Tennessee Trails Association (TTA)
Minutes of the Board of Directors' Meeting
October 20, 2019
Fairfield Glade Community Club Center
Crossville, TN

Call to Order/Welcome/Attendance

Meeting was called to order at 9:04 am by VP Linda Latter, presiding for President Marietta Ward, absent, sick. A quorum was present.

Members Attending: Linda Latter, David Bowling, Cheryl Heckler, Melinda Pearson, Libby Francis, Jane Coffey, Mark Hubbard, Joan Hartvigsen, Terry (McCoy) Warren, Marvin Caine, Tom Bentley, Sara Pollard, Doug Burroughs, Bob Obohoski, Lynn Takacs

Members Absent: Garnett Rush, Paul Schwab, Rosemary Marshall, Charlie Bright, Jean Smith, Cynthia Karrington

Chapter Chairs (non-voting) attending: Bruce Whitehead

Guests: Carolyn Miller, Cindy Bowling, Tim Takacs

Reports

Secretary—Melinda Pearson

Board agreed by acclamation that as a Standing Rule, minutes of each Annual Membership Meeting should be approved by vote of the members at the next Annual Membership Meeting. A motion was made by Joan Hartvigsen, to approve the minutes of the 8-3-19 Board Meeting, revised as of 9-17-19. Motion carried. (Attachment 1)

Treasurer—David Bowling

David Bowling presented the Treasurer report. (Attachments 2,3, & 4) A motion was made by David Bowling to approve the Treasurer's report as presented. Motion carried.

Membership—Cheryl Heckler

Cheryl Heckler presented the Membership report. (Attachment 5). Motion was made by Tom Bentley to approve the membership report. Motion carried.

Awards—Joan Hartvigsen

Joan Hartvigsen presented the Awards report. Motion was made by Joan Hartvigsen to approve the Awards report. Motion carried.

<u>Grants—Joan Hartvigsen</u>

Joan Hartvigsen presented the Grants report. (Attachment 6). Motion was made by Joan Hartvigsen to approve the Grants report. Motion carried.

<u>Nominating—Linda Latter</u>

Linda Latter presented the Nominating report. Motion was made by Linda Latter to approve the Nominating report. Motion carried.

Old Business

<u>TTA Website</u>

Doug Burroughs presented the TTA Website report (Attachments 7,8,9,10, & 11)

Website committee member Mark Hubbard gave notice of his potential conflict of interest with one of the four website design bidders.

Joan Hartvigsen made a motion, that in the best interest of the Association, notwithstanding the conflict disclosure, Mark Hubbard be permitted to participate in discussion regarding our website selection. Motion carried on a vote of disinterested board members. A statement of rationale for this vote of permission, as required by bylaws to be included in these Minutes, is Mark's declaration that:

- The relationship he has with the conflicting party is "casual friend."
- He has no business or financial relationship with the conflicting party.
- He will voluntarily abstain from any vote wherein the conflicting party is under consideration in the vote.

<u>TTA Newsletter</u>

Libby Francis presented the TTA Newsletter production report.

New Business

A Life Member has asked the board to consider giving Life Member certificates.

Joan Hartvigsen made a motion to change the Association hashtag from #TTAHike to #TTAHikes . Motion carried.

Bruce Whitehead/Libby Francis reported financial returns for the 2019 Annual Conference:

Lynn Takacs made a motion to table until the next meeting a discussion led by Bruce Whitehead, concerning TTA Handbook policy that forbids the carry of firearms/weapons on TTA outings. Motion carried.

Bob Obohoski made a motion to adjourn the meeting. Motion carried.

Meeting adjourned at 10:57 am.

Respectfully submitted,

Melinda Pearson
TTA Secretary

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 give-aways. 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 hastag #TTAHike for the Association. Mark Hubbard made a motion, and Joan Hartvigsen seconded, to designate #TTAHike as the official hastag of TTA.   Motion carried.
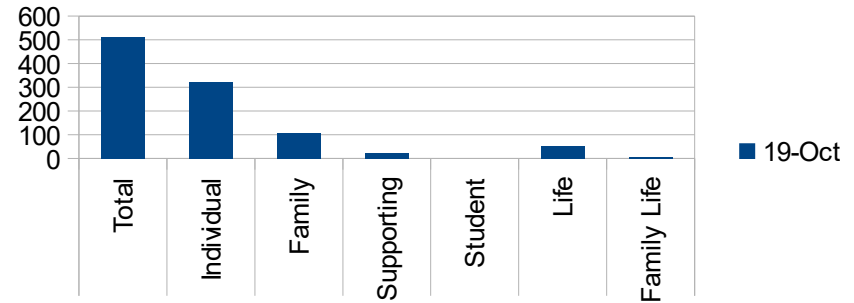
Meeting was adjourned by MaryEtta ward at 1:55pm.

Respectfully submitted,

Melinda Pearson
2019 TTA Secretary
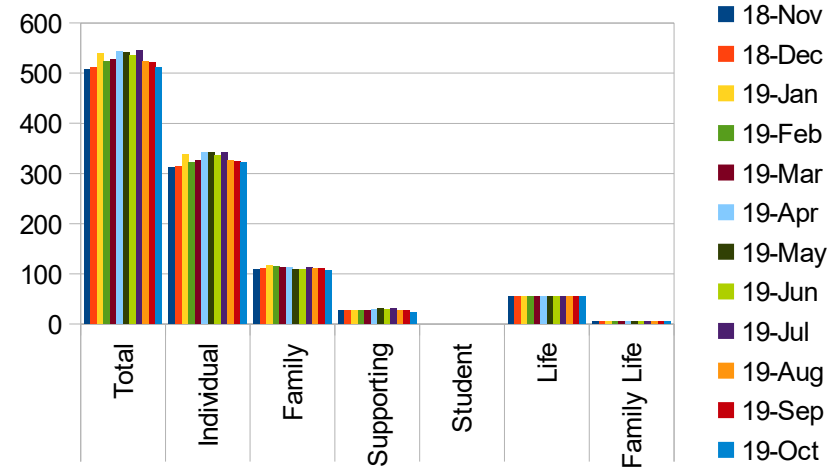
TTA Membershp Report for October 20, 2019 Board Meeting

TTA Membership for October 2019

Date	Total	Individual	Family	Supporting	Student	Life	Family Life
19-Oct	511	321	106	24	0	54	6

TTA Membership for past 12 months

Date	Total	Individual	Family	Supporting	Student	Life	Family Life
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
19-Aug	524	327	110	27	0	54	6
19-Sep	521	325	110	26	0	54	6
19-Oct	511	321	106	24	0	54	6

TTA Membership for April in the past 6 years

Date	Total	Individual	Family	Supporting	Student	Life	Family Life
14-Oct	509	314	113	23	2	52	5
15-Oct	496	308	105	24	0	54	5
16-Oct	479	281	112	25	1	54	6
17-Oct	481	296	100	23	1	56	5
18-Oct	502	307	109	27	0	53	6
19-Oct	511	321	106	24	0	54	6
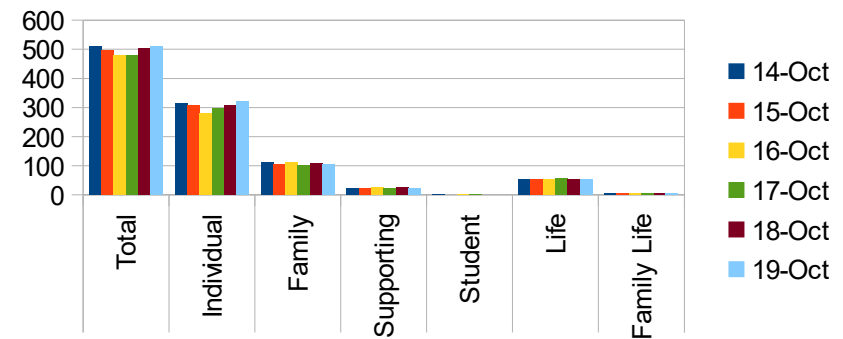
Evan Means Grant Program

sponsored by
Tennessee Trails Association

The chartered objectives of the Tennessee Trails Association are to promote and develop a system of hiking trails in the State, to provide opportunities for the enjoyment of these trails, and to educate the membership and the general public as to wise stewardship of trails and the outdoor areas through which they pass. TTA is also pledged to work with federal, state, and local agencies and other organizations and landowners for such promotion and development and to work for the conservation of natural resources.

In order to further these goals, the Tennessee Trails Association has established this grants program to encourage local volunteer groups to undertake trail related projects.

These grants are named in honor of Evan Means - journalist, author, conservationist, hiker, trail builder, originator of The Cumberland Trail, and co-founder of the Tennessee Trails Association. Mr. Means won countless awards for his work over the years to protect Tennessee's natural resources and beauty, as well as for his dedication to projects that allow hikers to enjoy this natural beauty.

Any volunteer based non-profit organization working alone or working through public agencies will be considered for funding. Any project which supports the chartered objectives of the Tennessee Trails Association will be considered. Projects must be completed within a 12 month period after the grant is awarded. Grants will normally be for less than $1,000, although larger grants will be considered.

Grant Applications should be submitted at least 30 days prior to a regularly scheduled quarterly meeting of the TTA Board of directors, normally held in February, May, August, and at the Annual Membership Meeting. Recipients will be notified shortly after the board meeting of the Board's decision. Requests not accepted because of budget constraints will be held for reconsideration the next quarter, if the submitter so wishes. Applications rejected on merits may be revised and resubmitted at a subsequent cycle.

Upon completion of the project, the grant recipient must report to TTA as to the results of the project as well as how the funds were spent. (Photos, slides or news clippings are an excellent way to show project results.)

TTA looks forward to being supportive of all hiking and environmental groups throughout the state as they make it possible for future generations of Tennesseans to enjoy our state's great natural resources.

Tennessee Trails Association
P. O. Box 41446
Nashville, TN 37204-1446

STAMP

EVAN MEANS GRANT PROGRAM -- FUNDING REQUEST

Date of Request: _____

Grant Recipient: _____

Recipient's Address:

A brief description of the project for which funding is being sought:

How does this project fit within the range of your organization's total activities?

Explain how hikers will benefit from the project:

When is the project expected to begin?

When is the project expected to be completed?

What is the total cost of this project from all sources?

Provide a detailed spending plan for the amount being requested from TTA:

How many total man-hours will be required for the project?

How many volunteer hours are expected to be used for the project?

Grant submitter's name _____ Telephone _____

Email: _____

Hello Mr. Richards,

I'm writing to ask about your grant program and would appreciate an opportunity to speak with you.

BrightStone, founded in 1999, is a 501c3 serving adults with intellectual and developmental disabilities in our year round day program. We purchased 138 acre property located at 4184 Columbia Pike here in Franklin. This will be our future location after we complete phase one development by Q2 of 2021. We are a small non profit, licensed by the state but we do not receive any government funding. Only 1/3rd of our budget is funded by parent paid tuition and we raise the difference each year from the community. The video links below shares more details.

We have 7 miles of trails on our 138 acre property including two lakes. We'd like to enhance the trails to make them safe and suitable to nature walks for the adults we serve and their families. We are just beginning to develop our plans and budgets for this project. I know your website says you typically make $300 to $600 grants. I'm wondering if we would qualify and if yes, would you entertain any larger amounts?

Our budget is $1,300,000. We are debt free. The capital expansion and facility we will build will be the first of its kind in the state - so it's an important project. We are raising $12,000,000 for the first phase and over $6,500,000 has been raised to date so the community is getting behind the project. Development of the trails would be program related and not funded by capital. So we'll have to raise those funds. We have a strong volunteer program tied to major corporations like HCA, etc.

I'd welcome a few minutes to speak with you or whomever would be the best person - to answer questions and would welcome learning more about TTA. Love to know how else you might be able to help us as we plan the development of the property and trails.

Thanks for letting me know my email reached you.

Blessings,

Randy Elliott, Director of Advancement
randy.elliott@brightstone.org
615-790-4888 (o)
615-491-0096 (c)

BrightStone

Helping Adults with Special Needs

140 Southeast Parkway Court, Franklin, TN 37064
Please consider adding Brightstone in your Will

robin gale cornett

Proposal for Tennessee Trails Association

prepared by Robin Cornett

Snapshot

The Tennessee Trails Association (TTA) is a 501(c)(3) not-for-profit organization which exists to promote the development of a statewide system of hiking trails, to provide opportunities for the enjoyment of hiking trails, and to educate members and the public about trail stewardship and the outdoors.

The TTA's current website is extensive, but in need of an update for style, software, content, organization, and effectiveness.

The new website needs to balance the needs of each target audience:

- the general public, who are likely not members, but are looking for places to hike in Tennessee, and people with whom to hike
- TTA members, who are looking for information on upcoming events and other information
- TTA leadership, who need access to organization information and may need to eventually manage membership data (currently not part of the site)

The current website is most useful for TTA members and potentially the leadership.

Evaluation

Evaluation

Before presenting this proposal, it's worth briefly considering each of these target audiences and how their needs are being met or should be met in the future.

Target Audience: General Public

To engage the public, who may not be familiar with the TTA, I recommend making the TTA site a key online resource for anyone looking for a hike in Tennessee. Currently, users can find group hikes by looking at the calendar page, if they know where the locations described are. They can find trails if they can find the "Other Hiking Links of Interest" page, and are willing to click through links or have enough familiarity with names to be able to find nearby locations.

I recommend adding a significant new feature: an interactive map, showing parks, trails, and hikes throughout Tennessee. Each can be organized a variety of ways: for example, hikes can be rated based on length and/or difficulty.

At a minimum, the calendar/events should be revamped to include group hike locations in a map view.

Target Audience: Members

The website calendar is a key feature with the potential to be significantly more useful for your members. I recommend implementing a calendar system which:

- allows chapter leadership to easily manage their own events
- optionally allows community members to submit events (such as hikes)

- displays upcoming events in a calendar view (week/month)
- can show upcoming events (specifically hikes) in a map view, so that members/visitors can easily find nearby hikes

Target Audience: Leadership

The website can be updated to make certain leadership tasks easier. Accounts can be created with varying levels of authority, to allow state/chapter leadership access to the site to update specific information as needed, possibly without using the webmaster as a gatekeeper, unless desired.

The mailing list can be moved to a more modern system which is easier to manage.

Optionally, the membership database can be fully integrated with the website, allowing members to easily manage/update/renew their membership, and potentially access members only materials.

Project

The Project

Overview

Your new site will be mobile-friendly, accessible for users with disabilities, and easy for your team to manage and update, both at the state leadership and chapter levels. A professionally designed branding package will unify your online and print presence, including not only the website, but also emails, social media, and print materials.

General Project Information

Based on the priorities you have listed for the new website, the general project features will include:

- Your site will use WordPress as the content management system.
- The site structure will be handled by the Genesis Framework as the parent theme. The design and layout will be handled by a completely custom child theme, which works alongside Genesis.
- The layout and design of your site will be clean, modern, mobile-friendly, compatible with your branding, and accessible.
- The website will be tested to work well in a range of modern browsers and will be fully responsive.
- Content and features will be sorted out into easily understandable and manageable sections, so that information can be updated by the webmaster (whether paid or volunteer), as well as TTA volunteers.
- Your new site will include secure custom forms for contacting the TTA, subscribing to mailing lists, making donations, and even signing

liability waivers in a parking lot.

- I'll set up search engine optimization tools for your site and show you the basics of how to use them.
- I will train you on how to manage your content, forms, and emails.

Additionally, the following "behind the scenes" features will be built in to the website:

- Regular pings to Google, Yahoo and Bing
- Google analytics performance reporting
- High speed page loading
- Anti-spam features on contact forms

Branding

I will work with a designer who will create a basic branding package. Her minimum package includes at least 3 distinct logo options, two revisions of the selected option, and a final product that includes:

- horizontal + vertical logos (if applicable)
- separate marks if applicable
- all black, white, and color files (png + eps)
- typography system
- a style board showing all of the brand elements together, usually along with suggestions for photography and any patterns that could be used to support the brand

If additional rounds of revisions or initial options are desired, the charge is $75/hr on top of the base project fee. Same fee structure applies if the client would like a full brand guidelines book or for any other graphics needed, like icons or illustrations.

Additional Project Components

New project components may include:

- a fully functional, responsive calendar
- migration to a modern, legally compliant email marketing service, including email templates and registration forms
- a custom map feature showcasing Tennessee's parks and trails, as recommended and curated by the TTA
- a website based membership system, allowing users to view the membership directory, access members-only materials, and enjoy

members-only benefits

Further Considerations

Successful websites of those websites that continue to attract the right type of visitors and lead them down a path towards becoming a customer. This requires consistent content publishing and monitoring of the website to make sure it is achieving its objectives.

Once the website has been launched I can assist you with incremental improvements to the website, backups, and updates to make sure that it continues to deliver a positive return on your investment.

I would be happy to speak with you about this in more detail and answer any questions you may have.

Investment

Building a reliable and scalable web platform is not a one-off project.

The current Tennessee Trails Association website is complex and layered. The ideal proposal going forward will introduce an *apparent* simplicity which will streamline workflows and user experience. At the same time, it will be both robust and flexible enough to build the new site with all necessary elements to meet the organization's needs.

Therefore, instead of presenting a fixed estimate, this proposal is for a **WordPress Development Retainer**: a prepaid flexible agile model for a minimum of 3 months that allows for ongoing development, delivery and flexible iterations for your ongoing project.

WEBSITE DEVELOPMENT WordPress Development Retainer: 50 hours per month of research, development, initial content migration, email marketing setup, and training.*	**$15,000** 3 @ $5000.00
BRAND DESIGN Brand package, including logo mark and branding guidelines, provided by a subcontractor.	**$1,500**

One-off Total $16,500

Additional hours can be added at $120/hour.

The retainer method will allow each of us to work with maximum flexibility, tackling highest priority project components first, and allowing for continuous build, integration, and deployment of more advanced elements. The retainer can be extended for additional months as needed, as both parties agree.

Timeline

Timeline

Development

A first draft of the initial website design and rough functionality will be made available to you by the end of the first month after your acceptance of this proposal and initial retainer payment.

This draft will be a fully functional, private website with which you can interact. Optionally, you will have access to this site to add your own content and images. While this draft site is active, you and I will be able to interact with, dialogue about, and make changes to the site, including design, functionality, and content.

Launch

The anticipated launch date for your new website will be two months after your first draft is available. At this time, you will receive backup files of all custom code created for your site.

> Note: deadlines for your site draft and launch are dependent on multiple factors, such as logo/branding approval and content creation. Some work on the structure and foundation of the site can be done in isolation, but timely responses and conversations between all parties will expedite the project.

It may be possible, with the proposed agile workflow, to launch a version of the site earlier than this deadline, while still working on key functionality. This "minimum viable product" should meet the basic content and functionality needs, while leaving room to implement advanced features.

After the Launch

When your site is launched, or we agree that the project is complete (at the end of three months), I will be available to crush any final bugs, answer questions, and help with backups/updates for a period of one month. After this time, you will be responsible for all site updates and backups, unless you choose to sign up for a maintenance contract with me.

FAQs

Frequently Asked Questions

Why do you use WordPress?

WordPress is open source content management software and currently powers around 34% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows me to develop flexible and customizable websites to modern standards and observes web development best practices. Furthermore, the community of web developers that use WordPress reaches far and wide and allows me to tap in to this collective intelligence and bring that wealth of experience to your project.

What is the Genesis Framework?

The Genesis Framework already powers over 500,000 WordPress sites, and it's the foundation of every site I build. With search engine optimized code, airtight security, instant updates, customizable widget and layout options, and a huge developer community (including yours truly, an official Genesis contributor), Genesis is the framework that makes WordPress easier, without sacrificing power or flexibility.

Why is Genesis so awesome? [Here are just a few reasons](.).

Where is the website hosted?

Your website needs to be hosted by a hosting company that specializes in WordPress hosting. There are many companies that do this. I am more than

happy to make a personal recommendation should you require one.

Who do I call if something goes wrong with the website or I can't figure something out?

If you choose to subscribe to a maintenance contract with me, I will be your first point of call should something go wrong with your website. I will determine whether it is something the hosting company needs to fix or something that is covered by your website care plan. I will provide training to assist you in using your website once it is launched.

What happens after the website is launched?

Once your website is launched, I will provide 30 days of support to make sure any bugs have been ironed out and that you are confident using your new website. After this time, you will be responsible for all site updates and backups, unless you choose to sign up for a maintenance contract with me.

How will I know if anyone is visiting my website?

I will install Google Analytics software on your new website and show you how to log into your Google Analytics account where you can see a wide range of statistics about your website including number of visits, page views than the amount of time people are spending on your website.

What happens if I want to add some features to the website while you're building it?

While I like to be flexible and responsive to your needs, I also like to deliver what I promise within the time frames and budgets I have allowed. If you ask me to add new features to your website while I am building it, I will most likely ask why. If we all agree that your new request will help achieve your objectives, then I will be more than happy to oblige. If your new feature is something you would like to add to your website but is not directly tied to your original objectives, then I will suggest to schedule it for a second iteration of the website once it has been launched. This may require an extension of our retainer agreement.

Mutual Agreement

Mutual Agreement

Between me, **Robin Cornett Creative** and you, on behalf of **Tennessee Trails Association**.

Summary

I will always do my best to fulfill your needs and meet your goals, but sometimes it's best to have a few things written down so that we both know what's what, who should do what and what happens if stuff goes wrong. In this contract you won't find complicated legal terms or long passages of unreadable text. I have no desire to trick you into signing something that you might later regret. I do want what's best for the safety of both parties, now and in the future.

In short

You (*Tennessee Trails Association*) are hiring me (*Robin Cornett Creative, LLC*) located in Signal Mountain, Tennessee, to design and develop a website for the estimated total price as outlined in my proposal. Of course it's a little more complicated, but we'll get to that.

What Do Both Parties Agree To Do?

As my customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide me with everything that I'll need to complete the project – including text, images and other information – as and when I need it and in the format I ask for. You agree to review my work, provide feedback and approval in a timely manner too. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the

end of this contract.

I have the experience and ability to perform the services you need from me and I will carry them out in a professional and timely manner. Along the way I will endeavor to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off my work on time at any stage. On top of this I'll also maintain the confidentiality of any information that you give me.

Getting Down to the Nitty Gritty

Design

If I am designing your application I'll create designs for the look-and-feel, layout and functionality of your website. This contract includes one main design plus the opportunity for you to make up to two rounds of revisions. If you're not happy with the designs at this stage, you will pay me in full for all of the work that I have produced until that point and you may either cancel this contract or continue to commission me to make further design revisions at my standard design rates.

HTML and CSS Layout Templates

If the project includes HTML markup and CSS templates, I'll develop these using valid HTML and CSS code. The landscape of web browsers and devices changes regularly and my approach is to look forward, not back. With that in mind I will test all my markup and CSS in current versions of all major desktop browsers to ensure that I make the most from them. Users of older or less capable browsers or devices will experience a design that is appropriate to the capabilities of their software.

> *I do not cater for people using Microsoft Internet Explorer 11 and cannot predict the behavior of that browser.*

I will also test that these templates perform well on Apple's iPad/iPhone. I will not test old or abandoned browsers, for example Microsoft Internet Explorer 11 or lower for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified. If you need me to

consider these older browsers, I will charge you at my standard old browser rate for any necessary additional design work, development and testing.

Text Content

I may have written a hundred blog posts but I'm not responsible for writing or inputting any text copy unless I specified it in the original estimate. I'll be happy to help though, and in addition to the estimate I will charge you at my standard copy writing or content input rate.

Photographs

You will supply photographs in digital format. If you choose to buy stock photographs, I can suggest vendors of stock photography. Any time I spend searching for appropriate photographs will be charged at my standard discovery rate.

Changes and Revisions

I know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. I don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices at the beginning of this document are based on the amount of work I estimate I'll need to accomplish everything that you have told me you want to achieve. If you do want to change your mind, add extra pages or templates or even add new functionality, that won't be a problem. However, you will be charged accordingly and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly. I'll be up front about all of this if and when it happens to make sure we're all on the same page before proceeding. I may also ask you to put requests in writing so we can keep track of changes. If the nature or functions of the project change significantly throughout the process, I reserve the right to deem the current project cancelled. At this point, you will pay me in full for all the work I have done and may commission me to complete the new project based on the new requirements. This will require a new quote and contract.

Technical Support

You may already have professional website hosting, you might even manage that hosting in-house; if that's the case, great. If you don't manage your own website hosting, or your current hosting environment does not support the solution I am providing, I can set up an account for you at one of my preferred, third-party hosting providers. I will charge you a one-off fee for installing your site on this server, plus any statistics software such as Google Analytics, then the updates to, and management of that server, plus any support issues will be up to you. I am not a website hosting company and so do not offer or include technical support for website hosting, email or other services relating to website hosting.

Legal stuff

I can't guarantee that the functions contained in any web page templates or in a completed website will always be error-free and so I can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages, even if you have advised me of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Phew!

Copyrights

You guarantee to me that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide me for inclusion in the website are either owned by your good selves, or that you have permission to use them.

When I receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that I create for you for this project.

I'll give you a copy of all files and you should store them really safely as I am

not required to keep them or provide any native source files I used to make them.

You also own text content, photographs and other data you provided, unless someone else owns them. I own the markup, CSS, and other code and license it to you for use on only this project. I love to show off my work and share what I have learned with other people, so I reserve the right to display and link to your completed project as part of my portfolio and to write about the project on websites, in magazine articles and in books about web design.

Payments

I am sure you understand how important it is as a small business that you promptly pay the invoices that I send you. As I'm also sure you'll want to stay friends, you agree to stick tight to the following payment schedule:

- the initial retainer payment will be due before any work is started
- for each additional month of services, the retainer is due at the beginning of the month
- any additional hours or subcontractor fees will be paid in full as billed, and before the project is launched

  NB: If you are unable to supply all of the right content at this stage, it does not mean I have not done my job. Once the site has been tested and is ready to go live, either with your content or placeholder images and dummy text, I will issue the final invoice. Once the final invoice is paid, I will hand over the keys and show you how to put your own content in once it's ready. If the final invoice is not paid within the credit terms given, I am under no obligation to keep the site on my testing server or continue with the project in anyway.

But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without my permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place. Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of the courts of Tennessee.

Authorizing this project requires a signature on the 'Next Steps' page.

How to go ahead

To proceed with this project, *Tennessee Trails Association* is required to take the following steps:

1. Accept the proposal as is by typing your name in the digital signature box below, or discuss desired changes. Please note that changes to the scope of the project can be made at anytime, but additional charges may apply.
2. Submit initial payment of the first month's retainer fee.

Once these steps have been completed, we will begin the project with an introduction of all relevant people and begin the discovery process.

Short Mountain Studios
273 Elsewhere Lane
Liberty, TN 37095
(615) 904-5257

TTA Website Update Project

September 17, 2019

OVERVIEW

Per the materials and outline provided by Doug Burroughs, this proposal covers the recreation of the TTA website as a new WordPress based website, which will include all of the items mentioned in the outline, as well as support and collateral materials (provided by TTA), and subsequent training to TTA staff on how to maintain and update various parts of the new WordPress version of the website. In addition, I will cover the costs and scope of the requested items; logo redesign, alternative hosting and hosting options, an on-going maintenance plan for the new website.

GOALS

1. The primary goal is the portage of the existing website to a new content management based (WordPress) website, which can easily be updated by non-technical, trained TTA members and staff.

2. The newly designed WordPress version of the TTA website should be responsive (i.e., the new version of the website should be optimized to display information in a way that is easy for the viewer to see on all smartphones, tablets, mobile devices and desktop computers). In this respect, it should be designed to be viewed on the latest Google Chrome browser, as well as other prominent modern browser platforms.

3. To ensure the security and safety of the web site, as well as to safeguard the privacy of individuals visiting and using the web site, and submitting personal information, the site should be set up as a secure server installation (https), instead of the website's current non-secure set up, (http). This will require the acquisition of an SSL certificate which will need to be renewed annually to maintain the website's secure status.

4. Integration of Google Analytics (via WordPress plug-in) to provide metrics regarding website performance and usage.

5. Intuitive redesigned layout to promote ease of use by visitors, members and officers, and prominent access to interactive calendar (updatable by TTA staff) to promote upcoming events and activities.

6. Social media (Facebook) integration, so that Facebook posts are cross posted simultaneously to the new website.
7. Paypal integration to allow membership subscriptions and charitable donations. Integration of Amazon donations with pay portal to allow members to make a donation when they buy hiking equipment and materials through Amazon.
8. WordPress plug-in based e-mail list server, with alias forwarding, and dynamically updatable email addresses.
9. WordPress based membership sign-up and management through portal.
10. Links to existing online publications (handbooks, newsletters, brochures, applications, etc.)

SPECIFICATIONS

All data, and media, to be used in the redesign of this website will be provided by TTA to Short Mountain Studios for the sole purpose of redesigning the website, with unfettered access. Access to the existing web site, as well as to any licensed items, will be provided in a timely manner by TTA.

Non-media items (such as domains, hosting, SSL certificates, WordPress themes, WordPress plug-ins, and additional licensed items (as needed) will be purchased by Short Mountain Studios and billed to TTA. Payment is due upon receipt of any invoice received from Short Mountain Studios. Existing prescriptions made available to Short Mountain Studios by TTA will continue to be paid for and maintained by TTA.

A single point of contact (contact person) to represent TTA's desired direction in the design process is requested so as to avoid any confusion. Regular updates will be provided to the contact person.

Payment to Short Mountain Studios can be made either by check, or PayPal. Checks should be made payable to "Chris Robinson."

Training on the new website will be provided as a one-time, scheduled meeting, for any number of TTA members. Should additional training be required, those sessions will be quoted for approval. Custom documentation is available, but online WordPress based (free) documentation will be the default. If custom documentation for the web site is preferred, it will be produced at a price of $120 per page.

Monthly website maintenance plans are available, based on need, and begin at one hour per month.

Short Mountain Studios makes no warranty or guarantees (explicit or implied) regarding the function or performance of the website or its components, hosting or email services provided for under this proposal.

The privacy of confidential information submitted to this website by visitors, members and staff is the sole legal responsibility of TTA. TTA is responsible for obtaining/approving appropriate privacy statement(s) to be posted on the website by Short Mountain Studios for TTA.

Logos, design elements, photography, video or site based animation required by TTA to be created for this project will be quoted separately as needed.

Hosting, if requested, is provided locally through our shared server partner in Nashville (Geisler-Young) and begins at $120 per year (pre-paid). SSL certificates begin at $50 per year per domain (pre-paid).

MILESTONES

Approval of Proposal

Upon TTA approval of the terms of this proposal, work will begin.

Domain and Hosting Set-Up

If hosting is requested, site back-up / archival and domain transfer of the existing website will be initiated. SSL certification will be obtained after domain transfer is complete. This usually takes five business days.

Installation of WordPress and Components

Until the new website is ready to "go live" a subdirectory will be created for development while the old website remains active. WordPress will be installed in the subdirectory where development will take place. While development of the web site is in progress, no WordPress administrator level access will be granted until the new website is ready for handover.

Site Development

As the new site is developed and pages and media are added along with new components, regular updates will be made to the contact person. These updates will include previewing sections of the site, as well as screen captures for review and direction.

Testing of Completed Sections

As areas of the new website are completed, they will be submitted for testing and approval to the contact person. Any changes or additions will be made at this time. Once all sections have been tested, and approved, the website will be considered finished, and administrator level accounts will be issued.

Site Launch

The approved WordPress site will be moved to the main directory and made live, and the old website will be archived and removed.

Training

Once the new site is live, we will schedule a training session for TTA members who will be charged with editing and updating the site.

Monthly Maintenance

If necessary, monthly maintenance services will be set up to facilitate the administration of the new site. Maintenance plans are available based on need and start at $60 per month for minimal maintenance.

COSTS

Based on the outline and materials provided, the estimated cost of this project, is as follows:

Domain transfer: $14

Hosting (1 year, pre-paid): $120

SSL certificate (1 year, pre-paid): $50

WordPress: free

WordPress plug-ins, themes: (as needed $60 - $200 each depending on need)

Labor: $2,880.00 (based on current outline, note: we reserved the right to revise this figure should the scope of this project change significantly beyond what is covered in this proposal).

Custom documentation: $120 per page.

Rough total estimate of costs: $3,604

Post Office Box 10773
Knoxville, Tennessee 37939-0773

WEBSITE PROPOSAL

Tennessee Trails Association

October 15, 2019

Attn: Mary Etta Ward
             Doug Burroughs

NEW TENNESSEE TRAILS ASSOCIATION WEBSITE

Introduction

The Tennessee Trails Association (TTA) is looking to upgrade and improve its website and make it functional on multiple platforms such as smartphones, tablets, and laptops. The TTA wants to show the benefits of becoming a member, showcase opportunities and activties of the chapters, provide opportunities for people to safely hike in a group, and to feature the beauty of Tennessee's trails.

The mission of the TTA is:

- To promote the development of a state wide system of hiking trails,

- To provide opportunities for the enjoyment of trails, and

- To educate membership and the general public as to the wise stewardship of trails and the outdoor areas through which they pass.

The new website will support the mission and attract potential members to the organization.

Website Requirements and Technology

- The new website will utilize Wordpress. Wordpress, an open source Content Management System (CMS) allows for content creation and updating without knowledge of coding.

- Wordpress provides security updates and bug patches.

- The website will be optimized for Google Chrome and work well with Safari, Firefox, and Edge browsers.

- The website will be coded to Google search standards and optimized for search (SEO).

- The website will include Accessiblity for handicapped visitors.

- The website will be device responsive for a good experience on computers, tablets, and smartphones.

- Google analytics will be installed on the website.

- Forms will be secure and the information will be collected in the way that works best for TTA.

- When the new site is live, we will do URL forwarding. This will redirect bookmarked pages from the old site to corresponding pages on the new site. For anyone with bookmarked pages on the existing site, the bookmarks will direct to the new site.

Design and User Experience (UI and UX)

- The TTA logo will be updated with recommendations for branding style and colors to be used for the website.
- The new website design will be attractive, easy to use, and visually enhance the TTA identity (brand)
- Navigation will be intuitive and efficient.
- The site will offer photos that enhance the hiking experience in Tennessee.
- The Calendar will be efficient and easy to use.
- TTA documents, books, and other resources will be available in an organized way in context with their function within the site.

Hosting

We will work with you to determine a hosting provider. We recommend that TTA have its own account with the hosting service and set up automatic renewal. We like working with Dreamhost, which has Wordpress hosting and takes care of security updates and bug fixes as part of the hosting service. Dreamhost offers non-profit discounts.

Process and Project Time Frame

Phase One (three to four weeks)
- Establish TTA contact for project coordination.
- TTA logo redesign and identity branding recommendations.
- Organize content, review and develop site plan and navigation wireframe.
- Review and discuss listserv and communication needs to determine a good solution.
- Design two homepage options for review .

Phase Two (four weeks)
- Set up Wordpress, implement HTML coding, CSS styling and scripting to customize the design
- Begin page formatting for specific page templates and calendar
- Review of template pages and calendar
- Determine hosting

Phase Three (four to six weeks)
- Development of remaining website pages, links, graphics, photos, documents
- Testing, review and revisions
- Transfer website from developer server to host server.
- URL forwarding.
- TTA User Wordpress basic guidelline document and training

Content

This estimate is based on content provided by TTA. It does not include new writing, photography, or illustration. If any of these are required, we will provide a quote.

Photography for the website must be high resolution images. The image size of the photo determines the size it can be used and if it can be used for the site. For full width photos on a page, the photo needs a minimum width of 1600 pixels. Smartphone photos should be saved at the largest size possible.

Cost

Logo design and website development $16,700

Fees are based on estimated time. Total cost will not exceed the estimate.

Tennessee considers a website to be software, which is subject to sales tax. We are required to have a Tennessee Sales Tax Certificate of Exemption to avoid charging sales tax.

Fee Schedule

Initial payment upon acceptance $5,000
Second payment due upon completion of Phase Two. $5,000
Final payment when website goes live $6,700

Post-Launch Warranty

The website will be warranted for 60 days and include Wordpress support in the period.
Additions, changes or revisions beyond 60 days will be billed at $100 per hour.

Website Ownership

Once the site is launched and all invoices are paid, TTA becomes the owner of the website. This includes all content and code.

Contact

For questions and additional information:

Michael Richards
mrich@richardsdesign.com
865.661.5722

Responsive Website Design

Prepared For

Tennessee Trails Association

Doug Burrows
P.O. Box 41446
Nashville, TN 37204-1446

This quote has expired. Please
contact your sales representative.

Prepared By

David Apuzzo

President - Sales & Marketing
Direct: (931) 400-2492
dapuzzo@pithd.com

1. Your Proposal

Download and review your PDF document here:

2. Review Your Options

Your Available Options

Services

Qty	Description	Price	Ext. Price
1	New Website Design	$1,900.00	$1,900.00
Subtotal			**$1,900.00**

Service Level Agreement

Qty	Description
1	
1	
Subtotal	

Quote Summary	One-Time
Services Subtotal	$1,900.00

Subtotal	$1,900.00
Estimated Tax	$185.25
Total Amount	**$2,085.25**

Up Front Deposit	Payments	Interval	Amount
◉ 50% Deposit	1	One-Time	$1,042.62
Total of Payments			**$1,042.62**

50% On Delivery	Payments	Interval	Amount
◉ 50% Delivery	1	One-Time	$1,042.62
Total of Payments			**$1,042.62**

3. Approval

Taxes, shipping, handling and other fees may apply. We reserve the right to cancel orders arising from pricing or other errors.

This quote has expired

Please contact your Sales Representative at dapuzzo@pithd.com for more information.

Your Active Quotes:

Website Examples

Short Mountain

Also, here are some links to WordPress websites I have created and currently manage for clients in the area:

https://phoenixasc.com

http://tennesseeorthopedics.com/

https://phoenix-physicaltherapy.com

http://cannontn.com

Richards Designs

https://www.richardsdesign.com

Rarity Bay Living

M.S. McClellan

The Preserve

Lenoir City Utilities Board

Nama recently moved to a website provided by their Food Service Distributor. This is the website we built, and maintained for Knoxville and expanded as the added their Nashville locations.
Nama Sushi Bar

Blue Ridge Realty

Skin Wellness Center
We are within a couple of weeks of launching their new website. This new one will be the third website we have done for them.

Dover Signature Properties

Turkey Creek Shopping

SIG Properties

Website Examples

Perspective

https://www.perspectivewebsitedesign.com/portfolio/

Cornett

https://robincornett.com/portfolio/