

Tennessee Trails Association (TTA)
Minutes of the Board of Directors Meeting
August 3, 2019
Nashville Hermitage Branch Library

Call to Order/Welcome/Attendance

Meeting was called to order at 11:00 am by TTA President Mary Etta Ward, who declared a quorum present, and circulated a card for Board members to sign to Mack Prichard.

Members attending: Mary Etta Ward, Linda Latter, David Bowling, Cheryl Heckler, Melinda Pearson, Libby Francis, Mark Hubbard, Joan Hartvigsen, Paul Schwab, Tom Bentley, Sara Pollard, Doug Burroughs, Bob Obohoski

Members absent: Jane Coffey, Garnett Rush, Marvin Caine, Rosemary Marshall, Charlie Bright, Jean Smith, Jennifer Carroll.

Chapter Chairs (non-voting) present: Philip Anderson, Bruce Whitehead.

Guests present: Cindy Bowling, Tim Takacs.

Secretary Report

Melinda Pearson presented minutes of the May 4, 2019 board meeting, revised to include all corrections and revisions received since her email of the proposed minutes to board members on 7-23-19. Hearing no further additions/corrections, Joan Hartvigsen made a motion and Libby Francis seconded, to approve the May 4, 2019 minutes as revised. Motion carried. (Attachment 1)

Finance Report

Treasurer David Bowling presented 3 reports updated for the most recent financial quarter: Income & Expense by category (Attachment 2); Budgeted vs. Actual Income & Expense (Attachment 3), & Statement of Net Worth (Attachment 4)

Commenting on the financials, Doug related

- We are well within budget for the year through June 30.
- CD 3612 (life memberships) has realized much greater interest income flow since it was reinvested at a longer maturity, pursuant to a motion made at the 2-2-19 Board Mtg.
- CD 3219 (Klabunde funds) and CD 3362 (undesignated), both currently invested at .05% (1/2 of 1%) and maturing in 2 weeks, could earn around 2% in alternative reinvestments currently available.

In order to secure higher investment returns, David Bowling made a motion, and Joan Hartvigsen seconded, that the Board reinvest maturing CD 3219 (Klabunde) in a CD maturing in 1 year, and that the Board reinvest maturing CD 3362 in the Association's existing money market account. Motion carried.

On other matters, David agree to send chapters a copy of TTA's Tennessee Sales Tax Exemption certificate, which he renewed in the spring. MaryEtta Ward cautioned Board members not to respond to requests for "sending money," like the one that occurred in a recent financial scam perpetrated under her name and position as TTA President.

Committee Reports

Membership

Cheryl Heckler presented the membership stats report (Attachment 5) relating no notable change since the last report. In a second report, Cheryl presented a questionnaire she developed pursuant to a request at the previous meeting for information about how new members learn about TTA.

(Attachment 6) The results of the research were helpful and quite insightful, and Cheryl offered to entertain further topics for research in the future, to aid in membership development.

Awards

Joan Hartvigsen read her nomination letter on behalf of Marietta Poteet as the committee's recommendation to receive the 2019 Bill Stutz Award. (Attachment 7). Libby Francis offered additional information to recommend Marietta's nomination. A motion made by Joan on behalf of the committee that Marietta Poteet receive the 2019 Bill Stutz Award, was seconded by Paul Schwab. Motion carried.

For the committee's recommendation to receive the 2019 Tennessee Trails Trails Award, Joan read the committee's statement nominating Carlton Parmley, who's biography was written by the manger of South Cumberland SP. (Attachment 8). Tim Takacs made a motion that Carlton Parmley be the recipient of the 2019 Tennessee Trails Trails Award, by acclamation. Joan Hartvigsen seconded. Motion carried.

Nominating

Joan Hartvigsen made a motion to elect Mark Hubbard as Director-at-Large to the Board of TTA. Mark assented to nomination, and Doug Burroughs seconded the motion. Motion carried.

Doug Burroughs made a motion to elect Joan Hartvigsen as Middle Tennessee Regional Director for a term beginning in 2020, subject to membership vote at 2019 Annual Conference. Sara Pollard seconded. Motion carried.

Audit Compliance

MaryEtta Ward appointed Libby Francis as member of the Audit Committee. Sara Pollard is chair. Committee has been inactive because of confusion about their responsibilities.

Old Business

TTA Newsletter

Issues discussed were

- Where and how to distribute extra printed copies of the TTA newsletter, as REI Brentwood has reduced the number of newsletters they want to 30.
- Ways to mitigate the financial impact on TTA's budget for printed postal-distributed copies of the TTA Newsletter. Alternatives discussed were setting higher membership fees for members to receive postal delivered newsletters, or various schemes to move more members to email delivered newsletters.

TTA Merchandise

Following an overview of TTA remainder merchandise and recommendations from Libby Francis:

- Mark Hubbard made a motion, and Tim Takacs seconded, to give some TTA merchandise to the Plateau Chapter, hosts of the 2019 TTA Annual Conference, for Conference door-prizes/other giveaways. Motion carried.

- Paul Schwab made a motion and Linda Latter seconded, to give some TTA merchandise to the Nashville Chapter, hosts of the 2020 TTA Annual Conference, for Conference door-prizes. Motion carried.
- Mark Hubbard made a motion that remaining merchandise (after allotments to Plateau and Nashville chapters) be offered for sale during the 2019 TTA Annual Conference, and subsequently that chapters be invited to take as much merchandise as they can use, and thereafter, that remaining merchandise be donated to charity. Tim Takacs seconded. Motion carried.

Annual Conference

Bruce Whitehead gave an update on the 2019 Annual Conference. He agreed to send email confirmations of registrations received, and will submit for the September Newsletter, a conference schedule including non-hiking events & programs.

New Business

MaryEtta introduced a request from Kelly Stewart of Nashville Hiking Meetup group. Kelly is inviting all hiking and other outdoor groups in Tennessee to use a uniform hastag to publicize their events for the month of October. Tim Takacs made a motion, and Mark Hubbard seconded, to encourage all TTA chapters to post their Oct hikes on their Facebook sites with the hashtag #HIKETOBER. Motion carried.

Website

Doug Burroughs reported for the website project, basing his presentation on a website brief he created as a proposed blueprint for the new website. (Attachment 9). A lengthy discussion ensued on next steps to begin a conversation with website design vendors identified as interested in bidding. Consensus of the board was to leave it in the hands of the committee to decide, schedule, and execute next actions.

Social Media

Linda Latter recommended TTA adopt the hashtag #TTAHike for the Association. Mark Hubbard made a motion, and Joan Hartvigsen seconded, to designate #TTAHike as the official hashtag of TTA. Motion carried.

Meeting was adjourned by MaryEtta ward at 1:55pm.

Respectfully submitted,

Melinda Pearson
2019 TTA Secretary

Tennessee Trails Association (TTA)
Minutes of the Board of Directors Meeting
May 4, 2019
Nashville Hermitage Branch Library

Call to Order/Welcome/Attendance

Meeting was called to order at 11:00 am by TTA President Mary Etta Ward, who declared a quorum present, and circulated a card for Board members to sign to Mack Prichard.

Members attending: Mary Etta Ward, Linda Latter, David Bowling, Cheryl Heckler, Melinda Pearson, Jane Coffey, Joan Hartvigsen, Paul Schwab, Marvin Caine, Sara Pollard, Doug Burroughs, Bob Oboboski.

Members absent: Garnett Rush,, Rosemary Marshall, Charlie Bright, Jennifer Carroll, Les Cleveland, Jean Smith, Tom Bentley, Libby Francis, Jim Poteet.

Chapter Chairs (non-voting) present: Philip Anderson, Bruce Whitehead.

Guests present: Cindy Bowling, Mark Hubbard, Anna Bertram, Fount Bertram

Secretary Report

Melinda Pearson reported the latest email circulated minutes of the February 2019 Board Mtg. have been revised to include the 2018 Annual Membership Meeting awards presented and their recipients. There being no further additions or corrections, a motion was made by Jane Coffey, and seconded by Joan Hartvigsen to approve the Minutes of the February 2, 2019 TTA Meeting, as revised. Motion carried. (Attachment 1)

Treasurer Report

David Bowling stated the 2019 Budget report he gave at the 2-2-19 Board Meeting, failed to include a Accounting/Audit Expense sum of \$500 in the budget total of expenses. A motion was made by Cheryl Heckler and seconded by Sara Pollard to accept a corrected version of this report, which adds \$ 500 to the sum of expenses, bringing the total of 2019 budget expense to \$36,275. Motion carried. (Attachment 2)

Two1st quarter 2019 reports Bowling presented were discussed and handled as follows;

- Income/Expense by Category Report was approved by vote on motion made by Joan Hartvigsen and seconded by Marvin Caine. (Attachment 3)
- Net Worth Statement was approved by vote on motion made by Paul Schwab and seconded by Jane Coffey. (Attachment 4)

Committee Reports

Membership Director Report

Cheryl Heckler presented membership stats report noting slowly increasing numbers since 2015. She enjoined chapters to actions for retention of memberships. Responding to a question from Doug Burrroughs, Cheryl said she would use her new member welcome letter to try to solicit information on how many new members are joining through TTA's online media. (Attachment 5)

Awards Committee

Linda Latter and Joan Hartvigsen reported, tossing out a few names of “the kind of nominee” the committee is “keeping in mind” for 2019 Awards. Committee welcomes board member suggestions for nominees, being mindful that not all awards require TTA membership, and not all awards are presented every year.

Audit Compliance

No report

Nominating Committee

No Report

Communications Committee

Discussion opened on a Resolution, to present to the next Membership Meeting, concerning a proposal to amend TTA By-Laws Section 9 to clarify ambiguous wording in the paragraph “Chapter Officers.” The Board discussed the 4-29-19 revision of the Resolution ([Attachment 6](#)) and made further revision to simplify wording. A motion was made by Bob Obohoski and seconded by Cheryl Heckler to present at the next Membership Mtg, the attached revised Resolution of proposal to amend TTA by-laws. ([Attachment 7](#)) Motion carried.

Evan Means Grant Program (EMGP) Committee

Joan Hartvigsen announced EMGP’s receipt of a grant request for \$600 from the Friends of Edgar Evans State Park (FOEESP). The Committee wholly endorses the request and recommends Board approval. Joan introduced meeting guest and FOEESP member Anna Bertram who gave a detailed presentation of the grant request for updates and flood repairs to the Park’s Storybook Trail, and afterward answered board questions. Motion was made by Hartvigsen, and seconded by Marvin Caine, to approve an EMGP grant of \$600 to fund the Storybook Trail request of FOEESP. Motion carried. ([Attachments 8 & 9](#))

Old Business

TTA Website

Doug Burroughs reported his MTSU search for graduate student assistance in website planning had reached a dead end. Discussion followed about the next step. Mark Hubbard advised the need to start over solicitation of Requests for Proposals (RFP) from website builders, since RFPs we have are now outdated.

Frustration was voiced about the still uncompleted website redesign, and years of kicking the can down the road, since the board approved and funded it. Discussion concluded with Board President Mary Etta standing up from her chair and proposing a challenge to the website committee to be ready to roll out a new website at the next Annual Membership Meeting in October 2019.

EMGP Resolution

Discussion opened on Jim Poteet's EMGP Resolution revised 4-29-2019. (Attachment 10) Some changes the Resolution makes in the grant program were examined. Motion was made by Joan Hartvigsen and seconded by Paul Schwab to approve EMGP Resolution Revised April 29, 2109. Motion carried.

Special Financial Reports

David Bowling presented financial data he compiled to create two reports requested by Jim Poteet, as follows:

- Net revenues from Annual Meetings from last 6 years. (Attachment 11)
- TTA yearly income/expense comparison for 2014 through 2018. (Attachment 12)

No action was taken to make any changes at this time based on the data. Mary Etta affirmed the helpfulness of compiling this data for periodic review and thanked David for doing so.

New Business

Mary Etta Ward read a letter from Jim Poteet, submitting his resignation from the TTA Board. Mary Etta commended Jim's decades of dedicated leadership in TTA, and Mark Hubbard spoke of Jim's management of many of the systems that are critical to keeping TTA running. Mary Etta will respond for the board with a letter of thanks to Jim.

TTA Newsletter Changes

Discussion opened on the future of the TTA Newsletter in its paper format, as its distribution coordinator, Diane Manas, is moving to Fla. Appeal for a replacement coordinator that Diane made in an email last month, returned no takers.

Some options discussed for paper newsletter delivery without a newsletter coordinator included outsourcing the coordinator tasks to the the Newsletter printer, or to a paid independent party which would work like our relationship with the newspaper editor, Lou Ann Partington; Or, switching all members to email delivery, while any member for which this is not doable, could phone a TTA volunteer who would print a copy and mail it to them.

There was also discussion on what should be the Association's policy for providing paper newsletters. Should all members with email receive the email newsletter only—no option? Or should all members continue to have the option of a paper newsletter to justify the membership fee and grow the Association?

Discussion concluded with agreement that Cheryl, Linda, Doug, and Mary Etta will hustle up a letter in time for the June newsletter, to inform the membership of the position vacancy, and plans the Association has to handle it.

Other New Business

- Following discussion, motion was made by Paul Schwab and seconded by Cheryl Heckler to replace quarterly chapter reports to the Board with annual chapter reports presented at the Annual Membership Meeting. Motion carried.
- No action was taken following discussion of travel allowance to encourage board meeting participation.

- Discussion ensued on tasks that need to be done without delay in assisting Jim Poteet to pass to other TTA leaders the pivotal responsibilities he has managed for the Association.
- Bruce Whitehead reported for the Plateau Chapter, hosts for the 2019 Annual Meeting, answering questions about conference registration, and delivering a lively update on Meeting plans, as according to Bruce, “We have the best trails, ANYWHERE!”

Chapter Reports

Murfreesboro Chapter Report

May 4, 2019

Valerie Galan has resigned as our program coordinator. She did an amazing job for 6 years contacting speakers for our monthly meetings.

Patti and Geoffrey Hull donated a Dell computer to replace the chapter computer we had for many years. We use the computer with our projector for speaker presentations.

We had hikes scheduled for Stone Door to Greeter Falls Virgin Falls, Collins Gulf Loop, Radnor Lake, Millennium Trail and Merritt Ridge Trail in Edgar Evins State Park. Our camping trip to Mousetail Landing State Park was cancelled because the trails were closed due to the heavy rains. The hiking trip to the Big South Fork and camping at the Bandy Creek Campground was a great success. Nice weather and beautiful wildflowers.

A speaker at one of our chapter meetings was Sara Bell who has more than 30 years of experience with missionary trips to the Pine Ridge Indian Reservation in South Dakota. Chapter members Anna and Fount Bertram presented a program on Edgar Evins State Park. They gave a brief overlook of the park, Friends Group and state Friends involvement. Nashville chapter member Libby Francis presented a program on her journey to Anchorage, Alaska, Denali National Park and the Kenai Peninsula of Alaska.

Tony Jones
Chapter Chair

Nashville Chapter - Quarterly Report

January-March 2019

- Nashville TTA. Chapter membership is 90 as of March 2019, compared to 88 in December 20
- Chapter Officers
 - Chair: Doug Burroughs
 - Treasurer: June Callahan
 - Hike Coordinator: Nancy Juodenas
 - Programs Coordinator: Vacant
- Eleven **hikes** were scheduled and published in the TTA Newsletter:
 - Warner Park, Nashville - three times

- Johnsonville State Historic Park, New Johnsonville
- Overnight Trail, Montgomery Bell State Park, Burns TN – two times
- Standing Wednesday 7 AM Hike, Radnor Lake State Park
- Urban Hike, Nashville TN
- Shelby Bottoms Greenway, Nashville TN
- Honey Creek Trail, Big South Fork NRRRA, Rugby TN
- Collins Gulf Loop Trail, Big South Fork NRRRA, Gruetli-Laager TN
- Grand Gap Loop Trail, Big South Fork NRRRA, Oneida TN
- The Nashville Chapter's regular monthly meetings continue on the 4th Tuesday of each month at the REI store in Brentwood TN:
 - January: Overview of Tennessee State Parks, by Randy Hedgepath, Tennessee State Parks Naturalist
 - February: Section Hiking the AT, Raymond Myers, Nashville Backpackers Meetup
 - March: Nancy Juodenas, Backpacking the Grand Canyon Rim to Rim
- Amy Sutton and backup Kevin Bowden also continue to collect and forward mail from the statewide TTA mailbox at the Melrose Post Office in Nashville. Membership applications/ renewals are forwarded to the Membership Director, etc.
- The Nashville Chapter continues to collate, label, fold, tab, stamp and mail out the printed copies of the TTA Newsletter each month. This process has been coordinated by Diane Manas.
- February 26: Doug Burroughs, Libby Francis, and Alice Cannon met with Donna Lewis, Reservations Coordinator at Montgomery Bell State Park to discuss the 2020 TTA Annual Meeting, which will be hosted by the Nashville and Sumner Trails Chapter. It is too early for them to do a contract, but we have October 23-25, 2020 reserved on their calendar for our meeting.
- Saturday, April 6th: Betty Magee, Doug King, Diane Manas, Kate Perry, Dianna Richter, and Doug Burroughs operated a booth at the Bells Bend Outdoor Fair and Expo. We passed out newsletters, got 31 names with email addresses of potential members, and networked with other outdoor-related organizations.

Meeting adjourned 1:45 pm by motion of Paul Schwab, seconded by Joan Hartvigsen. Motion carried.

Respectfully submitted,

Melinda Pearson
TTA 2019 Secretary

TENNESSEE TRAILS ASSOCIATION
INCOME/EXPENSE BY CATEGORY--2nd QUARTER 2019
APRIL 1, 2019 THROUGH JUNE 30, 2019

	<u>4/1/2019- 4/30/2019</u>	<u>5/1/2019- 5/31/2019</u>	<u>6/1/2019- 6/30/2019</u>	QUARTER <u>TOTAL</u>
-				
INCOME:				
Amazon Income	0.00	20.82	0.00	20.82
Annual Mtg Proceeds	0.00	0.00	0.00	0.00
Donations	300.00	0.00	500.00	800.00
Memberships	1,416.63	330.00	1,302.73	3,049.36
Supporting Memberships	<u>65.00</u>	<u>20.00</u>	<u>0.00</u>	<u>85.00</u>
TOTAL INCOME	1,781.63	370.82	1,802.73	3,955.18
EXPENSES:				
Accounting and Audit	0.00	0.00	0.00	0.00
Annual Meeting Deposit	0.00	0.00	0.00	0.00
Awards	0.00	0.00	0.00	0.00
Evan Means Grants	0.00	600.00	0.00	600.00
Chapter Allocations	364.00	0.00	0.00	364.00
Newsletter Stipend	300.00	0.00	0.00	300.00
Postage and Delivery	0.00	0.00	564.00	564.00
POB and Mailing Supplies	0.00	134.00	0.00	134.00
Printing and Reproduction	545.00	0.00	1,090.00	1,635.00
Dues and Subscriptions	0.00	0.00	0.00	0.00
State Filing Fees	120.94	0.00	0.00	120.94
Miscellaneous (Supplies, etc.	0.00	0.00	0.00	0.00
Website Development	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL EXPENSES	<u>1,329.94</u>	<u>734.00</u>	<u>1,654.00</u>	<u>3,717.94</u>
NET INCOME (EXPENSE)	451.69	-363.18	148.73	237.24

TENNESSEE TRAILS ASSOCIATION
ACTUAL INCOME/EXPENSE vs BUDGET
JANUARY 1, 2019 THROUGH JUNE 30, 2019

	<u>Actual Income/Expense through June 30, 2019</u>	<u>2019 Budget</u>
INCOME:		
Amazon Income	53.53	300.00
Annual Mtg Proceeds	0.00	5,500.00
Donations	900.00	3,000.00
Memberships	6,994.87	14,000.00
Supporting Memberships	<u>360.00</u>	<u>750.00</u>
TOTAL INCOME	8,308.40	23,550.00
EXPENSES:		
Accounting and Audit	0.00	500.00
Annual Meeting Deposit	0.00	1,000.00
Awards	0.00	150.00
Evan Means Grants	600.00	7,500.00
Chapter Allocations	1,588.00	1,600.00
Newsletter Stipend	600.00	1,200.00
Postage and Delivery	1,841.71	2,500.00
POB and Mailing Supplies	134.00	500.00
Printing and Reproduction	3,150.00	5,000.00
Dues & Subscriptions	0.00	125.00
State Filing Fees	120.94	150.00
Miscellaneous (Supplies, etc.)	13.10	50.00
Website Development	<u>0.00</u>	<u>16,000.00</u>
TOTAL EXPENSES	8,047.75	36,275.00
NET INCOME(EXPENSE)	<u>260.65</u>	<u>-12,725.00</u>

**TENNESSEE TRAILS ASSOCIATION
STATEMENT OF NET WORTH
AS OF JUNE 30, 2019**

ASSETS:

Cash in Checking Account	40,728.83
Cash in Money Market	11,289.01
Cash in CD 3219 (Klabunde)	66,234.08
Cash in CD 3362	9,080.00
Cash in CD 3612 (Life Members)	<u>24,028.26</u>
TOTAL ASSETS	<u>151,360.18</u>

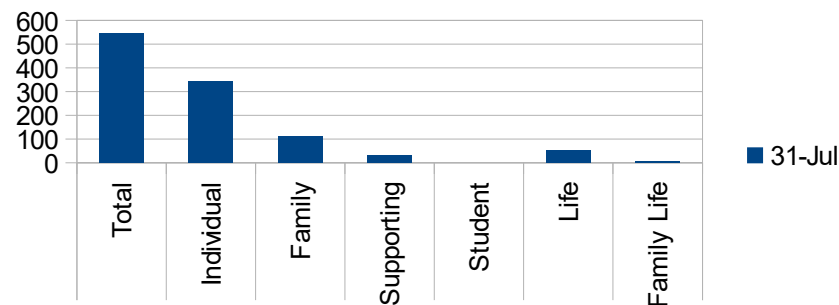
NET WORTH **151,360.18**

Note: Life Members CD renewed in May 2019 for term of **1 year** with **2%** interest rate;
other CDs have **6 month** terms and **.5%** interest rate;
Money Market rate approximately **1%**.

TTA Membership Report for August 3, 2019 Board Meeting

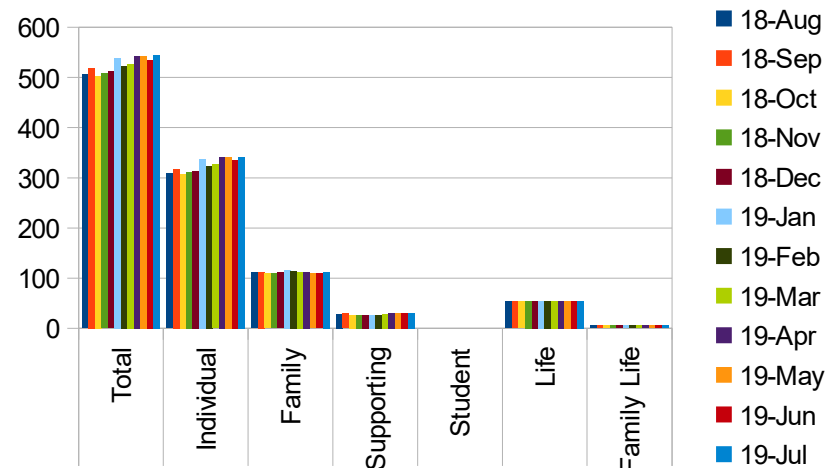
TTA Membership for July 2019

Date	Total	Individual	Family	Supporting	Student	Life	Family Life
31-Jul	544	341	112	31	0	54	6



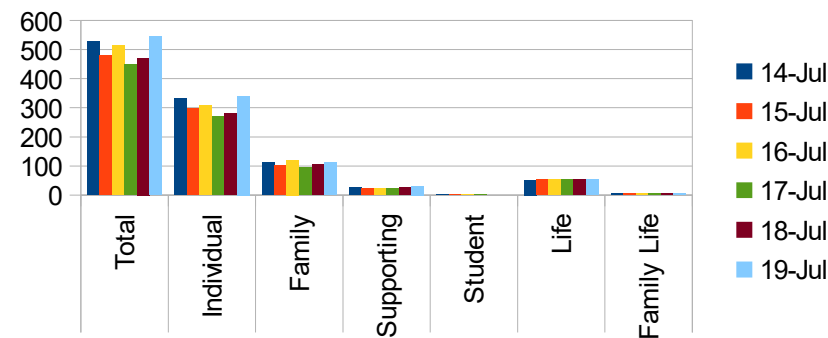
TTA Membership for past 12 months

Date	Total	Individual	Family	Supporting	Student	Life	Family Life
18-Aug	506	308	111	28	0	53	6
18-Sep	518	318	112	29	0	53	6
18-Oct	502	307	109	27	0	53	6
18-Nov	508	312	109	27	0	54	6
18-Dec	512	314	111	27	0	54	6
19-Jan	539	337	116	26	0	54	6
19-Feb	523	323	114	26	0	54	6
19-Mar	527	327	112	28	0	54	6
19-Apr	543	341	112	30	0	54	6
19-May	542	342	109	31	0	54	6
19-Jun	535	336	109	30	0	54	6
19-Jul	544	341	112	31	0	54	6



TTA Membership for April in the past 6 years

Date	Total	Individual	Family	Supporting	Student	Life	Family Life
14-Jul	527	331	113	25	1	52	5
15-Jul	480	297	101	23	1	53	5
16-Jul	514	309	121	24	1	53	6
17-Jul	449	270	95	23	1	55	5
18-Jul	471	280	106	26	0	53	6
19-Jul	544	341	112	31	0	54	6



I emailed a question to new members between November and June “Where did you hear about TTA?
Please list all that apply. “

The number after the choice is how many chose that one. Some specify what newspaper, event, etc.
they saw it at which is listed after the number.

- A) Internet Search such as Google
5
- B) TTA Facebook page
- C) Other social media, which was _____
- D) Other media such as Newspaper. Please list the name of the newspaper.
4
gallatin newspaper, Crossville & Fairfield Glade, Portland Sun or the Portland Leader
- E) Friend or Coworker
13
- F) Saw a Tennessee Trails Newsletter or Event Poster which was located at _____?
1
Big South Fork Information Center in Crossville
- G) Booth at a public Event. Which Event?
1
outdoor expo this spring at Bells Bend
- H) Encountered a TTA member on a hike
2
- I) Other. Please specify.
2
TTA guest speaker event at REI
REI in Brentwood at a monthly meeting.

28 repsonded

2019 Bill Stutz Award Nominee, Marietta Poteet

Marietta Poteet is a nominee for the 2019 Bill Stutz Award. This award is to be presented to a active hiker and TTA member for her individual contribution to the Association or to one of its Chapters. Marietta has been a lifetime TTA member since 1999. As a member of the Nashville Chapter, Marietta co-led hikes at least once a month. Marietta served as TTA Merchandise Coordinator for many years. Marietta joined the Highland Rim Chapter in 2006 and has served as Highland Rim Chapter Treasurer and Membership Chairperson since January 2007. Marietta has continued to consistently lead hikes for the Highland Rim Chapter at least monthly, and sometimes more often. And when Marietta is not leading a hike she is participating in other TTA hikes, camping trips and kayak trips! Marietta has held a annual Chilly Chili Hike for seventeen years open to all TTA members and friends. Marietta also leads hikes for the Friends of South Cumberland State Park and is the volunteer coordinator for the Friends of South Cumberland State Park. She often volunteers at the South Cumberland State Park Visitor Center.

When I joined the Highland Rim Chapter, Marietta helped introduce me to hiking and then later to leading hikes. Marietta took me kayaking on the Clifftops Lake in Jim's kayak to help me perfect my paddling techniques. Marietta is devoted to Tennessee Trails Association.

Carlton Parmley Bio:

Carlton Parmley is a native of Grundy County. He started at an early age managing seasonal help in the Grundy County area cleaning schools. In an attempt to keep his workers busy he would often reach out to others to see if they needed assistance. In 1977 he did just that and assisted South Cumberland State Park build a barn at the Stone Door area as well as installed a waterline.

In 1978 he became a local leader in the Young Adult Conservation Corps (YACC). This group emphasized trail work and broke down into four, six man teams. This leadership allowed Carlton to take a position with the State of Tennessee in 1979 on the original trail crew as the crew leader. The original team was made up of Carlton, Eugene Parsons, Bailey Campbell, and Autry Campbell. The crew was initially overseen by Project Manager, Hank Landers who was out of Detroit.

In 1982, the trail crew was sent to many state parks throughout the state with an emphasis on building or repairing trail and to construct bridges. Leadership changed a few times depending on where Carlton was located throughout the state but he remembered working with Bob Richards, Terry Bonham, and Freeman Watson adding bridges to over 30 parks in the system. Carlton will tell tales of many challenges and fun times of building park infrastructure during this time in his career. One of his most memorable times was when he was asked to help with the movie set of King Kong at Foster Falls. He had to build a bridge, that later would be destroyed in a movie scene as the leading lady fell off of it. Other adventures he spoke of included using make shift scuba equipment to repair pools and follow piping under lakes to make sure they were not damaged.

In 1996 the State Trail Crew was disbanded and Carlton was stationed full time at South Cumberland State Park as a Conservation worker 3 under Park Manager John Christof and later George Shinn. He has led the maintenance team on a multitude of projects including building all of the suspension bridges in Savage Gulf Natural Area, a project he considers his greatest accomplishment. These bridges were located in very remote locations and offered very little to work with in terms of foundations or footers. Carlton had to figure out each bridge individually, get materials to the site, and construct them. He did the majority of the work with only park staff and teams of Americorps workers saving the state (and tax payers) a considerable amount of money. Many visitors have travelled the trail system at Savage Gulf and have been able to cross raging rivers because of these bridges. Prior to the construction, they would have had to turn around and end their trek or take a very dangerous risk of crossing a flooded river. There have been many compliments over the years on how great these bridges have been.

It is difficult to travel anywhere in all of South Cumberland State Park without seeing something that Carlton has improved. One only has to ask the park rangers about Carlton and they each will relay how thankful they are to have had Carlton as a co-worker. His abilities made their lives much easier and his willingness to help was exhibited many times. In his off time, he became a campground host and often came to the rescue of park rangers/managers who needed heat or water in the middle of the night when things went bad. Carlton helped raise many new rangers into the knowledgeable people they are and constantly helped the local community. Currently Carlton is still working as the Conservation worker 3 at South Cumberland but has decided to retire at the end of the year. He will be missed by the entire South Cumberland Staff.

Tennessee Trails Association Website Brief

1. Background

Tennessee Trails Association (TTA) is a 501(c)(3) not-for-profit organization founded in 1968. There are currently 12 local chapters across the state.

The Mission of TTA:

- To promote the development of a statewide system of hiking trails
- To provide opportunities for the enjoyment of hiking trails, and
- To educate TTA members and the public about wise stewardship of trails and the outdoor areas through which they pass

Current TTA membership is around 550 and about 86% of our membership is age 60 or older (2017 Survey results)

The TTA website (<http://www.tennesseetrails.org/>) has been built up over the years by TTA members volunteering their time

The current website has many capabilities (see Appendix for full website outline):

- Calendar of hikes and events - updated at the Chapter and Website Editor level. (All other information is updated at the Website Editor level.)
- Pay portal for donations, membership payments, and buying TTA merchandise
- Curated virtual bookstore with selected hiking-related books linked to Amazon
- Form for entering personal information for membership enrollment
- Chapter and statewide leadership listings with links to email aliases.
- Links to organizational documents (Monthly Newsletter, Bylaws, Liability form, TTA Handbook, etc.)
- Links to a statewide TTA email list - listserv
- Links to optional Chapter Listservs, blogs, Facebook pages, etc.
- TTA History and Awards information
- Information on TTA-funded grants and trail volunteer opportunities
- Links to hiking trails, parks, etc.

But the website is old and needs updates to software, style, and organization. Also, the current Website Editor is ready to pass on those duties to another person but so far is waiting for a new website and website maintenance plan.

2. Target Audiences

- a. People living in or visiting Tennessee who are actively looking for places to hike and people to hike with - potential TTA members
- b. TTA members who want specific information on upcoming hikes, events, and other TTA-related information
- c. TTA leaders who need ready access to organizational information and materials

Tennessee Trails Association Website Brief

3. Website Objectives

Promote interest and participation in hiking in Tennessee, leading to engagement and membership in Tennessee Trails Association.

Promote ongoing engagement with TTA Members by effectively communicating TTA activities, projects, and goals.

Efficiently support the business operations of Tennessee Trails Association

4. Must Haves

Use a self-hosted open-source Content Management System: WordPress

Website contents (text, photos, etc.) can be managed by a non-technical person - TTA volunteer or part-timer

Responsive Web Design - computer, tablet, smartphone, etc.

Optimized for Google Chrome browser but displays well on other popular browsers

Effective website and form security

Google Analytics or similar application for researching website traffic, performance, etc.

TTA Home Page: Is easy to find (SEO), loads quickly and is visually appealing, with intuitive navigation

Design of Home Page and Content Pages meets web design best practice for appearance and user experience

Links on content pages should be efficient to improve both user experience and website maintenance:

- TTA Hiking Links page would have the main TN State Parks link, or their Find A Park link, instead of a separate link for each park
- Newsletter Archive page has links to a page for each year, then links by month

Prominent Calendar of hikes/events that can be updated as needed by specific users (Chapter officers and hike coordinators, Website Editor). Calendar will also extract specific events to Chapter pages and Home Page (most imminent hikes/meetings)

Tennessee Trails Association Website Brief

Prominent News feed with headline/date

Pay portal: Membership, donations, TTA merchandise purchase

Amazon / bookstore portal for earning commissions on purchases of hiking and other materials

Email is easy to use and has the TTA domain name:

State and Chapter mailing lists - attractive sign-up display, unsubsubscribe option at bottom of emails.

Email aliases for TTA Leadership: Dynamic - updating a Name+Email once will update on all pages where that position appears

Online Membership form - forward information to TTA Membership Director

Links to TTA documents: Monthly Newsletter, Evan Means Grant Application, brochure, Hiking Handbook, Liability form, Conflict of Interest form, Bylaws, etc.

Training and documentation for volunteer and/or paid part-time Web Editor and for other TTA Leadership as available on how to edit / update calendar, news, forms, content.

5. Revised TTA Website Content Outline

This outline is a draft. This outline includes essentially all of the current TTA website content, but it has been regrouped from the current structure with the intention of putting similar business-related items together. The outline is open to further revision based on dialog between TTA and the Website Designer regarding the navigation, appearance, user experience, and other design priorities listed in Section #4.

- A. Home Page elements:
 - a. Banner with TTA Logo, Facebook logo link, tagline, etc.
 - b. Seven item menu:
 - i. Home
 - ii. Places to Hike
 - iii. Hikes and Events
 - iv. TTA Chapters
 - v. Membership & Store
 - vi. Make a Difference
 - vii. About
 - c. Slideshow: 4-7 photos?
 - d. Introduction text
 - e. Imminent hikes and programs (extracts from Main Calendar)
 - f. 2-4 other featured items? Membership link, Listserv link, most recent news?

Tennessee Trails Association Website Brief

- g. Website credits
- B. Places to Hike - organized links to entity's main website
 - a. State Parks, Friends of State Parks, State Forests, TWRA
 - b. National Parks, Recreation Areas, Forest, TVA, Corps of Engineers
 - c. City parks with hiking / walking trails; greenways
 - d. Other hiking organizations in Tennessee
 - e. Text list (or lists by Region) of "Top Ten Hikes"
- C. Hikes and Events
 - a. Main Calendar of hikes and meetings
 - b. (Temporary) Annual Meeting page - visible during meeting registration period - about May through October
 - i. Introduction with registration information and location / address
 - ii. Housing
 - iii. Meals
 - iv. Hikes
 - v. Fund raising
 - vi. Other activities
 - c. Link to Hike Liability Waiver PDF
 - d. Link to Hiking Handbook
 - e. State Listserv subscribe / unsubscribe forms
- D. Chapters - link a specific chapter from map (? and text) to individual chapters
 - a. Text explaining Chapter system
 - b. Chapter page
 - i. Text explaining specific Chapter
 - ii. Chapter Officers with email link
 - iii. Optional: Chapter Blog link
 - iv. Optional: Chapter Facebook or other social media link
 - v. Optional: Chapter email listserv
- E. Membership and Store
 - a. Membership enrollment form
 - b. Membership renewal
 - c. Membership address change
 - d. Paypal option to donate?
 - e. Request a Newsletter sample
 - f. Merchandise store:
 - i. TTA Baseball Cap
 - ii. TTA T-shirt (requires separate communication for size inventory)
 - g. Virtual Bookstore: Change from curated list of books to filtered Amazon link via TTA commission portal
- F. Make a Difference
 - a. TTA Membership
 - b. Become a TTA Hike Leader
 - c. Evan Means Grants page
 - d. Volunteer Page

Tennessee Trails Association Website Brief

- i. CTC: Breakaway volunteers
 - ii. CT State Park Maintenance Volunteers - email
 - iii. Adopt-A-Trail?
 - iv. Chapter projects?
- e. Monetary Support
 - i. Paypal option?
 - ii. Contact a Board Member? - Solicitation Letter?
 - iii. CTC Solicitation Letter
- G. About
 - a. Main Contacts
 - b. History
 - i. See 2018 Jim Poteet Tennessee Conservationist 50th Anniversary article and/or a bulleted list of dates?
 - ii. Add other articles as available?
 - c. Leadership page
 - d. Awards - add lists of winners by year
 - e. Bylaws (current)
 - f. 2017 Membership Survey
 - g. 2010 Membership Survey
 - h. Archive
 - i. Newsletters
 - ii. Old Bylaws?
 - iii. Old Photos?

Brief Alternative Organization (two fewer Home Page Main Menu items):

- Events & News
- Resources
- About Us
- Contact Us

6. Other Considerations

Recommendation for website host. Currently SiteMason

Describe your process and timeline for design and technical project development

Describe any TTA contact involvement requirements during the design and development timeline

Describe any training and/or documentation for TTA users: Web Editor(s), TTA Leadership, et al.

Describe any Post-Launch technical support and maintenance options.

Tennessee Trails Association Website Brief

Describe any other considerations we neglected to include in this outline

Describe the budget, with options as needed

Please submit a proposal by: _____

Submit your proposal to:

Mary Etta Ward, TTA President - president@tennesseetrails.org

Doug Burroughs, Nashville Chapter and Communications Committee -
nashville@tennesseetrails.org