



Friends of SMARTrails
Board of Directors Meeting Minutes
Monday May 9, 2022
Village of Kaleva (former Elementary School)
6:00 PM

Board Members Present: Linda Cudney, Secretary; Jacque Erdman, Treasurer; Rob Carson, President; Karen Kolk, Vice president; and Dave Myers.

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

Guests: Doug Barry, Zachary Pawlowski, Mark Coe, Wayne Beldo, Jim Gribble, Jan Myers. Tamara Buswinka, Mark Miller, Scott Slavin.

I. Call to Order

The meeting was called to order at 6:00 p.m. by Rob Carson, President. As there were a few new faces, everyone introduced themselves.

II. Consent Agenda April 5, meeting minutes

1. Motioned by Dave Myers, , seconded by Jacque Erdman to accept the minutes from the April 5, 2022 meeting. AIF. Motion Carried.
2. Jacque Erdman furnished a Treasurers Report and stated there are no current bills to pay, except a bill received this evening for 875.00. Motioned by Linda, seconded by Karen to accept the Treasurers Report and the payment of bills. AIF.

III. New Business

1. **Tamara Buswinka and Final Draft of the Strategic Plan.** Tamara went over the Strategic Plan and stated it was a 2 year focus with 6 month increments. Rob is to get a map and letter to Tamara and she will get the final strategic plan out to us. Thank you Tamara for putting this together.
There was much discussion on funds at the State level, such as the Snowmobile Easement Fund, RIF (Recreation Improvement Funds), and maintenance funds after the trail is a state designated trail.
There were many committees that will be formed under the Strategic Plan like increasing friends, getting more volunteers, marketing, stewards of the sections of trails. There are many festivals during the summer that SMARTrails members can attend, such as Bear Lake Days, Copemish Days, Brethren Days, Forest Festival, Onekama Block Party. Linda will see if she can get a list of the different festivals. Jacque said she will work on Bear Lake Days, Linda will help with Copemish Days.
Linda, Jacque, and Zack will be part of the marketing committee.
Rob will be part of the increasing friends.
Jacque, Al will be part of Fund Development.
Dave will be the Steward for the north of Chief Road.
Rob and Mark Coe will work on south of Chief Road.
Mark Coe will get with Tamara regarding the segments of Trail.
Identify Donors: Brainstorming for influential donors Al?
2. June 4, 2022 is National Trail Day. Jacque has reported that Northern Naturals will be glad to be a part of it. People could bike or walk the whole trail (10 miles) or just part of the trail from Chief to Kaleva. This segment of trail was part of a grant for priority funds project. The trail ride/walk will

start at 10:00 AM.

IV. Old Business.

- 1. Website development Jim Gribble** Jim is waiting on a map from Rob. He got Paypal going and has the website ready. He suggests to follow, and share and like SMARTrails and get the word out. If anyone has pictures of the trail they would like to share, get ahold of Jim.
- 2. EDA Grant.** Rob reported the EDA grant is in process.

V. Other Business

1. It was discussed what marketing ideas we could use to begin with such as a rack card to start with. If any ideas, contact Jim Gribble.
2. Marketing ideas were possibly hats, t-shirts and lanyards.
3. Tamara will be back for the Monday, September 12, 2022 meeting.
4. West Shore Community College is building the gates for the trails.

VI. Adjourn. Motioned and supported to adjourn at 7:55 PM.

VII. No meeting in June. Next meeting will be Monday, July 11, 2022, as it will give the committees time to get together and meet.

Thank you to Scott Slavin and Doug Barry from the DNR, Mark Coe from the Snowbirds and Mark Miller, the Manistee Area Chamber of Commerce economic development director for coming to our SMARTrails meetings and giving us your input.

Meeting minutes respectfully submitted by:

**Linda Cudney
Secretary
Friends of SMARTrails**