



# TENNESSEE TRAILS ASSOCIATION

INC.

P.O. Box 41446  
Nashville, Tennessee 37204

## TENNESSEE TRAILS ASSOCIATION MEETING MINUTES SPECIAL BOARD MEETING APRIL 12, 1997

### Members Present

Harold Draper  
Jim Poteet  
Rob Weber  
Bob Barnett  
Ray/Martye Burkett  
Mike Harvey  
Libby Francis  
Paul Miller  
Bob Hemminger (for Eric Wilson)  
Gloria Norrid (for Debbie Gilbert)

### Members Absent

Judy Cleary  
Evelyn Tretter  
Bertha Chrietzberg  
Mary Kelly  
Ninez Giles  
Wanda Cumberland  
Jeannie Chambers  
Judith Bartlow

### Also Present

Susan Weber  
Linda Bowman  
Alan Stokes  
Arleen Barnett  
Bob Brown

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- I. The meeting was called to order at 12:30 p.m. and adjourned at 5:30 p.m. The meeting was held at the L & C Tower, in Nashville, Tennessee. Introductions were made.
  - II. Jim Poteet distributed the revised Bylaws, which were voted on to be changed at the Board meeting on November 17, 1996, making at-large reps on the Board based on geography.
  - III. Jim Poteet distributed documentation on "TTA Organizational Directions". The document included Jim's personal assessment of TTA as it now stands and ideas on how we can organize TTA to meet the challenges of the future. Responses to these ideas include the following:
    - Harold Draper stated that he feels others see TTA as another environmental group, rather than a trails/hiking club. He feels we would probably have better relations if they saw us as a trails group rather than environmental. Due to this, we have no relationship with Federal agencies. There is a need for TTA to maintain its own identity and be careful how we focus our actions so as to remain neutral and non-political. Rob Weber stated this was of extreme importance for the sake of the Cumberland Trail Conference's dealings with landowners, etc.
    - TTA's focus should be on trail issues in Tennessee.
    - In response to the issue of persuading people to join our state organization rather than just being a part of a local chapter, it should be stressed that by joining the state organization you are showing interest in preserving scenic areas throughout the entire state, something our state government has been unable to accomplish due to budget constraints.

- The loss of membership in TTA was discussed. Ideas to maintain current membership, while helping to recruit new membership, included asking stores to promote themselves through advertising in the newsletter offering discounts to TTA members, promoting the benefits of being a member of TTA in the newsletter, i.e., social aspects, status of trails, etc., and giving out brochures to anyone you may meet on the trail. Success breeds success – promotion of completed trails and the Breakaway program are examples of this.
- There is a need to have the newsletter become self-sustaining rather than dependent on membership dollars. Statewide advertisers could help defer costs. Arleen mentioned that she has a potential volunteer out of the Memphis chapter who may be interested in taking over the newsletter.
- Sponsorship of the CT was discussed, and it was noted that while all TTA members may not be able to participate, a commitment of support is needed.
- Rob Weber distributed meeting notes from the first meeting of the Cumberland Trail Conference on March 5, 1997. The CTC would like to have an opportunity to educate the chapters on trail building and maintenance, with the outcome of this being leadership skills for future trail development.
- There is a need for funding trail projects. Arleen Barnett discussed the submission of grant proposals and stated that Foundations are looking for matching grants, either financially or for in-kind services. To be successful with fund raising from outside services, you need to be successful with your own membership contributions. Therefore, there is a need to increase our own membership base and increase our average membership contribution.
- There is a possibility for future chapters in Columbia, Jackson, Cumberland Gap, LaFollette, and the South Cumberland area. Arleen is following up on the Columbia area; Gloria will follow up on the Jackson area; Rob is following up on Cumberland Gap and LaFollette. (The chapter in LaFollette may be forming due to their interest in adopting Section 1 of the CT.) Names/contacts in the South Cumberland area should be given to Jim Johnson (Nashville Chapter), who is working on this area.
- Organizational requirements were reviewed. There is a need for an alternative organization, such as Tennessee Trails Trust (TTT), to handle grants and outside fund raising, through which trail projects would be funded. The TTT would consist of a small Board that met frequently and is action oriented and responsive. This approach would help alleviate the burden on project leadership in having to handle the fund raising aspect of a project. The intent is to become professionals at raising money.
- A major issue for TTA at this time is leadership. There is a need for more leadership at all levels-state, chapter, and project level. Need to find potential within the chapters to develop leadership. It was noted that Chapter Chairs need not be Board Reps. - they can send someone in their place, thereby promoting leadership. A Leadership Manual needs to be developed for all chapter chairs, as well as educating our membership.

#### IV. MOTIONS:

- A motion was made, seconded, and approved that the Board reaffirm its commitment to the further development and support of the Cumberland Trail, as well as other trail projects within the state.
- A motion was made, seconded, and approved that each chapter discuss issues raised today with their membership before the Board meeting on May 24, 1997. Jim Poteet will inform Clarksville since there were no representatives here today from that chapter.
- A motion was made, seconded, and approved that each chapter appoint a membership committee, with the objective of recruiting and retaining members.

- A motion was made, seconded, and approved that the State Membership Director maintain contact with each chapter's membership committee, providing assistance and support as needed.
- A motion was made, seconded, approved that a committee be established to develop a Leadership Manual and a Membership Manual. This committee was appointed and consists of Jim Poteet, Chair, as well as Make Harvey and Alan Stokes.
- A motion was made, seconded, and approved that the Board authorizes the sale of advertising in the TTA Newsletter and other publications. A committee was established to determine advertising rates consisting of Alan Stokes, Chair, as well as Gloria Norrid and Paul Miller. The Board will set guidelines for this advertising at the next Board meeting.
- A motion was made, seconded, and approved to establish a committee to review the feasibility of establishing a subsidiary organization with structure and goals consistent with today's discussion of TTT. This committee will also review the feasibility of altering TTA organization structure consistent with today's discussion. Legal implications will be explored as well as a recommended specific plan of action. This committee was appointed and consists of Jim Poteet, Chair, as well as Harold Draper, Rob Weber, Bob Barnett, Paul Miller, Mike Harvey, and Ray and Martye Burkett. A preliminary report from this committee will be given at the next Board meeting with a final report at the August Board meeting, thereby making bylaw changes as necessary in time for the annual meeting.

**V. ITEMS DEFERRED TO THE NEXT MEETING FOR FURTHER DISCUSSION:**

- The establishment of a fund raising committee with the goal of developing plans for obtaining member contributions to a Trail Development Fund. Each chapter would provide a representative to this fund raising committee.
- The establishment of a committee to define the role of regional representatives.
- The establishment of a committee within each chapter to sell advertising locally.

**VI. ACTION ITEMS:**

- Vice Presidential nominations need to be submitted at the next Board meeting on May 24, 1997.

**VII. NEXT MEETING:**

The next Board meeting will be held in Memphis on May 24, 1997, at 2:00 p.m. at Davis-Kidd Bookstore.

Submitted by Susan Weber in the absence of Evelyn Tretter