



PO Box 840 • Kittery, Maine • 03904
Phone: 207-451-9279 Fax: 207-451-9319
www.eastertrailmanagement.org

**Board of Directors Meeting Notes
Wednesday, December 13, 2006
Kennebunk Town Hall**

Attendees:

Bob Hamblen, Saco; John Andrews, ETA; Dan Blanchette (non-voting member), Eliot; Harry Tomah, Wells; Terrence Parker, South Berwick; Brandon Gillard, ETA; Ethan Davis, ETA; Anita Rosencrantz, Alt. South Berwick ; Aaron Shields, Arundel; Mike Claus, Kennebunk; and Bruce Gullifer, Scarborough

Notice given - unable to attend: Steve Workman, Exec. Dir.

7 voting members needed for a quorum

Minutes taken and prepared by: Dan Blanchette
Board Approved: _____

I. Welcome & Introductions

- Bob Hamblin called the meeting to order at 8:40

II. President’s Report

- Bob explained Workman’s absence

III. Meeting Minutes

- Moved by Andrews, seconded by Tomah, that the minutes of the following meetings be accepted as written: November 8, 2006; Oct. 11, 2006; June 14, 2006; May 10, 2006.

All Approved (9)

IV. Agenda Items

A. Finances

1. Finance Report for October 2006 and November 2006. [See Attachments IV.A.1 & 2 –Finance Reports](#)

- Moved by Claus, seconded by Tomah, that the October and November 2006 Finance reports be accepted pending audit.

All Approved (9)

B. Speaker Presentation: Alix Hopkins

Item was tabled to later in the agenda to accommodate Alix’s schedule

- The Board decided at its last meeting to invite Alix Hopkins to share he experience and skills to help the ETMD strategies ways to build better grassroots support.
- Alix W. Hopkins has worked in land conservation for more than twenty years. During the 1990s she was founding executive director of Portland Trails, the urban land trust in Maine. She lives on an old farm in Pownal, Maine, and currently serves as co-president of the Pownal Land Trust and as a board member of the Maine Coast Heritage Trust, the Northern Forest Canoe Trail, and several other community-oriented nonprofits. Alix is the author of *Groundswell*, *Stories of Saving Places*, *Finding Community*. People long for a sense of community in today's fast-paced world, for connections to one another and to natural places of peace and beauty. Quietly, and for more than twenty years, a growing network of community trails, riverfront parks, forests, farms, gardens, and other green spaces has begun to satisfy this hunger, offering welcome refuges in neighborhoods, rural towns, and cities across the country.
- Alix presented a slide show depicting successful organizations and highlighted reasons for their success. She tailored the second half of her discussion to an evaluation of what has worked well for the ETA & ETMD and then what items she believed require more focus. [See Attachment IV.B – Hopkins Handout.](#)

9:45 – Davis had to leave.

- The Board held a discussion about what ETMD would need to move forward on some of Alix's recommendations.

C. Membership Fee & Member Attendance

1. Membership Fee

- The Board discussed the need for a maintenance reserve account to meet anticipated maintenance needs.
- Andrews suggested keeping the membership at \$5,000.
- Claus suggested having a voluntary \$1,000 fee to start a maintenance reserve account
- The Board discussed the merits of a two tiered membership fee (administrative fee with an optional maintenance fee). Consensus was there was some merit to the idea and that it would allow towns that wished to be more proactive to the successful operation of the ET to provide greater support until a better fee structure can be designed and implemented.
- Claus and Parker moved that the membership fee for the 07/08 year be maintained at \$5,000 with an additional request for a \$1,000 fee to fund a maintenance reserve account.

All Approved (8)

2. Member Attendance

- The Board had a brief discussion on attendance and inviting the alternates to attend more regularly so that they are up-to-speed when required to serve in the director's absence. Hamblin will talk with Workman about drafting a letter from the Board about absenteeism.

D. Trail Projects – Tabled

V. Consultant Report – None

VI. Next Meeting January 10, 2007 – 8:30 – 10:30am

VII. Adjourned at 10:35



Kennebunk Savings Bank
MEMBER FDIC

104 Main Street, P.O. Box 28
Kennebunk, ME 04043-0028
207-985-4903 or 1-800-339-6573

Attachment IV.A.1

*082313672*****5-DIGIT*03904

EASTERN TRAIL MANAGEMENT DIST
PO BOX 840
KITTERY ME 03904-0840
|||||

30
0 BUSINESS ADVANTAGE
1

ACCOUNT: 66452956
09/30/06 THRU 10/31/06

*** Just in time for the holidays! ***
Introducing the new Kennebunk Savings Bank VISA cards! Low rates, gift, cash or travel reward choices. Easy to apply, widely accepted and great VISA service! Come in or apply on-line today at www.kennebunksavings.com.

===== BUSINESS ADVANTAGE ACCOUNT 66452956 =====

LAST STATEMENT 09/29/06 40,896.65
1 CREDITS 4,400.00
1 DEBITS 5,744.50
THIS STATEMENT 10/31/06 39,552.15

*Agrees w/ statement
as per X/M 11/7/06*

----- DEPOSITS -----
REF #.....DATE.....AMOUNT REF #.....DATE.....AMOUNT REF #.....DATE.....AMOUNT
10/24 4,400.00

----- CHECKS -----
CHECK #..DATE.....AMOUNT CHECK #..DATE.....AMOUNT CHECK #..DATE.....AMOUNT
1212 10/23 5,744.50

----- DAILY BALANCE -----
DATE.....BALANCE DATE.....BALANCE DATE.....BALANCE
10/23 35,152.15 10/24 39,552.15

1212
EASTERN TRAIL MANAGEMENT DISTRICT
10/23/06 00779 70793 712 0076451026
DATE 10/19/06
Pay to the order of Western Consulting \$5,744.50
Five thousand seven hundred forty four and 50/100
DOLLARS & 50/100
FOR DEPOSIT ONLY
POSTAL SERVICE
FD-1741 521-2745026 56 4524504 0000574450

Paid 10/23/2006 Check #1212 \$5,744.50

11:34 PM

11/07/06

Eastern Trail Management District
Reconciliation Detail
 Checking Account, Period Ending 10/31/2006

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						40,896.65
Cleared Transactions						
Checks and Payments - 1 item						
Check	10/19/2006	1212	Workman Consulting	X	-5,744.50	-5,744.50
Total Checks and Payments					-5,744.50	-5,744.50
Deposits and Credits - 2 items						
Deposit	10/24/2006			X	4,400.00	4,400.00
Deposit	10/24/2006			X	0.00	4,400.00
Total Deposits and Credits					4,400.00	4,400.00
Total Cleared Transactions					-1,344.50	-1,344.50
Cleared Balance					-1,344.50	39,552.15
Uncleared Transactions						
Checks and Payments - 1 item						
Check	10/25/2006	1213	Milone & MacBroom		-10,000.00	-10,000.00
Total Checks and Payments					-10,000.00	-10,000.00
Total Uncleared Transactions					-10,000.00	-10,000.00
Register Balance as of 10/31/2006					-11,344.50	29,552.15
Ending Balance					<u>-11,344.50</u>	<u>29,552.15</u>

*Agrees with statement
 DMM 11/7/06*



Kennebunk Savings Bank
MEMBER FDIC

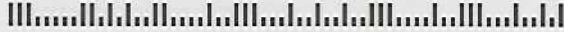
104 Main Street, P.O. Box 28
Kennebunk, ME 04043-0028
207-985-4903 or 1-800-339-6573

Attachment IV.A.2

*082413752*****5-DIGIT*03904

EASTERN TRAIL MANAGEMENT DIST
PO BOX 840
KITTERY ME 03904-0840

30
0 Business Checking
2



ACCOUNT: 66452956

11/01/06 THRU 11/30/06

*** Just in time for the holidays! ***
Introducing the new Kennebunk Savings Bank VISA cards! Low rates, gift, cash or travel reward choices. Easy to apply, widely accepted and great VISA service! Come in or apply on-line today at www.kennebunksavings.com.

=====
Business Checking ACCOUNT 66452956
=====

LAST STATEMENT 10/31/06 39,552.15
CREDITS .00
2 DEBITS 12,413.75
THIS STATEMENT 11/30/06 27,138.40

Agrees w/ CB 8/11/12/06

CHECKS		
CHECK #	DATE	AMOUNT
✓ 1213	11/02	10,000.00
✓ 1214	11/10	2,413.75

DAILY BALANCE			
DATE	BALANCE	DATE	BALANCE
11/02	29,552.15	11/10	27,138.40

1213
EASTERN TRAIL MANAGEMENT DISTRICT
DATE 10/25/06
PAY TO THE ORDER OF Milose C. Magness
Ter. Howard CC
\$10,000.00
DOLLARS & CENTS
Drew J. Heath
001114 C211274502910002411754 *00002411754*

Paid 11/2/2006 Check #1213 \$10,000.00

1214
EASTERN TRAIL MANAGEMENT DISTRICT
DATE 11/10/06
PAY TO THE ORDER OF William Cavell
Ter. Howard CC
\$2,413.75
DOLLARS & CENTS
Drew J. Heath
001114 C211274502910002411754 *00002411754*

Paid 11/10/2006 Check #1214 \$2,413.75

8:47 AM

12/12/06

Eastern Trail Management District Reconciliation Detail Checking Account, Period Ending 11/30/2006

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						39,552.15
Cleared Transactions						
Checks and Payments - 2 items						
Check	10/25/2006	1213	Milone & MacBroom	X	-10,000.00	-10,000.00
Check	11/8/2006	1214	Workman Consulting	X	-2,413.75	-12,413.75
Total Checks and Payments					-12,413.75	-12,413.75
Total Cleared Transactions					-12,413.75	-12,413.75
Cleared Balance					-12,413.75	27,138.40
Register Balance as of 11/30/2006					-12,413.75	27,138.40
New Transactions						
Checks and Payments - 4 items						
Check	12/4/2006	1217	American Trails		-50.00	-50.00
Check	12/4/2006	1218	Workman Consulting		-2,559.38	-2,609.38
Check	12/4/2006	1215	FedEx Kinko's		-195.81	-2,805.19
Check	12/4/2006	1216	York County Registr...		-26.00	-2,831.19
Total Checks and Payments					-2,831.19	-2,831.19
Total New Transactions					-2,831.19	-2,831.19
Ending Balance					-15,244.94	24,307.21

*Agrees w/ statement 12/12/06
SMM*

ETA/ETMD Evaluation ~ December 13, 2006
Alix Hopkins (easy for me to say!)

Good things already happening at ETA/ETMD:

- ❖ A wonderful, clear idea to make a difference in the communities ET passes through and for residents in Southern Maine and beyond
- ❖ John Andrews
- ❖ Steve Workman, Bob Hamblen
- ❖ All the other good and consistent volunteers
- ❖ ETMD and town participation, most still involved
- ❖ Perseverance!!!
- ❖ Visibility
- ❖ Good and consistent communications with members, both on paper and online

Things that need some work:

- ❖ Build on all your good work so far!
- ❖ Community engagement (broaden your reach way beyond the choir).
- ❖ Pro-active marketing & PR (it's a political campaign); raise \$ for a marketing campaign: look at the project with fresh eyes— see how others get excited, what draws them in.
- ❖ Hire staff: a serial collaborator with passion and energy to get the message out widely
- ❖ Broaden your board leadership: look for new people to infuse more energy, and with skills and perspectives complementary to those already in place.
- ❖ Tout economic development aspect as often as possible.
- ❖ Shift communications message to suggest a small, can-do organization. Show consistent progress, even if they are in small pieces.
- ❖ Keep eyes on small, achievable steps, not focused on how much money and how many more miles to go. That seems very daunting to someone looking from outside.
- ❖ Start planning NOW how to market the benefits of the trail so the 2007 bond will pass this time. Find a marketing person to help interpret your vision in new ways.
- ❖ Engage a marketing volunteer on your board or advisory group. List that advisory group so people will see that PEOPLE make the ET happen, and they will want to join in.
- ❖ Consider spearheading a collaborative arts project to inspire and engage a new group of supporters. Find someone to launch and run it for you.
- ❖ ETA *has* to survive its founders (look at Portland's new city council: engage younger people!).
- ❖ Use Northern Forest Canoe Trail (www.northernforestcanoetrail.org) as a model.

Key words to remember: Vision, Passion, Synchronicity, Innovation, Expansion, Persistence