Courtois section and each participant is required to raise \$1,250. This is the OTA's biggest fundraiser and has been a very successful and fun event. Past participants of the Challenge Hike have also expanded their involvement to other OTA special events and work outings.
 - c. *Devil's Tollgate, The Race*- Following the success of the Taum-A-Hawk Hiking Race, this event is an expansion to include trail running. This event is based out of Johnson's Shut-Ins State Park and is scheduled for June 13th. Teams will race from Taum Sauk Mountain SP to the pavilion across from the Black River at Johnson's Shut-Ins SP. Participation in

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PTD Committee applies for and maintains appropriate Memorandums of Understandings, easements, usage and public access commitments, and other needed agreements with various land managers and owners, and maintains and updates the status and designation of the Ozark Trail as a National Recreation Trail.

6. Advocacy & Representation Statewide: The OTA President regularly represents the OTA at federal and state meetings, as well as seminars, in the area surrounding the OT. Those partners include the USFS Collaborative Partnership, Meramec River Recreation Association, Meramec Valley Trail Association, American Trails' International Trails Symposium, the MO Department of Conservation Collaborative, and more. The President continues communications with AmeriCorps St. Louis, the Aurora, CO National Civilian Conservations Corps, and the Ozark National Scenic Riverways. The OTA maintains membership in the following organizations: MO Bike & Pedestrian Federation, the Open Space Council, and the Conservation Federation of Missouri, along with various trail towns' Chambers of Commerce.

Program Budget Summary:

Program Expenses: \$6,053.00

See 2020 proposed budget for program budget details.

Attachment 6 – Construction & Maintenance Committee Report

January 18, 2020 Construction & Maintenance Report

Current Project Status

Road Signage - Ongoing

- Courtois - 95% Completed Bass to Hazel Creek
- Trace Creek - Completed
- MiddleFork - Completed Hwy 32 to Hwy J
- Karkaghne - Completed Hwy J to Hwy 72
- Blair Creek - Completed Hwy 72 to HWY 106
- Current River - 80% Complete
- Eleven Point - 60% Complete
- Norfolk - TBD
- Between The Rivers - 80% Complete
- Marble Creek - Completed
- Victory - Completed
- Wappello - TBD
- Taum Sauk - Completed

Pending Projects List

- Midco Reroute - Underway- 30% complete
- Taum Sauk Reroute - scheduled Feb 14
- Layout and flag
 - Schedule Trail Day
- Courtois...Trail Tread Maintenance - North Harmon Springs - scheduled Apr 18, Spring Mega
- Lower Narrows north to Huzzah brush clearing - scheduled– 3 Fs out of BASS Jan 25
- Barton Fen.. Retaining Wall and tread repair - competed
- Blair Creek Brush/tree cutting, tread repair - underway
- Huzzah north towards Onondaga brush cutting - scheduled Feb 15th
- Multi-Day Seasoned OTA Volunteer Maint Event
- OTA Fall Equipment Tuneup - completed
- Karkaghne Tread Work - scheduled Apr 4th, Sutton Bluff
- Berryman Logging repair - TBD
- Arkansas Build prep work - OHT visit – scheduled Jan 25, Tecumseh
- Trail Signage on Taum Sauk - just above Mina Sauk Falls, ElevenPoint, BTR, Courtois anywhere else? - Feb 2.
- Council Bluff Tread repair - scheduled May 16

ANYTHING ELSE-- like trail tread repair, trail re-routes, enhancements, special projects

building list of items that need to be addressed on the trail project list

-Will discuss current projects, status and completion requirements

- Disposition of DR Mowers – 1 working – 2 down.
- Mini- Kiosk – Builds and Placement - TBD

Please go to OTA web site and review the various Safety and emergency guidelines there are several links there. Will do more safety outreach to volunteers and carry extra handouts in truck for evet handouts. Completed reviewing the Ice Age Trail Safety program put together by the NPS at <https://www.nps.gov/iatr/trail-safe.htm>. We should implement ths as part of Crew Leader Training Pre-Requisite.

2020 Event Calendar (proposed)

- Jan 3 - BTR Maintenance at Sinking Creek TH – 4 sawyer crews and 1 brush cutting crew did BTR and 11 PT
- Jan 11 - Canceled – Mini Team Trail Maint – Tread repair Along The trail – Get feedback from adopt-a-trail members needs – bad weather
- Jan 25 - Arkansas scouting visit
- Jan 25-26 - Redo The 3-Fs rain date – Bass Resort – Lower Narrows
- Jan 29 - Jeff City Lobby Day
- Feb 2 - Super Bowl Sunday – Midco Hollow - re-route
- Feb. 14 - JSISP – Taum Sauk – tread repair and signage
- Feb 29-Mar 1 - Time for The Ladies – Round Spring - Timber Fire Dept Chili and Pie Auction
- Feb 29-Mar 1 - Alpine Shop Education Day – OTA Presenter
- Mar 6 - CFR – Jeff City –
- Mar 7 - Celebrate Daylight Savings on the OT Maintenance Style – In Winona or Sinking Creek
- Mar 7-8 - Sawyer Certification – Twin Pines . Mar 7 – Classroom. May 8 Field Sawing
- Mar 14 - Sawyer Certification – Field Day for Recert or New Sawyer after Mar 7 classroom
- Mar 13 - Root Docking workshop for Deer Creek Watershed Alliance – Webster Groves, Mo. Free tools for attending, signup - https://www.deercreekalliance.org/root_docking
- Mar 21 - “Luck of the Irish” at Winona – working Current River, BTR and Eleven Point
- Mar 28-29 - Mississippi Valley Outdoor Expo – St. Louis Convention Center downtown
- Apr 4 - Sooth the Karkaghne Beast Sutton Bluff – Tread repair just north of Sutton Bluff and down off of CTY RD 2309 and Big Nasty hillside. While there – we may try to clean up the Bee Fork Hollow of down trees and brush
- Apr 18 - Spring Mega at Bass...working on trail repair and tree removal north of Harmon Springs
- May 1 - Junior Ranger Day – Round Spring
- May 2 - OT Challenge Hike Bass
- May 16 - Trail Maint Council Bluff
- June 1 - National Trails Day
- June 13 - Devils Toll Gate Race - JSISP
- Sept. 19 - MTB Maint Council Bluff or Berryman. Or Midco Reroute (logging damage)
- Sept 25 - Maintenance on the Trail – Race Prep
- Oct 10 - Fall Mega. North
- Oct 17 - Whoopin It Up in Winona
- Oct 24 - 50/100 MTB Race Maint
- Oct 31 - New 3 Legged (Hike, Bike, Paddle) Race out of Bass.. Tentative
- Nov 7 - 50/100 Foot Race

All feedback additions changes etc is welcome. Call reminder will be sent week be call.

Attachment 7 – Development & Planning Committee

PLANNING COMMITTEE REPORT

Telephone meeting 01/06/2020

Attendees: Matt, MarkS and MarkG

Matt and MarkG are working on the Taum Sauk reroute. They will be working out and flag the route as soon as possible. This will let the land owner know we are moving ahead. Further discussion was about the need to insure no other easement issue arise on this or any other MDC held easements that affect the trail.

Discussions with the David's Trail and OHTA are moving ahead. A meeting of representatives from OTA, OHTA and David's Trail will meet at Dawt Mill on Jan. 25 to get a first-hand look at the area of proposed trail and a look at current trail construction as well as looking at existing trail that has been built by the David's Trail group. Hopefully a forward looking plan will be developed and we can get a project underway in the future.

MarkG has the Blue Trail along the Meramec mapped and is working with some private land owners to allow Kiosks to be placed at their access points. When this is done we should be able to get the application process started.

The road signage issue is delayed due to end of year leave issues. Hopefully that will be over with for a few months and we can get MODot approval for that signage to go up. Once we get that approval we will get to the counties to get their approval for signage of county roads. There is already approval in Ozark Co. to use roads near the lake.

No other business was discussed.

Mark Seesing

Attachment 8 – Fundraising Committee report



Ozark Trail Association Fundraising Committee Board Meeting Report January 18, 2020

Executive Summary:

Fundraising committee has reviewed the 2019 budget versus revenue this review is reflected in the 2019 yearend financial summary. Revenue was below budget for Q4 likely due to a faulty donation button on the membership and donate sections of the website. This button has been repaired but information on where/who the money is going to on the to PayPal page is needed.

2020 goals for the Fundraising Committee have been drafted for Board review and approval. The draft goals along with a proposed process for gathering information and streamlining new event request for Board review can be found in Exhibits A and B respectively.

There are currently seven events scheduled for 2020. There is a critical need to identify a race coordinator for the Challenge Hike 2020. For updates on all events please see detailed meeting notes in Exhibits C and D.

The Fundraising Committee is looking forward to new and continuing partnerships in 2020.

Exhibit A



Ozark Trail Association **Fundraising Committee** PROPOSED 2020 Goals

The intent of these goals is to set direction, motivate, and provide transparency for the Fundraising Committee.

1. Strategy and Structure
 - a. Create a strategic three-year plan for the development of a sustainable revenue generation program for the Ozark Trail Association.
 - b. Identify key skills that are necessary to deliver the Fundraising Committee's strategic plan, pair skills with projects in the strategic plan, and begin recruiting for the key skills.
2. Revenue
 - a. Increase net revenue by 5% through fundraising efforts, grants, and renewable memberships, etc.
 - b. Partner with Planning Committee to develop and prioritize ready to go projects that are in need of funding.
3. Reporting and Compliance
 - a. Develop process for vetting new fundraising events, monitoring the status of events, and evaluate success after the event.
 - b. Partner with Chief Operations Officer to identify key reporting metrics and timelines for reporting revenue.
 - c. Meet all legal reporting requirements on time as agreed upon with the Chief Operations Officer.

Exhibit B

See attached Special Event Application, 3 Legged Monster, as an example for the proposed event nomination and review process. The Fundraising Committee would like to use the event as a test in the development of a new event nomination, review, approval, documentation, and compliance process.

Event Proposal Process

Hannah Smith | January 17, 2020

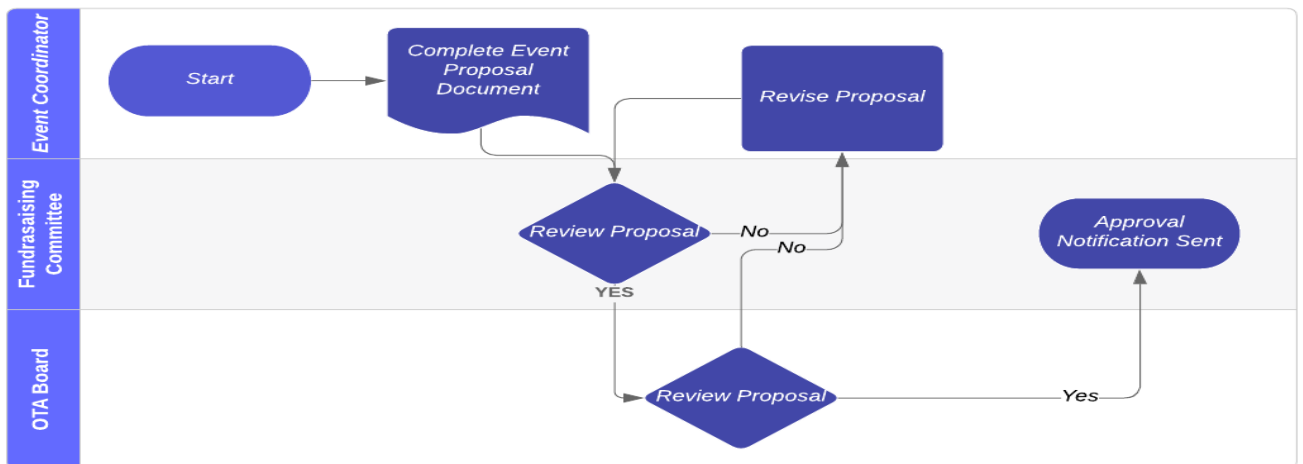


Exhibit C

Ozark Trail Association
Fundraising Committee
December 2, 2019 7PM
Conference Bridge: (712) 451-0976 access code: 367076

Attending:

Garrett Doak
Kathie Brennan
Abi Jackson

Not Attending:

Alicia Brehe
Jake Grossbauer
Greg Grimes
Mike Tobin
Hannah Smith

MINUTES OF MEETING

1. Special Events Updates

- a. Trivia Contest – February (Don Shulte handles) [2019 Net budget: \$5,400] Event is on track and moving forward. Gross revenue from last year's event: \$5,923.
- b. Challenge Hike – May (needs organizer) [2019 Net budget: \$16,000] This still needs an Event Director. Abi reported that several people have registered for the challenge, including one today. Gross revenue from last year's event: \$19,625.
- c. Devil's Toll Race – June (Jake handles) [2019 Net budget: \$3,900] Abi reported that approximately 30 people have signed up already. Gross revenue from last year's event: \$7,940.
- d. One-Eyed Dog 100/50 MTB Race – September [2019 Net budget \$4,000] Revenue from this year's event: \$3,000.
- e. OT100 Mile Endurance Race – November (not ours but we help) [2019 budget: \$0, Actual \$3,000]
- f. Ozark Adventure Team Relay Race (new; target April 2020) Mark Seesing will be Event Director, Abi will send Mark the event application. Looking at basing this out of Ozark Outdoors, with Echo Bluff as a possible alternative. Matt Johnson is expected to lead the biking leg. Garrett has volunteered for the paddling leg. Still need a leader for the running leg.

- g. Al-Pint Night at Alpine Shop: Abi reported that Perry Whitaker at the Alpine Shop wants to move this event to the fall. Details to follow. Gross revenue from last year's event: \$1,900.
2. Membership Updates - Garrett [2019 budget: \$8,500]
 - a. November 30 membership count: ~~214~~ 215 (includes 46 Lifetime members)
 - b. November new members: 3
 - c. November renewals: ~~10~~ 11 One renewal came in off-line and was not reflected in NEON.
 - d. November lapses: ~~6~~ 5 One renewal came in off-line and was not reflected in NEON.
 - e. November revenue: \$555
 - f. December upcoming expirations: 4
 - g. New feature – post new members / renewals on FB First FB post was last month. November names are ready to post, Abi will design some artwork and Garrett will post new members and renewing members as two separate posts.
 3. Entity and Individual Contributions Updates – Abi [2019 budget: \$18,200] Actual results through November are about half the budget. Broken DONATE NOW button on website may have contributed to the underrun.
 4. Grants Updates - Abi (includes grants, RTP, USFS cost-share) [2019 budget: \$65,155] Grants running substantially under 2019 plan. A pending RTP invoice of approximately \$15K will likely not make 2019 calendar year. Abi has applied for Red Wing and Bass Pro grants. LAD Foundation has come through with map-printing grants. As a result, 6,000 section maps (including new Round Springs section) will be printed with expenses substantially covered by LAD or government grants.
 5. OT Online Store Updates - Abi (maps, clothing, etc.) [2019 budget: \$12,500]
 6. New Business
 - a. Website updates – Abi Getting web assistance from Kathie's daughter. DONATE NOW button on website works as of today (linked to PayPal), but without the option for recurring donations. More work needed.
 - b. Ozark Trail "shares" – Garrett Garrett has reached out to Roger Allison to determine OTA's existing capability to manage the trail coordinates down to 100 foot lengths like the Palmetto Conservation Organization does. Tried new email address today since initial query has gone unanswered.
 - c. REI Garage Sale table December 28 – need OTA representation – Garrett Kathie will reach out some of the usual suspects to see who can help staff a table at the garage sale. This will probably be for just a few hours that Saturday morning. Garrett will work the table.
 - d. Photo / video contest – Garrett Garrett explained that this idea was initially a suggestion by Mike Tobin. The concept is to have a members-only contest (could be pics or short videos, or both) with REI or Alpine Shop gift cards to the

winners. Mike had suggested that we ask REI to judge, to help re-engage with them. Garrett will work on topic and guidelines for the contest.

7. Other Kathie reported that there is a plan to generate more social media focused on end-of-year giving and corporate-match donations. She suggested we could generate more content by producing short testimonial from members regarding why they donate to the OTA. Garrett stated he would reach out to Mike Tobin for assistance in this.

NEXT MEETING MONDAY, JANUARY 6, 2020 7:00 PM!

Exhibit D

Ozark Trail Association
Fundraising Committee
January 06, 2020 7PM
Conference Bridge: 425-436-6359 access code: 639929

Attending:

Garrett Doak
Abi Jackson
Hannah Smith

Not Attending:

Alicia Brehe
Kathie Brennan
Jake Grossbauer
Greg Grimes
Mike Tobin

Agenda

1. Welcome and Thank you - Hannah
2. Special Events Updates
 - a. Trivia Contest – February (Don Shulte handles) [2019 Net budget: \$5,400]
Need to touch base with Don and Kathie but everything should be running well. Will touch base
 - b. Challenge Hike – May (needs organizer) [2019 Net budget: \$16,000]
Normally Steve would be sending email to raise money. Go-Fund-Me Charity, search OTA Challenge Hike to see who has signed up and encourage fundraising and getting sponsorship. New race registrants can get \$60 added to their fundraising page for new friends or family. Steve would set up Friday afternoon - happy hour & meals (Bass), shwag(raffle), camping, band(recommended not to continue). Did Steve confirm with Bass this year? If OTA is providing alcohol, OTA needs liquor liability insurance (Steve) event specific.

Garret will pull report and send a templated email.
 - c. Devil's Toll Race – June (Jake handles) [2019 Net budget: \$3,900]
50 people signed up on Ultra Sign up.
 - d. One-Eyed Dog 100/50 MTB Race – September [2019 Net budget \$4,000]

Matt Johnson coordinates.

e. OT100 Mile Endurance Race – November (not ours but we help) [2019 budget: \$0, Actual \$3,000] Historically contribute trail maintenance at intersection and 2 aide stations. Kathie has coordinated. Paul Shilinlog (sp?)

ACTION ITEM: verify actual revenue

f. Ozark Adventure Team Relay Race (new; target October 3 or 17, 2020)
Mark Seesing is the event director. Matt Johnson will handle the biking leg, and is looking for someone for the running. Garrett will run the paddling.
Logistics needed.

ACTION: review process for vetting new events

g. Al-Pint Night at Alpine Shop 2020

Check with Kathie and Perry on Date (Garret)

2. Membership Updates - Garrett [2019 budget: \$8,500]

ACTION ITEM: audit against actual revenue, consider separating membership and donation revenue

End of 2019 Membership: 176 Annual Members + 46 Lifetime Members
2019 Membership and Donation payments recorded in NEON: \$11,150

December 2019 Activity:

New member joins: 7

Existing member renewals: 8 (including one new Lifetime member)

Memberships expired in December: 0 (!)

16 Annual Memberships expire in January 2020-Neon has missed some renewal notices. Garrett is sending out manually.

3. Entity and Individual Contributions Updates – Abi [2019 budget: \$18,200]

Abi will have to reconcile the books for Q4 board meeting - actions

4. Grants Updates - Abi (includes grants, RTP, USFS cost-share) [2019 budget: \$65,155]

Grant from Redwing for \$6,000 - for sawyer program and insurance. Bass Pro \$5,000 general operational funding.

5. OT Online Store Updates - Abi (maps, clothing, etc.) [2019 budget: \$12,500]

Revenue comes through the website. Abi wants to place order for new products (new designs). Need to inventory remaining product and create recommendation for the Board meeting. We will soon have new maps for sale, including the new Round Spring section.

ACTION restock shirts. Need \$1000 for new shirts.

6. Website updates - Abi

Duane is the web developer. Requested relaunch for Thursday January 09, 2020

7. Ozark Trail “shares” - Garrett

Roger is intrigued to get GPS into 100 ft sections. ACTION - Garret will follow up with Palmetto to get GPS expert to learn how it works

8. Update: REI Garage Sale table December - Garrett, Kathi

No participation.

9. Update: Photo / video contest -Garrett

Concept is to create a members-only contest with REI gift cards as reward and engage REI to judge the submissions. This perhaps represents the last outreach to REI. Topic and guidelines for the contest, REI judge and provide gift cards. Garrett will provide proposal.

10. New Business

a. Fundraising Committee 2020 Goals Proposal-Hannah ACTION

i. Strategy and Structure

ii. Revenue

iii. Reporting and Compliance

11. Other

NEXT MEETING - February 03, 2020 at 7:00 PM

Action Items:

1. Review process for submitting new Special events. Ozark Adventure Team Relay as an example (ALL, provide feedback to Abi)
2. Special Event Follow ups
 - a. Trivia Night, Confirm status and any requests for the OTA with Don Schulte and Kathie Brennan (Hannah)
 - b. Challenge Hike
 - i. Needs organizer to communicate with associated partners. Ex. Bass River Resort, participants, OTA
 - ii. Get any templates and any organization templates, tips and tricks from Steve (Hannah)
 - iii. Pull list of current registrants and send encouraging email (Garrett)
 - c. Devil's Toll Gate
 - i. Confirm status and any requests for the OTA with Jake Grossbauer (Hannah)
 - d. One-Eyed Dog 100/50 MTB Race
 - i. Confirm status and any requests for the OTA with Matt Johnson (Hannah)
 - e. OT100 Mile Endurance Race
 - i. Confirm status and any requests for the OTA with Paul Shilinlog (sp?) (Hannah)
 - ii. Verify 2019 Revenue (Abi)
 - f. Ozark Adventure Team Relay Race
 - i. Confirm status and any requests for the OTA with Mark Seesing (Hannah)
 - g. Al-Pint Night at Alpine Shop 2020
 - i. Confirm 2020 date with Kathie and Perry Whittaker (Garrett)
3. Membership
 - a. Audit membership revenue audit against actual revenue, consider separating membership and donation revenue (Garrett)
4. Entity and Individual Contributions Updates - reconcile 2019 Q4 books for board meeting (Abi)
5. OT Online Store Updates - restock T-shirts, request \$1000 at board meeting (Hannah)
6. Ozark Trail Shares - follow up with Palmetto to get GPS expert to learn how it works (Garrett)
7. Photo/Video contest proposal needed for review (Garrett)
8. Fundraising Committee 2020 Goals Proposal needed to share with Board and Committee (Hannah)