

ADKHIGHPEAKS FOUNDATION
BOARD OF DIRECTORS MEETING
Saturday, June 6 – Sunday, June 7
Ark Trail Inn, Jay NY

The meeting of the Board of Directors of the Adkhighpeaks Foundation was convened at 8:30 PM on Saturday, June 6. Members present: Tim Dubois (president), Neil Luckhurst (Vice President, Jack Coleman (Treasurer), and Dick Hihn (Secretary). Alan Via was absent excused.

SATURDAY DISCUSSION:

TAX-FREE FORMS. Form ST119 was distributed to board members. All board members may use these forms for project bids. Form ST119.1 is for making purchases, and may be used by Jack and Tim only. Tim reported that we will have to pay a NYS filing fee of \$110 and a Federal filing fee of \$300. Other forms relating to the operation of the Foundation were discussed. Tim will distribute copies to Board members and retain the originals.

BOARD OF DIRECTORS. The Board of Directors currently include Tim Dubois (President) Neil Luckhurst (Vice President), Dick Hihn (Secretary), Jack Coleman (Affiliate Director and Treasurer), and Alan Via, Affiliate Director.

FOUNDATION WEBSITE. Board members briefly reviewed the home page of the Foundation's website, constructed by Katie Dubois, and expressed approval of the design and layout.

BY-LAWS. Tim presented proposed changes, additions, and deletions in the By-Laws of the Foundation regarding term limits, meetings, quorum, removal of officers, addition of the title of Vice-president, and Secretary duties.

After discussion, motion was made by Tim to adopt the By-Laws as amended. Neil seconded. The motion passed unanimously.

REVENUE STREAM. Jack distributed a prepared document Proposal for Establishing Revenue Growth 2009 to Board members. The document included a variety of categories that were discussed at length:

Membership: Lengthy discussion followed. Dick raised the possibility of starting a newsletter, and a forum “VIP Lounge” was proposed by Tim. It was agreed that two VIP Lounges would be created, one for each forum. A motion to include a membership drive for both forums at the first fundraising event (August) was seconded and passed unanimously. The notion of changing the name of the Foundation to reflect a broader constituency was raised. However, it was pointed out that changing the name is a very expensive and time-consuming process, and there are certain legal issues that would discourage it.

Contributions: Jack suggested that links to contributions and the Foundation website should be a highly visible icon instead of text. The Foundation mission statement should be in a prominent location, adjacent to or embedded in a link for contributions. We should place our tax ID number on the contribution page. Supporters should be encouraged to check with their employers for a possible matching contribution plan.

Web-based income: Jack suggested continued use of the Ad-sense banner on Adkforum, as it generates enough income to pay the server cost for this site for the year. We should set up affiliate relationships with merchants where our members are most likely to make online purchases, citing REI, EMS, and Backcountry.com. Also suggested was an investigation of the possibility of becoming an associate with Amazon.com to highlight books specific to the region. Many of the authors are already forum members. Book signings and new publications could be sponsored.

Event contributions: Jack presented several ideas that were discussed at length, including means to donate at gatherings as well as sponsorship of fundraising drives, both for a specific event and for non-specific event. A percentage of funds raised could be earmarked for a specific cause. The Foundation Calendar figured prominently in the discussion. The quality of the calendar was discussed, including printing and errors. It will need oversight by

someone. Neil also noted that a Public Relations person was needed.

Year-end balance sheet: Jack prepared a year-end account of the Foundation's finances. It was noted that this document would not be posted on the internet, but would be available if a Foundation Member requested it.

SUNDAY DISCUSSION.

MEMBERSHIP. A continuation of membership discussion. The idea of annual membership was raised. It was agreed that members would not vote at board meetings, but could vote on some issues, such as the choice of specific projects to be funded. A target goal of 150 members was proposed. Membership perks would include a vote on funding projects, "VIP Lounge" access, and possible discounts on merchandise. A one-year membership fee of \$9.99 was proposed, as well as the possibility of a scale of membership fees. Jack will need access to the membership database for tax purposes.

FUNDRAISING REVIEW. Jack pointed out that it is important for us to be organized and know how we wish to proceed before going public with a fundraiser. The weekend of August 21-22 was selected as the optimum date for this summer's gathering, as it doesn't conflict with the VFTT gathering or the start of the school year.

Calendar Contest. More discussion about the calendar and the contest followed. Neil will decide on the maximum number of pictures each person is allowed to submit. It was decided that members could submit a maximum of 4 pictures, one for each season. Pictures should be of a high-quality resolution (exact figure to be determined by Katie Dubois). Also proposed was an offering of the "best of Adkhighpeaks" calendar and screen saver of forum photos. Last year's contest received 148 entries. It was brought out that there were not enough voters for the pictures. A total of 236 calendars were sold last year.

Direct solicitations. Possible examples were discussed. These might include “passing the hat” or donation jars at gatherings, hiking and paddling feasts, and donations for a silent auction and raffle for such items as photographs, canoes, etc. Forum member’s personal businesses could be engaged for Foundation donations as long as one business is not favored over another.

The suggestion was made to start a thread on how to sell an idea or cause, not for a specific cause but for the Foundation.

FUNDING POSSIBILITIES. The concept of a parking easement for Adirondack Ski Touring Council and a turnout for the town of North Elba was discussed. Tim has been in touch with Tony Goodwin about this. Wes Lampman (ADK Director of Field Programs) and Dick recently talked about the possibility of funding of an ADK project such as a lean-to or an additional summit steward. Wes will submit specifics to the Foundation. Dick also referenced other not-for-profit organizations’ sites, including the Bouquet River Association, the Ausable River Association, and the Guy Waterman Fund for ideas. Neil liked the idea of funding an environmental issue, such as water cleanup. We should also reach out to other forum groups for fundraising ideas. Fishing and paddling sections on Adkforum were cited as possibilities.

GATHERING. It was decided that the gathering date will be August 22-23 and will include a silent auction. We should post a Letter of Need on each forum. It was discussed that Alan would be a good person to research securing a venue for the gathering. Alan could also research items for a silent auction. Possible items discussed included a canoe, a stay at a local cabin, signed books by noted authors, and framed photographs. The possibility of using Adk Loj as a venue for next year was mentioned.

Neil will work on getting the Calendar photo contest project moving and work on a concept for raising money. Jack will prepare a Letter of Interest for posting on the forum. Tim will work on membership details. Dick will contact Alan regarding a venue for the summer gathering and “big ticket” items for auction.

Members believed that Scott Ireland should be enfolded into the Directorship for his expertise in corporate sponsorship and sales. It was moved and seconded that we would increase the membership of the Board of Directors to six members. All Directors will need to sign Conflict of Interest Statements.

The next meeting of the Board of Directors will take place by teleconference in July to discuss the August gathering.

Respectfully submitted,

Dick Hihn, Secretary