

**KNSC Board of Directors Meeting
September 26, 2017
Hancock Chalet**

Call to Order: 7:07 pm

Attendance: Mark Roberts, John Diebel, Wayne Stordahl, Becca Subert, Keith Meyers, Jason Martin, Sandy Aronson, Bridget Durocher; guest Tom Smith, MTU Nordic Ski Coach. Late, but here! Scott Lindenberg. Absent: Jay Green.

Changes/Additions to Agenda: sent via email

Changes/Approval of Minutes of last meeting of August 31, 2017: Motion by Keith to accept as submitted with amendment; second by Jason; all in favor; passes.

Treasurer's Report: Email, printed, verbal reports provided by John. Motion by Wayne to accept as submitted, second by Becca; all in favor; passes.

Groomer & Trail work Report: Mowing should be completed in a couple more rounds. Discussed Make A Difference Day. Wayne has reached out to a local Boy Scout troop, and the leader will get back with options for a date, likely on a weekend in October. See more, below.

Public Comments: none

Business

Presentation by Tom Smith (MTU Nordic Ski Coach) – Tom explained what's on tap for the Citizen's Night Series. See attached handout. He asks that KNSC help by getting the word out to our membership.

Dates for Board Meetings: Fourth Tuesday of each month was confirmed

Dates for Events – no changes; are on the website, and are also posted on the Kew. Visitor Bureau site

Snow bike/snow shoe event – Bridget proposes that we host an event on New Year's Day. General discussion; will continue to discuss and plan.

Fall Trail Work Needs and Schedule – Arlyn and Colin are out most weekday mornings, and several volunteers have been assisting weekly or more.

Maasto Music Fund Raiser – still no band secured; no organizer; we risk missing out on a \$2,000 fundraising opportunity if we're not successful.

Candle Luminary ski, Dec. 26, 2017 – John demonstrated a new flameless lighting device, which should allow candles to be lit easily. It is not known if they will work in the cold. The LED candles previously considered are too dim for the luminary bags. Sandy had pitched the idea of morphing this into a fundraiser, since this is our most popular and well attended

event. It could be a great opportunity to raise money with a minimal amount of work, by doing a “chili cook off”, where people can donate to their favorite pot.

Grant request, Keweenaw Community Foundation – Sandy updated the board: KCF XCE grant awards will be announced this week. The RFP for the PHF/KCF grant will be announced next week, Keith will pursue submitting. Wayne will submit a request for a \$500 sponsorship for the Barne from PH Auxiliary this week and for the GNG this spring.

Social Media and Keweenaw Trails Alliance Marketing – Sandy reported on previous happenings. The 4 trails orgs are chipping in to purchase a \$600 ad in the December issue of Silent Sports magazine; the marketing dept at MTU created the ad that will run there, both in print and web versions. We may have an opportunity with the Visitor Bureau providing some funding; this is in the works. This week, the DMG announced an affordable advertising opportunity for non-profits, \$200 for a 10” x 10” ad in a special section of the paper; ideally the 4 trail systems will participate, so far Swedetown is interested. Motion by John to support buying into the ad, second by Wayne, all in favor, passes.

E-Communications, web site – still need coordination of efforts with all the local trails and the k-trails website and social media.

Keweenaw Convention & Visitor Bureau Renewal – Motion by John to renew our supporting member level membership for \$200, second by Scott; discussion; all in favor, passes.

Nature Journal Club report – Becca explained that each month several families come out to hike, observe nature along the trail, try to identify flora/fauna; everyone brings a dish to pass. The event is overall going well. Hopefully it will grow, and outside presenters could be invited in.

Map & Day Pass holders, Day Pass Envelopes – Sandy recently ordered 2 different sized holders (3 – smaller, 1 – larger). The envelopes will be ordered from The Print Shop soon.

Business Sponsorships – 4 secured so far; Martin has also secured 2 and will follow up on several; Wayne and John to follow up on one; Sandy will follow up on a few; we are hoping Jay will be able to follow up on a few.

Elementary School Grooming Equipment – grant request was submitted to the Hancock School Foundation by Chris Salani; grant awards have not been announced yet.

Next meeting 10/24/17

Meeting recessed at 9:04