

**Tennessee Trails Association
3rd Quarter Board Meeting Minutes
REI**

August 2, 2014 1:00 p.m. CST

With revisions, was approved Oct 26, 2014

PRESENT: Carolyn Miller, Kathy Woods, Tim Townley, Diane Manas, Nora Beck, J.R. Tate, Marvin Caine, Joan Hartvigsen, Sara Pollard, Libby Francis, Cheryl Heckler, Ed and Donna Pyers, Judy Jenkins, Frank Jamison, Bob Richards

ABSENT: Levonn Hubbard, Graydon Swisher, Millette Jones, Donald Dresser, Rosemary Marshall, Naullain Kendrick, Vicky Moeller, Charlie Bright, Doug Burroughs, Louise Miniard

GUESTS PRESENT: Gary Grametbauer, Gary Ruetenik, Neal Richardson, Fount Bertram

MEETING CALLED TO ORDER – at 1:05pm by Carolyn Miller

Several reports were circulated by email to the Board prior to the meeting for pre-reviewing purposes; reports are included with these minutes. Introductions were made of those attending.

2nd Quarter Meeting Minutes (May 3, 2014) – Diane Manas

No revisions; approved as circulated. Motion to approve made by Diane Manas; seconded by Donna Pyers.

May 10, 2014 Special Called Meeting Minutes – Diane Manas

No revisions; approved as circulated. Motion to approve by Cheryl Heckler; seconded by J.R. Tate.

June 28, 2014 Special Called Meeting Minutes – Diane Manas

Requested a minor revision; to eliminate "seconded by" from the "Objection by Jim Poteet." Motion to approve changes made by Diane Manas; seconded by Carolyn Miller. Revision carried; motion to make the changes made by Kathy Woods; seconded by Tim Townley.

Treasurer's report – Kathy Woods

A financial report was sent out prior to meeting < attached >. Complete financials were submitted to our Auditor in June 2014. TN State Tax filings occur in August 2014. So far, Kathy hasn't heard of any problems from the Auditor; however, (Kathy/Carolyn Miller) will follow up with the Auditor.

Membership report – Tim Townley

Circulated prior to meeting < attached >. Membership is down by 30 people. One-third of the membership receives the monthly newsletter by email (approx. 180-200 memberships). Several chapters requesting if it is possible for PayPal to include the "Chapter" field on its payment record to us so that that we know which chapter the new member has selected to be affiliated with. Knowing this will eliminate the Chapter Officer and Membership Officer from contacting the new member to find out which chapter they wish to affiliate. TTA already knows who our lifetime memberships are; however, not sure when they became a lifetime member and how much they paid for that lifetime membership. Reason for the inquiry is that TTA wants to ensure that all lifetime membership funds are appropriately categorized. Tim will circulate a listing of TTA's lifetime members to each chapter officer for help in identifying lifetime membership date and the amount paid by the lifetime member.

Nominations for TTA's Board (for 2015) – Carolyn Miller

Committee consists of Cheryl Heckler, Vice President (currently vacant), Past President and Past Past President. Carolyn Miller, Kathy Woods, Tim Townley, Diane Manas, Nora Beck and Graydon Swisher have accepted the opportunity to serve another year – 2015. A slate of officers will be presented to the membership during the Annual Meeting weekend for voting on. Currently the Vice President position is vacant, and nominations are being sought.

Regional Rep reports

East TN Regional Representative – Vacant

Nothing to report.

Middle TN Regional – Nora Beck

Nothing to report.

West TN Regional – Graydon Swisher (Absent)

Nothing to report.

TTA Annual Awards – Carolyn Miller

TTA's Awards are:

Tennessee Trails Award. This award is presented for outstanding contributions to the Association or for the furtherance of trails and natural resource programs and opportunities within Tennessee. One nominee was submitted and was voted unanimously to award Tennessee Parks and Greenways Foundation for their many years of protecting land all over Tennessee and opening up these protected areas to the citizens of TN to learn from and to explore.

Bill Stutz Award. The Association gives this award in honor of the late Bill Stutz, past TTA member and beloved hiker. Any chapter (or voting member) can make a nomination to the Board for the recipient of this award. The award is to be presented to an active hiker for his or her individual contribution to the Association or one its chapters. Two very strong candidates were presented; Joan Hartvigsen of the Highland Rim chapter for her commitment to the chapter over the last 8 years; the other from Sumner Trails chapter for Al Ballenger - for his many-many years of hiking and for his leadership and commitment in creating TTA's Sumner Trails chapter; as well as his continuous involvement in the chapter. First, a motion to accept Joan's vote since she was the proxy rep for Highland Rim was made by Joan; seconded by Cheryl Heckler; motion carried. Results of voting on the TTA Award recipient was 11-1; in favor of Al Ballenger. Two voters abstained.

Bob Brown Lifetime Achievement Award. The Board of Directors of the Association established this award to honor the extraordinary lifetime leadership and personal contributions of Bob Brown to hiking and conservation in the State of Tennessee. The Board may give a Bob Brown Award from time to time to others for lifetime leadership and contributions that it finds equally extraordinary. No nominations received; although, considerations will be accepted.

Chapter reports

Four chapters currently are inactive; they are Big South Fork, Cove Lake, Dyer County and Northwest.

Big South Fork Chapter (INACTIVE)

Clarksville Chapter report – J.R. Tate

We participated in the city's River and Spires festival and had a nice display with lots of favorable comments and interest. A hike every Saturday continues, with a canoe/kayak trip thrown in now and then to keep interest up during the sweltering summer heat and humidity. Our Annual Picnic was the best ever, great attendance and awesome food!

Columbia/Franklin Chapter report – Marvin Caine

We continue to have very interesting chapter meetings. In May our speaker was Sandy Obodzinski from the Nature Conservancy who spoke on wonderful hiking spots in middle Tennessee and in July our speaker was Tony Turnbow, former president of the Natchez Trace Parkway Association, who spoke on the purposes and goals of the Natchez Trace Parkway Association. At our June meeting we planned our hikes for the remainder of 2014. We continue to have two hikes/activities a month. In May we again had a successful "Smokies Weekend". In June one of the activities was a canoe trip on the Caney Fork River. Our hike in Franklin in July was a huge success. We also participated in trail maintenance work on a Natchez Trace Trail in May. This work was sponsored by the National Park Service and the Natchez Trace Parkway Association.

Cove Lake Chapter (INACTIVE)

Dyer County Chapter (INACTIVE)

East TN Chapter – Rosemary Marshall (Absent)

No report.

Highland Rim – Joan Hartvigsen for Naullain Kendrick

No report.

Jackson Chapter – Vicky Moeller (Absent)

No report.

Memphis Chapter – Charlie Bright (Absent)

No report.

Murfreesboro Chapter report - Sara Pollard

For 2nd Qtr report: Our chapter had hikes at Short Springs, Greeter Falls, Long Hunter State Park's Volunteer Day Loop and Jones Mill trails. We also had our annual spring wildflower hike at the Bowling Farm near Sparta and a backpacking trip to Hobbs Cabin in the Savage Gulf area. We hiked three segments of the Cumberland Trail this spring. We backpacked North Chickamauga and day hiked Rock Creek and Roaring Creek. Roaring Creek was a joint hike with Highland Rim and for all the hikes we had participants from the Chattanooga area to join us. Several members volunteered for the popular Celebration of Spring held annually at Edgar Evins State Park. Chapter member Harold Baldwin gave a presentation on his trip to the Galapagos Islands with a National Geographic Magazine group. Harold is a retired MTSU professor of photography. Other guest speakers were park ranger Josh Waggener from Old Stone Fort and TTA member Rick Lausten of the Columbia chapter. Our upcoming annual picnic is June 10 at Barfield Park. We'll also meet in May to plan hikes for July 2014 – January 2015.

For 3rd Qtr report: The Murfreesboro chapter had hikes in the spring to Foster Falls and a Nashville city walk. Just a few hikes were scheduled in the summer, but we hiked the trails in Rock Island State Park and Long Hunter State Park. Our 3rd annual camping and hiking in the Great Smoky Mountain National Park in June with the Highland Rim chapter continues to grow every year. We also had some paddling trips on the Tennessee River in Chattanooga, and Narrows of the Harpeth River outside of Nashville. For National Trails Day in June, several members did trail maintenance at Barfield Crescent Park. Our annual picnic was held at Barfield Crescent Park also. We had almost 20 guests at our July monthly meeting. Our speakers were Joe and Maribeth Hagan of Old Hickory sharing their 44 day journey across Spain.

Nashville Chapter report – Libby Francis for Doug Burroughs
Nashville and Sumner Trails chapters are the hosts for this year's annual meeting.

Northwest Chapter (INACTIVE)

Plateau Chapter report - Cheryl Heckler

Our membership is 64. We schedule weekly Wednesday hikes and at least two Saturday hikes per month. Our last Chapter meeting was cookout at Meadow Park Lake. We don't schedule a chapter meeting in June and July. Larry Hill and Cheryl Heckler met with the rangers about installing a footbridge or two on Cumberland Mountain State Park trails with the 2013 TTA Annual meeting proceeds. We are waiting for notification of the pressure treated lumber to proceed with the Cumberland Trail rangers and are starting the repair project of the steps on the Black Mountain for the Evans Means Grant. We are supporting a group called Crossville Trails who are trying to build more trails in Crossville. The current project is a new trail being built at Meadow Lake. Our National Trails Day project was a hike on Lilly Bridge Overlook and Point Trail, Obed Wild & Scenic River. We had 13 hikers including 4 for the first time with our Chapter.

Soddy Daisy Chapter report – Ed & Donna Pyers

Chapter membership at 31 with 3 new members. Chapter quarter meeting was held July 1st. At the quarterly meeting it was decided to have our meetings the 1st Tuesday after the TTA quarterly meeting. This decision was made to insure better communication between the TTA and the local chapter. During this quarter our chapter had an incredible BBQ at our quarterly Meeting. This quarter we will conduct 20 hikes (Tues & Sat)

Sumner Trails report – Judy Jenkins for Jane Hamm and Gayle Livingston

In May Pat Cummins, President of the Native History Association, gave a presentation about the efforts of the association to research and document the Trail of Tears through Middle Tennessee. Pat is a native Cherokee descendent, has an intense interest in Native American history, archeology and anthropology. His presentation was the introduction to our hike on May 17 to the Trail of Tears segment at Old Jefferson in Murfreesboro. We enjoyed his presentation and follow up on the trail! Kimberly Ark, Grants Administrator for Sumner County spoke at our June chapter meeting regarding the Lower Station Camp Greenway project, the Douglass-Clark house restoration project and the Civil War Trails marker guides through the county. She also highlighted greenway trail progress throughout the county and discussed the grant application and administration process. On June 7th, National Trails Day, Al Ballenger with our chapter organized our 3rd Annual Hike with the Mayor from the Hendersonville Greenway to the Drakes Creek Greenway. We had great Hendersonville/Sumner County newspaper coverage and a turnout of over 50 participants. No chapter meeting was held due to 4th of July holiday. Our membership is at approximately 35 individual and family units. Sumner Trails offers two to three hikes per month, with an occasional mid-week hike. Our chapter is also having monthly meetings with the Nashville chapter in preparation for the annual meeting in Oct.

Upper Cumberland – Louise Miniard (Absent)

No report.

Reports by Associate Organizations:

Cumberland Trail Conference - Frank Jamison

Monies have been accounted for and are safe; no worries. A scenario was presented as a "what if" TN State; TDEC/TDOT; does not wish to continue offering our volunteers (both CTC and TTA) to build or maintain the CT; what will become of CTC and the monies donated for land acquisitions. TTA's bylaws dictate that when an associate organization is dissolved, monies allocated to specific funds of that associate organization must continue to be used for what it was allocated. This was only a "what if" scenario. There is still a tremendous amount of interest by volunteers to continue to build and maintain the CT; in addition, CTC's office has been receiving phone calls from Colleges and Universities to obtain information about and to sign up for 2015 BreakAway. Carolyn Miller has been working in the CTC office on a part-time basis. The grant for Big Soddy Bridge has expired. Unfortunately, the project was not completed by the grant's deadline so the Park will complete it. The Black Mountain grant expires in January 2015. At issue is the lack of communication from TDEC to either TTA or CTC and until there is clear direction from TDEC, we are unable to move forward. A motion was made by Tim Townley to send a request to Deputy Commissioner of TDEC, Brock Hill, (with a carbon copy to Bobby Fulcher, Park Manager, Cumberland Trail State Park) requesting permission to conduct trail maintenance along the Cumberland Trail as directed by the Cumberland Trail State Park manager; and, to plan and conduct the 2015 BreakAway event. Motion seconded by Joan Hartvigson. Discussed that the letter will come from Carolyn Miller, President TTA; and ask for a response from TDEC/Brock Hill to Carolyn on or by a specified date. Motion unanimously carried. If TTA hears back a favorable reply from TDEC/Brock Hill, then we can move forward with hiring a staff person(s) to work in the office, and for hiring someone to take on the planning and executing of BreakAway. Tim Townley requested the "number" of members in CTC's data base. (Diane is not sure if Tim also wanted the names of the CTC members?)

Old Business

Annual Meeting 2014 Update – Libby Francis & Nora Beck

Webpage is live where everything about the meeting; registration form; hikes offered; schedule for the weekend; and auction solicitation letter, vendor receipt and item registration form appear. Libby also circulated < attached > TTA auction Solicitation Letter, Vendor Receipt Form and Item Registration Form for chapters to begin rounding up live and silent auction items. Depending on the value of the item, it will determine (by the intake volunteer) if the donation will be in the live or silent auction. Ideally, we'd like for the live auction to be simple and fast, so unique items – airline tickets, hotel/park inn stays, special donations – will afford us the opportunity to spend more time afterwards for socializing and entertainment. About 80% of the quality items donated will be for the silent auction. Also need <quality> white elephant and <individually wrapped or whole cakes, pies or bread – stuff that will stay fresh> for the bake sale. Door prizes are also needed. We have planned several activities outside of the hiking for guests who want to participate but not hike. Dan Shelton will lecture about the ornithological society; Bob Richards will offer a trail maintenance/building workshop. Evening performance by local musicians – folk, bluegrass type music.

New Business

SWOT (Strengths, Weaknesses, Opportunities, Threats) – Exercise – Bob Richards

Bob facilitated a team-building exercise; SWOT; to evaluate the strengths, weaknesses, opportunities, and threats involved within and outside of TTA. A reporting of the results < attached > will be circulated to Carolyn Miller.

Tennessee Parks and Greenways Foundation "Hike-a-thon" – Cheryl Heckler

TTA's listserv and many of us through USPS have received information about Tennessee Parks and Greenways Foundation's (TPGF) "Hike-a-thon" on Sunday, September 21 < attached >. The event will take place at Shelby Farms Greenway in Memphis and on the Cumberland Trail in the Black Mountain State Natural Area. This is a fundraiser by and for TPGF whose mission is preserving natural areas, trails, wildlife habitat, local parks, and recreation areas across the state. Cheryl and the Plateau chapter members have volunteered to help on the CT by leading hikes, and organizing event logistics. As part of the registration process, individuals will receive a t-shirt for the event. Since the t-shirts are just being designed and sponsors of the event collected, Diane Manas made a motion for TTA to make a donation of a \$1,000 dollar sponsorship to TPGF to be included on the event's t-shirt. Seconded by Joan Hatvigsen. Motion carried. Cheryl will forward TTA's logo to her contact at TPGF.

American Hiking Society – Carolyn Miller

TTA has been an Alliance member with AHS for years, and we received a notice to renew. A motion to renew our \$75 dollars per year Alliance membership made by Time Townley; seconded by J.R. Tate; motion carried. Kathy Woods will mail a check.

Greenways and Trails – Trails Forum – Bob Richards

TDEC is sponsoring a Trails Forum April 15-17, 2015 at Montgomery Bell State Park. This is a statewide event

attended by people both within and outside of the recreation industry. Anyone interested is invited to attend. Over three days there will be lectures, workshops and forums. There are four levels of event sponsorship; Bob would like to see TTA participate at the \$1,000 dollars level. His request has been tabled to the October meeting where at that time more information will be available.

TRAC – Bob Richards

On August 30, 2014 the Tweetsie Rail-Trail; an abandoned railbed; in Johnson City is having a walk-bike-run celebration to kick-off its opening of a 6-mile segment - when completed the corridor will connect Johnson City with Elizabethton.

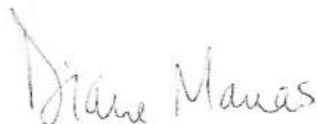
A motion was made by Diane Manas to adjourn the meeting at 4:23 p.m. and seconded by Carolyn Miller.

For your calendar - Upcoming Board Meeting:

Annual Membership Meeting: Saturday, October 25, 2014 at 6:00pm in the Main Conference Room at Montgomery Bell State Park

4th Quarter TTA Board Meeting: Sunday, October 26, 2014 at 8:00am; Hospitality Suite (Room 606) at Montgomery Bell State Park

Submitted by:
Diane Manas
Secretary, Tennessee Trails Association



Attachments

7/14/2014

Banking Summary - Last quarter

4/1/2014 through 6/30/2014

Page 1

Category Description

4/1/2014-
6/30/2014**INCOME**

Memberships and Donations	3,600.00
Other Income	769.14
Paypal membership renewals	1,217.88
Website fees	167.17
TOTAL INCOME	5,754.19

- closing amount in NIN Wagner's closed out acct

EXPENSES

Evan Means Grant	600.00
Filing Fees	22.25
Newsletter Stipend	150.00
Postage and Delivery	906.94
Printing and Reproduction	975.00
Remittance of CTC memberships	280.00
TOTAL EXPENSES	2,934.19

pl out as a result of Pleasant Hill

OVERALL TOTAL

2,820.00

Tennessee Trails Association - Net Worth
As of June 30, 2014

Assets:	
Cash and Bank Accounts:	
Regions Checking	30,324.72
Regions Money Market	11,184.52
CDxxxxxx3362	9,055.25 *
CDxxxxxx3612	10,393.31 **
Total Assets	60,957.80
Liabilities:	
	0.00
Net Worth	60,957.80

*Matures 3/9/15

**Matures 11/15/14

07/01/14

Cumberland Trail Conference
Profit & Loss
 January 1 through July 1, 2014

	Jan 1 - Jul 1, 14
Payroll Expenses	
Medical Benefits	1,679.83
Mileage	518.78
Officer Salary	0.00
Payroll Tax	2,225.40
Staff Salary Expense	35,478.71
Unemployment	7,128.90
Payroll Expenses - Other	0.00
Total Payroll Expenses	47,031.62
Trail Acquisition	2,000.00
Trail Development/Maintenance	
CTC Vehicle Expense(Maint)	1,286.27
Fuel	179.48
Grant Contracts	
HPP-W. Slope Blk Mtn. GR1238588	-2,875.45
RTP-Big Soddy Bridge Project	
Capital Purchase	-393.65
RTP-Big Soddy Bridge Project - Other	-4,915.15
Total RTP-Big Soddy Bridge Project	-5,308.70
Total Grant Contracts	-8,184.15
Programs	
BreakAway 2014	
Food	7,358.71
Lodging	1,743.75
Programs	3,847.85
Refunds	1,615.00
Supplies & Materials	1,239.27
Travel/Fuel	5,127.40
Total BreakAway 2014	20,931.98
Training	
Trail Training Workshop	450.00
Total Training	450.00
Total Programs	21,381.98
Total Trail Development/Maintenance	14,643.58
Travel & Ent	4.00
Total Expense	91,876.47
Net Ordinary Income	-17,318.02
Other Income/Expense	
Other Income	
Interest Income	1,584.17
Unrealized Gain/(Loss)	458.15
Total Other Income	2,042.32
Net Other Income	2,042.32
Net income	-15,275.70

07/01/14

Cumberland Trail Conference
Profit & Loss
 January 1 through July 1, 2014

		Jan 1 - Jul 1, 14
Ordinary Income/Expense		
Income		
CTC Operations		
CTC Membership Dues		1,052.00
Individual Donations		1,738.00
Organizations/Business		459.58
Pay Pal		159.87
Reimbursed Expenses		329.00
TTA Donations		1,000.00
Total CTC Operations		4,738.45
Grants		
Lyndhurst Grant 2013-2014		50,000.00
Total Grants		50,000.00
Programs		
BreakAway 2014		19,820.00
Total Programs		19,820.00
Total Income		74,558.45
Gross Profit		74,558.45
Expense		
Awards - CTC / Special Purpose		42.17
CTC Operations Expenses		
Refunds of Donations		1,720.00
Total CTC Operations Expenses		1,720.00
Event Expense		
CTC Board Meetings		98.91
Total Event Expense		98.91
Insurance		
Liability Insurance		2,922.00
Workers' Compensation Insurance		3,513.00
Total Insurance		6,435.00
Marketing		
Displays		342.40
Total Marketing		342.40
Office		
Marketing		
Outreach Events/Fees		25.00
Website		486.00
Total Marketing		511.00
Postage and Delivery		1,180.67
Printing and Reproduction		575.48
Rent		8,100.00
Software & Office Equip.		4,822.93
Supplies		2,379.88
Telephone		1,809.48
Utilities		
Electricity		1,540.39
Natural Gas		739.00
Total Utilities		2,279.39
Total Office		19,558.81



TTA Membership Report

3rd Quarter 2014

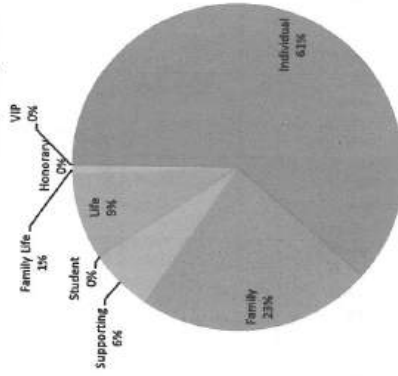
Tim Townley – Membership Dir.

TTA Membership Report – Q3 2014

Date	Total	Individual	Family	Supporting	Student	Life	Family Life	Honorary	Vip
Jan-12	539	330	121	31	2	51	4	0	0
Feb-12	584	355	131	36	2	53	4	0	0
Mar-12	590	352	134	36	2	53	5	0	0
Apr-12	583	353	134	37	3	51	5	0	0
May-12	573	345	130	34	2	51	5	0	0
Jun-12	594	354	145	36	2	52	5	0	0
Jul-12	580	347	138	37	2	51	5	0	0
Aug-12	573	345	137	34	1	51	5	0	0
Sep-12	583	345	144	37	1	51	5	0	0
Oct-12	583	345	144	37	1	51	5	0	0
Nov-12	588	348	146	37	1	51	5	0	0
Dec-12	591	349	147	38	1	51	5	0	0
Jan-13	584	353	137	37	1	51	5	0	0
Feb-13	590	358	138	37	1	51	5	0	0
Mar-13	586	350	139	42	1	51	5	0	0
Apr-13	573	343	138	36	0	51	5	0	0
May-13	574	352	132	34	0	51	5	0	0
Jun-13	575	354	133	32	0	51	5	0	0
Jul-13	594	364	137	37	0	51	5	0	0
Aug-13	569	359	138	36	0	51	5	0	0
Sep-13	549	339	122	32	0	51	5	0	0
Oct-13	567	354	124	33	0	51	5	0	0
Nov-13	562	352	120	33	1	51	5	0	0
Dec-13	564	353	122	32	1	51	5	0	0
Jan-14	554	338	126	33	1	51	5	0	0
Feb-14	547	331	111	24	1	51	5	0	0
Mar-14	564	346	131	29	1	52	5	0	0
Apr-14	557	344	116	29	1	52	5	0	0
May-14	547	337	124	28	1	52	5	0	0
Jun-14	540	338	117	27	1	52	5	0	0
Jul-14	527	331	113	25	1	52	5	0	0

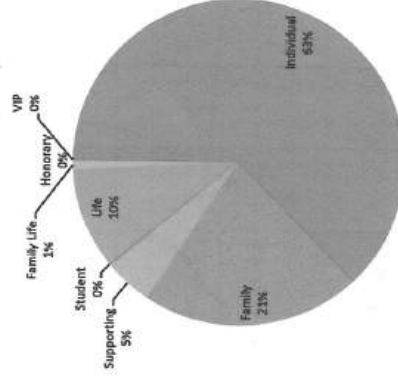
TTA Membership Report – Q3 2014

TTA Membership July 2013



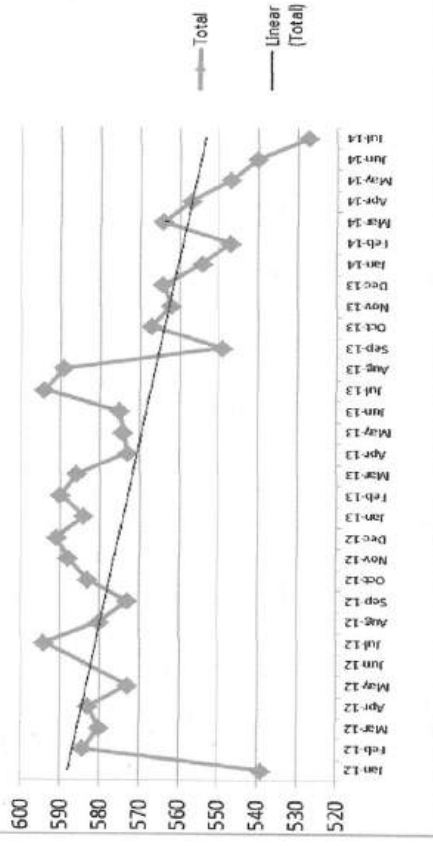
TTA Membership Report – Q3 2014

TTA Membership July 2014



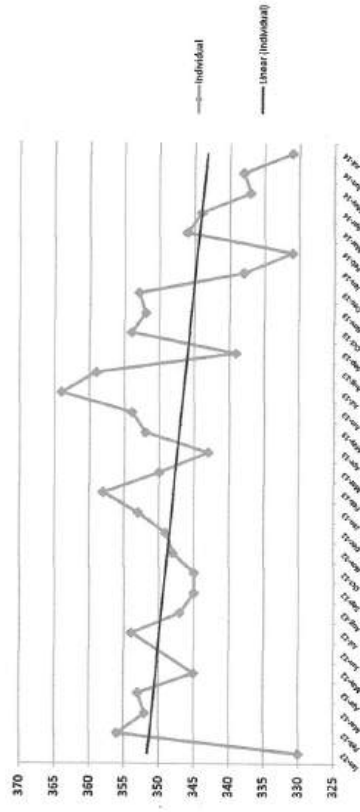
TTA Membership Report – Q3 2014

TTA Membership 2012 - 2014 - Total



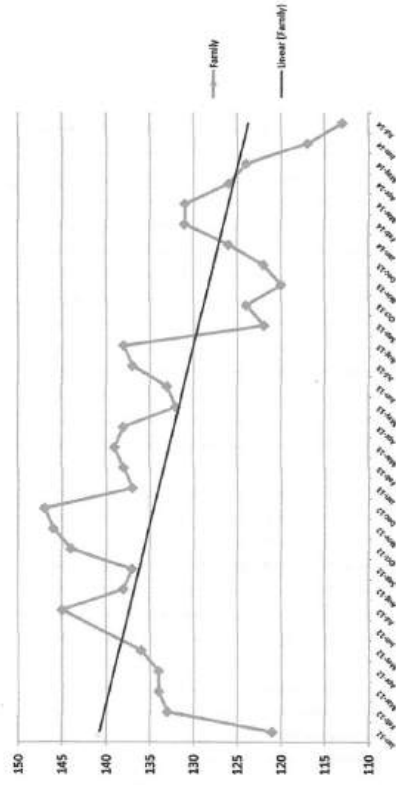
TTA Membership Report – Q3 2014

TTA Membership 2012-2014 - Individual



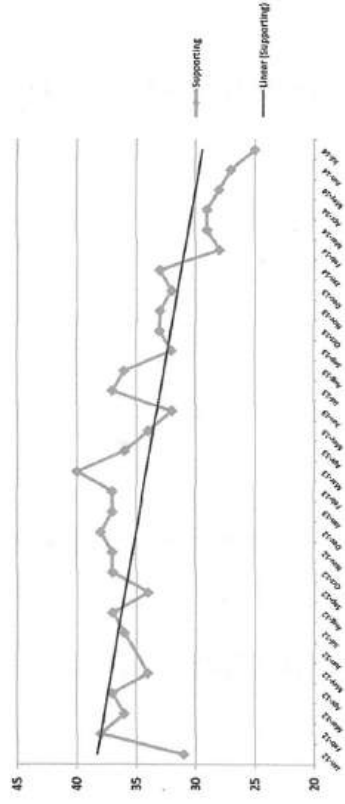
TTA Membership Report – Q3 2014

TTA Membership 2012 - 2014 - Family



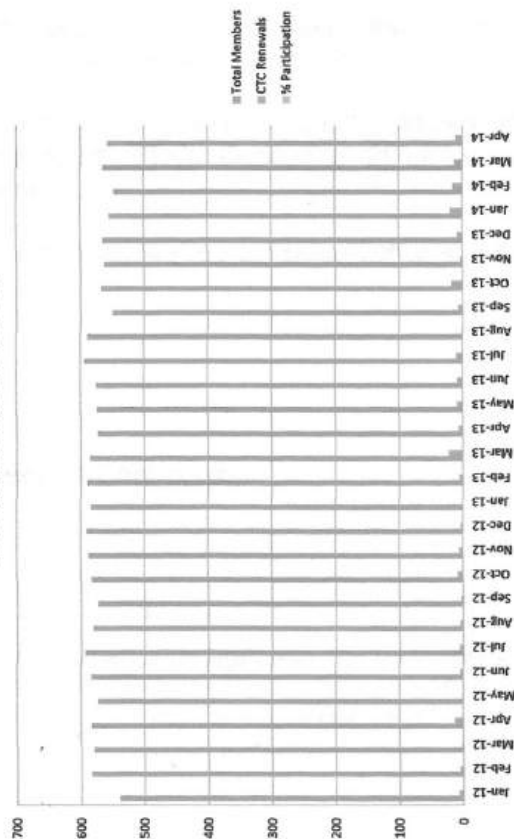
TTA Membership Report – Q3 2014

TTA Membership 2012 - 2014 - Supporting



TTA Membership Report – Q3 2014

CTC Participation 2012 - 2014



TTA Membership Report – Q3 2014

Month	Total Members	CTC Renewals	% Participation
Jan-12	539	7	1.30%
Feb-12	584	6	1.03%
Mar-12	580	2	0.34%
Apr-12	583	13	2.23%
May-12	578	2	0.35%
Jun-12	584	5	0.86%
Jul-12	584	6	1.03%
Aug-12	580	5	0.86%
Sep-12	578	4	0.70%
Oct-12	583	8	1.37%
Nov-12	580	6	1.03%
Dec-12	581	4	0.69%
Jan-13	584	0	0.00%
Feb-13	586	6	1.02%
Mar-13	578	22	3.79%
Apr-13	574	7	1.22%
May-13	574	9	1.57%
Jun-13	575	8	1.39%
Jul-13	584	10	1.68%
Aug-13	589	2	0.34%
Sep-13	589	7	1.19%
Oct-13	582	18	3.11%
Nov-13	584	4	0.69%
Dec-13	584	19	3.25%
Jan-14	584	15	2.57%
Feb-14	584	13	2.23%
Mar-14	587	11	1.87%
Apr-14	547	3	0.55%
May-14	540	1	0.19%
Jun-14	527	3	0.57%
Jul-14	571	8	1.39%

TN Trails Association (TTA) Board of Directors Meeting August 2, 2014

Background:

The TTA is a state of Tennessee chartered (1968), not for profit organization with IRS 501(c)(3) designation. **The TTA Mission is: *To promote, construct and maintain a statewide system of hiking trails, and to work for the conservation of natural resources inherent to this objective.***

The TTA is a sponsor for the Cumberland Trail State Scenic Trail also known as the CT.

The Cumberland Trail is a north-south trail long distance hiking trail that starts at the Tennessee, Kentucky and Virginia tri-state corner and crosses through 11 Tennessee counties as it follows the Cumberland Mountains and Plateau south to Chattanooga, TN.

The TTA is an ALL Volunteer organization with a current membership of about 520 members.

The CTC (founded in 1993) was created as a separate associate association of the TTA (as per the Bylaws) with its own Board of Directors and operations. The focus of the CTC was to acquire land for the CT, to design and build the CT and to perform trail maintenance on the open sections of the CT. At this time, approximately 190 miles, out of 300+, miles have been built with a number of trailheads and backcountry campsites. The CTC has a couple of paid staff positions (although these are currently vacant) and utilizes temporary employees and volunteers for trail building programs.

Due to the popularity of the concept of the Cumberland Trail, in 1998, the Cumberland Trail State Park (CTSP) was created to manage the properties acquired for the Cumberland Trail. As part of the Tennessee State Park system, the CTSP is responsible for the day to day operations and maintenance and has a head park manager, an assistant park manager, six park rangers and other park staff. The CTSP coordinates with other organizations such as the TTA and the CTC to build and maintain the CT.

Another event TTA/CTC is known for is the Alternative Spring Break Program (ASB) known as Breakaway where college students come to build the CT instead of going to the beach. The CTC sponsored ASB program began 18 years ago and has become well known. *The CTC Breakaway 2014 was a great success with TN State Park staff helping CTC volunteers to insure the smooth operation. The result was construction of over 5,400 feet of new trail that joined with a previously built but not connected 2,980 feet of trail. In total, the 2014 CTC ASB program opened 1.6 miles of trail.*

Need to start planning NOW (August, 2014) for 2015 Breakaway scheduled for late February and March 2015.

S.W.O.T. Analysis

S.W.O.T. stands for Strengths, Weakness, Opportunities, and Threats about the current state of TTA and CTC as described by TTA board members and Cumberland Trail Conference (CTC) board members attending the meeting.

TN Trails Association (TTA) Board of Directors Meeting

August 2, 2014

A SWOT Analysis is a component of a strategic planning process and this activity was facilitated, recorded and summarized in this report by Bob Richards, life member of TTA and current state of Tennessee Greenways and Trails Coordinator.

Five minutes were provided for responses to each of the four areas and then five minutes were used to define a primary issue(s) for each item. These primary items are denoted by **** and were moved to the top of each of the four categories. The list of all items mentioned by the Board is recorded in the next 3 pages with a brief conclusion at the end of the document. *Communication* was listed as an issue in each of the four areas so this is a major component that needs to be addressed by the Board.

TN Trails Association (TTA) Board of Directors Meeting

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Bold, Italics and Underlining have been added by the reporter to emphasis important items.

Strengths:

******TTA/CTC has an Important Statewide Mission******

Great Volunteers, especially the CTC

Good Legacy/ Long History/Effective corporate structure

Good financial status

Political Influence/Connectivity

Statewide Network – Memphis to Knoxville

Older Demographic, but Members with much Experience

Camaraderie/ Having a Good Time while participating in TTA/CTC activities

Values TTA provides to the General Public, Good Health/ Conservation/

Giving Back

Weaknesses:

******LACK OF COMMUNICATION******

***LACK of Defined Roles for TDEC, TDOT (road crossings),
Cumberland Trail State Park, TN Trails Association, CTC,
And Friends of Cumberland Trail State Park.***

Members are getting older/ need to attract young members,

Newsletter Members tend to be Inactive (180 members get electronic NL)

Recruitment of New Members/ Volunteers

Maintaining Existing Members/ Volunteers

Decreasing Membership (current is 527, high has been 600)

Competition from other sources:

- Nashville Hiking Meet-up (now charging a membership fee),
- Wild Trails in Chattanooga,
- Great Smoky Mountains Hiking Club in Knoxville, others.
- Mountain biking is a trail activity that has drawn a number of potential trail building volunteers away from the CT, especially in Chattanooga area.

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Opportunities:

******BETTER COMMUNICATIONS******

CTC Board to TTA Board, Boards to Chapters, Chapters to local members, local members to new prospects,

****Need a NEW Customer Satisfaction Survey, compare to prior survey**,**

***Recruitment – New Members/Sustain Existing/Get Members to Renew,
Promoting the positive Public Health Factors of hiking:**

Increased Physical Activity/ Reducing Obesity/ Diabetes control

TTA Facebook /members to share posts with friends,

Need a less rigid structure to be able to be flexible and nimble.

Members and other volunteers received Personal satisfaction –

- **Finishing a hike,**
- **Hiking with friends**
- **Trail Maintenance**
- **Trail Construction**

Recommendation to Partner with other organizations to maximize impacts.

Threats:

******Potential Loss of 2015 Breakaway******

****LACK OF COMMUNICATION****

****General Public Apathy to Physical Activity****

Current Technology Gap (needs \$\$\$)

No TTA/CTC Mobile APP (Social Media)

No paid staff at this time (This needs to be a major Board discussion in the near future!!

Members/Volunteers getting older

\$\$ Most people are resistant and don't want to pay dues??

Lack of organized merchandising campaign,

**Apathy of Radio/TV media across the state of Tennessee for air time for
PSA's,**

TN Trails Association (TTA) Board of Directors Meeting August 2, 2014

In Conclusion:

In the discussion that occurred after the S.W.O.T. exercise, the subject centered on how to regain access to return back to work on the Cumberland Trail as soon as possible and to revitalize the CTC.

For each day the CTC organization is not moving forward, it is losing the significant volunteer base it had created/developed and the result is those people are looking to other organizations to fulfill their volunteer/community service needs.

Action steps needed are to secure Tennessee State Parks permission for doing trail maintenance (where directed by the Cumberland Trail State Park manager) and to start planning for the 2015 Breakaway Program.