

## **KEWEENAW TRAILS ALLIANCE**

Tuesday-April 14, 2009

7:30 PM – SDC Room 238

### **MINUTES**

#### **PRESENT/REPRESENTING**

Mike Abbott, Michigan Tech

Lori Hauswirth, Chain Drive

Sam Raymond, Copper Harbor Trails Club

Aaron Rogers, Copper Harbor Trails Club

Jay Green, Keweenaw Nordic Ski Club

Mike Young

Evan McDonald, Keweenaw Land Trust

#### **REVIEW OF PREVIOUS MINUTES**

No minutes were distributed from the previous meeting. Discussion at the previous meeting centered on finding another organization with similar goals to provide 501C-3 status to our efforts rather than create another local non-profit. Mike Abbott was to discuss using KCVB or KTS as 'umbrella' with Nick Sirdenis (President of the KCVB).

#### **ANNOUNCEMENTS**

Mike Abbott reported that a new USSA event will be held at Michigan Tech the week of July 6<sup>th</sup>. The program will bring top 20 men and women elite skiers to campus for a summer training event.

Sam reported that the Tour da Keweenaw will be held Saturday, May 16<sup>th</sup>. The Mother's Day Brunch at the Harbor House will be a fundraiser for the trails and it coincides with a Bird Festival being held that weekend. National Trails Day will be celebrated Saturday, June 1<sup>st</sup> in the Harbor and will include pasta and music for volunteers.

Aaron reported that they are going to have trail days once a month in the Harbor rather than every weekend. Trail days will be the last Saturday of each month and volunteers are encouraged to stay through Sunday.

Lori reported that Bill Marlor and Mark Klein are scoping a new trail for Chain Drive. Jay Green reported a new landowner has acquired property and he has made Bill aware of this change.

Jay Green reported that the membership for the KNSC was being tallied and they anticipate being ahead of the previous season for memberships.

Sam reported that two grant applications had been submitted for land acquisition for the Copper Harbor Trail System (13 acres and 80 acres). One application was submitted to National Scenic Byways and one application to Michigan Natural Resources Trust Fund.

Evan reported that the KLT had also submitted a Scenic Byways Application for acquisition and enhancement near Boston Pond. Evan is representing the KTA on the Copper Country Trail Committee. Jay asked who was leading the CCT and Evan stated that they are working on the organization and that it is more of partnership.

### **ACTION ITEM UPDATES-ORGANIZATION STRUCTURE**

Evan reported that he, Lori and Sam attended the KCVB meeting to float the idea of the KTA becoming an affiliate organization. His impression from the meeting was that we need to better articulate our mission and how it correlates to “Heads in Beds”. We need to document what the KTA would bring to the KCVB and what we would need from them in return. Mike A. said that the members of the KCVB are recognizing the impact and Mike Y suggested that facts, not anecdotes are important to provide. Evan stated that the biggest need for the KTA would be fiscal controls/tracking of funds and insurance. It was suggested that we propose a trial basis for the idea. Sam and Lori also attended the KTS meeting and felt that they were not clear on what our needs are and how they would affect the work load of Donna from the KCVB/KTS. Mike A and Lori will work on outlining KTA needs from the KCVB/KTS.

A number of ideas for documenting impact were discussed including: survey of visitors and gathering data from last 5 years for trail events. Lori suggested that we have a coordinated survey for our local events. Aaron volunteered to examine sample surveys from other trails to develop a model for use at the local events. He also said that IMBA has statistics on user groups that could be useful. Jay suggested the business school at Michigan Tech for potential assistance with these efforts. The group decided to pull data on visitor numbers outside of 4 county area from: KCDF (Lori), Deer Chase (Mark), CHFT(Sam), Copperman (Terry), KTRF (from Jeff Crumbaugh) and Bear Chase (from Ed Kraai). Statistics could also be looked at from special events including: JOs, US Senior Nationals, camps, etc. (Mike A)

### **ACTION ITEM UPDATES – COMMUNICATION**

Mike Abbott reported that there is now a link off of [www.keweenawtrails.com](http://www.keweenawtrails.com) for the KTA thanks to Dean Woodbeck. Available is meeting minutes and the new logo.

Aaron suggested that we should also consider social networking opportunities such as Facebook and Twitter. The CHTC already had 244 members after four months on Facebook.

### **ACTION ITEM UPDATE – CONTACT DATABASE**

Sam emailed a draft contact database but feels it is still missing information mostly in Houghton.

## **ACTION ITEM UPDATE –TRAIL EXPERTS & RESOURCE DATABASE**

Jeff Parker was not present to report on progress (he was out grooming).

## **OTHER**

The group thought it was important to start documenting volunteer investment in the local trails. Lori volunteered to email the trails lists and ask people to document volunteer hours. Lori will develop a spreadsheet for tracking hours. Evan suggested the slogan “Give silent sports a voice”.

## **NEXT MEETING DATE**

After discussion and finding the second Tuesday is not working for people, **the next meeting was scheduled for Wednesday, May 13<sup>th</sup>.**