



**RAILS TO TRAILS OF THE WITHLACOOCHEE, INC.**  
**The Citizen Support Organization of the Withlacoochee State Trail**  
**Board of Directors Meeting**

Draft Minutes

November 15, 2018

Attendees:

Al Cairns	Rich Roussel	Nancy Keefer	Steve Diez	
Mike Dolan	Dianne Drye	Jim McLean	Dennis Reiland	Ken Spilios

Absent:

Lyn Floyd	Don Zutaut	Chris Raby
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Other attendees

Candace McLean	Jamie Roussel	Linda Reiland
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The meeting was called to order at 4:30 p.m. by President Al Cairns. Those in attendance recited the Pledge of Allegiance. A roll call was completed. Minutes from the September 13 Board of Directors meeting were accepted into the record. There was a discussion regarding the posting of the Board of Directors minutes, which Nancy didn't realize was supposed to be done. Ken's system seems to be deleting the attachments. A discussion regarding Nancy's new email address for the newsletter was also mentioned so Ken could be sure to add that address to his system's "accepted" list.

President's Report:

- Al and Rich attended a very informative CSO meeting in Jacksonville on November 8. They met with the other CSOs and discussed fundraising.
  - ☞ Our financial reports look robust in comparison
  - ☞ Perhaps we can approach other organizations to raise money in the future, but at this point we do not have a clear need for a partnership to bring in large donations.
- Our By-laws and Articles of Incorporation are past due.
  - ☞ Were sent off to Julianne
  - ☞ Should be posted online so the membership knows where to read to comment
  - ☞ The Conflict of Interest statement was added
  - ☞ Change to "our spending policy"
  - ☞ Change the address of the meeting on our website.

Treasure's Report:

- Bottom line: Our net income after the ride \$18,714.00
- Ride profit: \$20,324.20
- Gross Sales: \$6091.00
- Balance is >\$109,000.00



## RTW CSO BOARD OF DIRECTORS MEETING

### Merchandise

- A little over \$6000 in sales
- Some of the sales include “extra” profit, as they were t-shirts that were paid for by riders who did not attend.
- Still have more, and we will bring them out at the rides

### Ride Report

- October ride we had 823 registered riders
  - ☞ March had 962
  - ☞ Went down 139 riders
  - ☞ Possible reasons:
    - σ Mt Dora moved their 2-day ride and it was the same weekend.
    - σ The Y had a family event that included a ride
      - We only had 4 riders under the age of 15
    - σ Nancy will speak with the Y after she meets with Sharon Skeelee-Hogan
      - Rate is cheaper with the kids – do you want to coordinate with us
      - They said they'd do public service with us

### Digression to the Ride

- TDC: If we have a 3-day event, we can get TDC involved with an \$1800 grant for the transportation cart or a beer cart
  - ☞ Bring people in on Friday and Saturday
  - ☞ Antique bike show?
- Tent from Chamber of Commerce
  - ☞ Shift one night to (Ferris Grove lot) there plus a beer tent
  - ☞ Ferris Groves tent – can we shift to there with a band
- Saturday event: boat rides?
- Discussion of Volunteer job duties
  - ☞ Write them up so board and members know what jobs we need so with they are talking with their friends, specifics are mentioned – more likely to get someone to do a task as opposed to “volunteer.”
    - σ Dianne: Remember – people working on the trail need to go through the volunteer background check



## RTW CSO BOARD OF DIRECTORS MEETING

### Changes in positions

- Nancy stepping down as Secretary
  - ☞ Instead going to be Ride Coordinator
- Mike Dolan stepping up as Secretary
- Jerry Willert rejoining Board of Directors to be in charge of the bluebird houses

Rich received a request from a PhD candidate at for the non-profit research team at the Andrew Young School of Policy Studies at Georgia State University

- Asking if he would participate 3-4 times per year via email questions on what it means to be a part of a management team of a non-profit.

The defibulator for the truck has been replaced.

AED training – Chris is now up-to-date

The volunteer dinner is set for December 2 at 5:00 at the Cove; Karen Counts sent out invitations.

Rich Roussel has volunteered to look into getting our logo and our name copyright protected.

Nancy Keefer has volunteered to look into setting up a website through a vendor using volunteers from the Technical college. They get experience, we get a more flexible website that doesn't cost us money for every change. It would need to include a sales portal. Emails are through Gmail Business, so would remain unaffected.

Al moved that Nancy be allowed to look into, find costs, etc. Ken seconded the motion. Motion carried.

### Fundraising

- Do we want a 2-day event?
- We need actual job descriptions of current role tasks to be able to ask for new volunteers
  - ☞ Example: Jamie is going to send out the email; how is that done?
  - ☞ Rich will put into the binder how to work with CAAM and what needs to happen
- Sherry signed last year's contract, so Al should sign this year's
  - ☞ We need a new contract
  - ☞ Al will check to see if he has Paul's contact information from CAAM



## RTW CSO BOARD OF DIRECTORS MEETING

- It would be great to get Inverness involved with a craft show or a band to bring people into the area
- If we do it in Inverness, does it leave people out from the other areas
- Crystal River Archeological Park would be willing to do boat rides on the Saturday before hand
  - ☞ Ken is going to be on the boat as a
  - ☞ All could be coordinated with the people by Friends of the Crystal River National Wildlife Refuge Boat tour
- Nathan Whit from Rainbow River Kayak could coordinate
- A fun run, a bird walk, a nature walk – raising money from everyone
- Beer distribution vendor?
- Band?
- Find someone with an interest and bring people together
- Bounce house woman – just new to town – Laura

It was suggested we table the rest of this discussion for a Ride Meeting.

Mike Dolan

- Do we have a way to ensure that when we have a vote, only active members do vote?
- When do we renew memberships?
  - ☞ November/December

Dianne Drye:

- Starting the week of November 19, will be pouring 10 new pads for the new benches
- Working with Duke Energy to help move exotics and trash
- Redoing the bathroom for Ridge Manor: Are we looking at a grant partnership?
  - ☞ The cost was very high for a two-stall restroom; there is concern for pricing moving forward with other new facilities
  - ☞ Restroom at SR 50 & Suncoast Trail, which is much larger, cost more than \$200,000

Meeting adjourned.