

WMBC Board Meeting Date: December 2nd, 2014

Present :

- Board: Barbara, Hale, Kevin, Val, Thad, Jeff Japp,
- Guest: Kyle Young, Jason Keen, Eric Brown, Virginia Cleavland

Agenda item:	Discussion Points:	Action Taken:
Executive Session: 30 min		
Approve November meeting minutes		Barbara motioned to approve November's meeting minutes, Val seconds. All were in favor.
Brief Review Action items 15 minutes	See table at the bottom**	
Financial Report Jason 5 minutes	Working on collecting receipts and invoices to wrap up the year.	
Newsletter 5 minutes	Trail day calendar Double Black re-route Mark Bellis Amazon Smile / Fred Myers	Eric will put together a build day calendar. Barbara w/ speak w/ Mark Bellis. Eric will develop a sponsored post.
Galbraith Mt Digital Map Kevin and Kyle 20 minutes	Overview of TrailForks website, hosted by Pinkbike.	Will review info and discuss again at a future meeting.
Education Director Update 10 min	Solidified dates for elementary skills courses. Wade King Mountain Bike Club coming in the spring. Matt Burns at Birchwood elementary is interested in starting a MTB club.	
Merchandise Barbara 5 min	Budget for 2015 Process for Purchase Approval We will develop a budget for each event.	Jason Keen will provide report to help establish budget. Andrea and Val will work on setting a merchandise budget for 2015.

		Val, Kevin and Andrea will be responsible for approving t-shirt designs.
STT Venue Val and Kevin 10 min	Venue looks great and addresses video and beverage issues. Food may be an issue although they cater and their food is known to be great. Will need to hire BTC bartenders	Hale motioned to approve the use of Settlemyer Hall for STT. Barbara seconded. All were in favor.
Merchandise: Square One clothing option to buy from our site 15 min Kevin	Need a way to advertise our merchandise on the website Ask Andrea if she's ok shipping out on line purchases. At least advertise where merchandise is sold and provide visual samples.	Barbara will talk to Andrea. Kevin will change the website to showcase merchandise. Online store will be developed if Andrea is ok with the responsibility of shipping merchandise.
Website Changes Kevin	Kevin read through a list of recommended changes offered by board members/volunteers.	Kevin will make changes to the website.
Trail Director Update 10 min	TAP: 26 sponsors. Have 4 trail day sponsors Double Black reroutes are being put in. Working w/ City Parks board on the Galbraith Deal Taking a Michael Lilliquist on bike tour of Galbraith Dec 11 th , 3:30-5:30 user meeting for the Reconveyance Met w/ Erin Uloth to discuss Canyon Ridge. - Proposed a major reroute Large tourism grant coming out that may allow for a large event for 2015 and also 2016.	
Trail Signs Jeff 10 min	There is a volunteer who would like to make trail signs.	Talk to Mark Bellis and make sure she doesn't recreate trail signs. Barbara will send info to Jeff. Jeff will oversee the volunteer

Questions, Comments,		
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Action Items	Person(s) Responsible	Due Date	Completed?
Develop a business plan or at least get a committee put together. Will provide content for the Case for Donation document.	Barbara	December	Did not do anything this month.
Develop a "Case for Donation." Find someone to develop this.	Barbara	Undetermined	Did not do anything this month.
Need to let the bookkeeper know how the REI grant money was spent.	Eric	December	Done
Finish up Blanchard Trail soon.	Eric and Thad		Completed
Revamp Website: <ul style="list-style-type: none"> - Meeting minutes - Location for advocacy info (meetings, survey info, Whatcom County Presentation) 	Kevin/Barbara	December	Added meeting minutes. Kevin has questions
Need another kiosk sign and another map for SST.	Kevin/Eric	December	No
Develop Galbraith Mountain Trail Map App	Kevin/Eric	December	
Grant writing. Set up grant writing goals for 2015.	Thad, Blake, and Virginia	December	Finding people to help
Annual Appeal Letter	Thad/Eric	December	1 st Draft is written
Set up an account at Hardware Sales	Eric	October	No
Get a bulk mailing deal whenever needed for mass mailings.	Undetermined	Undetermined	No
Find all media articles related to Galbraith, mountain biking in Whatcom County and the WMBC	Kerry	December	Eric e-mailed several articles.
Eric will develop a sponsored post. *i.e. Amazon Smile/Fred Meyer Community Rewards program		December	

Provide report to help establish merchandise budget.	Jason Keen		
Set a merchandise budget for 2015. Include budget for each event.	Andrea and Val		