



**Friends of SMARTrails  
Board Meeting Minutes  
Monday November 14, 2022  
Village of Kaleva (former Elementary School)  
6:00 PM**

**Board Members Present:** Karen Kolk, Vice-president; Linda Cudney, Secretary; Jacque Erdman, Treasurer; Zachary Pawlowski, and Rob Carson, President.

**Board Members Absent:** Elaine Gibbs, Dave Myers, Mary Reed, Al Taylor.

**Guests:** Claire Richard, Wayne Beldo.

- I. **Call to Order** The meeting was called to order at 6:00 p.m. by Karen Kolk, vice president.
- II. **Consent Agenda** It was motioned and supported to accept the consent agenda. AIF. Motion carried.
  1. **October 10, 2022 Board Minutes**  
Motioned by Jacque Erdman, seconded by Karen Kolk to accept the minutes from the October 10, 2022 meeting. AIF. Motion Carried.
  2. **Treasurers Report and Payment of Bills**  
Jacque Erdman furnished a Treasurers report which shows a balance of \$11,128.51 along with a Statement of Income and Expenses with only one bill to pay to Pro Web marketing for \$25.00. Jacque stated that we received \$154.25 from Pay Pal which also shows a monthly recurrence of a \$9.75 donation. Linda motioned to accept the Treasurers report and payment of bills, Zach seconded the motion. AIF. Motion carried.
- III. **New Business**
  1. **New County Grant Writer, William Kennis**  
Mr Kennis informed us that he will try and be available when we need him to come to our meetings but will probably not be a regular at our meetings.
  2. **Discussion on changing SMARTrails logo**  
The Marketing Committee met and discussed changing the SMARTrails logo and trees. Zach presented a design kit with various pictures to go over. It was suggested to soften the pine trees a little and to remove the period in SMARTrails. Also discussed was copy right or registering the trademark for SMARTrails. It was decided to go with SMART to go along with the Traverse City TART trails. The marketing committee will meet to discuss this farther.
  3. **SMARTrails to attend Sleighbell Weekend in Manistee**  
Linda contacted Marlene McBride regarding reserving a space at the Wagoner Center during the Holiday Craft Show during the Sleighbell Weekend in Manistee. She informed Linda that all the spaces are full and they have a waiting list of people who want to come if

someone does not show up. Also, the space rental was \$50.00 for 100 square feet.

#### **IV. Old Business.**

- 1. Update of Website.** Zach reported that the contact list has been updated and has the newsletter digital on the website. Lots of information on the EDA grant and a article from the Manistee County Recreation Commission along with pictures from summer events. The website is still a work in progress.
- 2. EDA Grant.** Rob reported the EDA grant was formally awarded. Rob will be working with Scott Slavin from the DNR after Scott gets back from vacation on an RFP. Then there is securing an engineering firm for final design and securing of a construction firm for trail development of the two projects.
- 3. T-Shirts and Hats**  
Have volunteer t-shirts and hats. When ordering more, we will have the new design/logo on them.

#### **V. Other Business**

- 1. Recreation Commission Update.**  
Linda & Rob reported on the Recreation Commission Update. Bill Kennis, County grant writer asked about grant opportunities and spoke of a SPARK grant which is due December 12, 2022. It was decided that the next section of trail will be from Thompsonville to Kaleva. The grant will include engineering for the trail, signage, gates, trailheads, parking, etc. The County of Manistee got a \$53,000.00 grant from MCCF for the Rail Project. Wayne Beldo will attend the Manistee County Fair Board meeting with Mr. Kennis to see if it would be another project.
- 2. Marketing Committee Update.**  
The committee is planning on getting together at the Cleon Township Hall on Thursday, November 17, 2022 at 6:00 PM.
- 3. Fund Raising Update.**  
Will be meeting at a later date.
- 4. Nominating Claire Richards to our board.**  
Claire has been attending our last few meetings and has joined the marketing committee and is very interested in trails. Motioned and seconded to add Claire to our Board. AIF.  
Welcome Claire.

#### **VI. Board Member Comments/Correspondence.**

- 1.** Thank you to Rob for the radio interview with 101.5 Manistee on 11/1/22.
- 2.** Linda has not heard from Tamara on the Strategic Plan, but will call her as not sure the email has gone through.
- 3.** Jacque received an invitation from the Manistee County Community Foundation for Thursday, November 17, 2022 from Noon to 1:30 PM.
- 4.** At the Marketing Committee meeting, it was decided to do a Giving Tuesday through SMARTrails website to seek any donations.
- 5.** TARP (Thompsonville Area Revitalization Project) is working to create an attractive visitors center in Thompsonville. This will be a gateway to a series of trails for Manistee and Benzie Counties They are entering into Phase Two to obtain a design and engineering study, after

completing a master plan and attained a 501C-3 nonprofit status and formed a board of directors. Should we invite someone from TARP to one of our meetings.

**VII. Adjourn.** Motioned and supported to adjourn at 7:03 PM.

**VIII. Next meeting will be Monday, December 12, 2022, at 9208 Kauko Street, Kaleva.**

Meeting minutes respectfully submitted by:

**Linda Cudney**  
**Secretary**  
**Friends of SMARTrails**

DRAFT