

***NPTR Membership Meeting
12/3/2017
7:00 p.m. to 8:00 p.m. at OTB***

Attendees: Karin Monteparte, Tim Flaherty, Will Drexler, Adriana Alatorre, Michael Ewing, Paul Stugart, David Dames, Matt Sudak, Amy Nelson

Focus of the meeting was Membership.

Issue: NPTR has no income / operating funds

Impact: NPTR is unable to purchase insurance. We cannot host an event without insurance.

Action Required: Solicit donations or charge people a "Membership Fee"

Notes from our discussion:

- Closed FB group shows 1,600+ members, but only 40 are truly active (100 at best)
- Charging for Membership -- an annual fee would be tough to administer (based on the limited functionality we have now with our website. Costs money to upgrade website to manage an annual membership roster)
- Annual cost to have insurance & maintain website is roughly **\$1,000**
- Lots of debate back and forth on whether to use the term "donation" or "membership" when soliciting funds
- Membership/Donation Levels: everyone agreed that offering **levels of donations** is a GOOD idea and to assign a name to the levels (e.g. if you donate at the \$100 level, you're a "Founding Donor.")
- High confidence level that there are 20+ people who would donate money to support NPTR in their quest to get insurance
- By the end of the meeting -- I think we all agreed we'd go with the term "Donor" rather than "Member".... (right?)

Next steps:

- Publish the donor levels (with associated terminology & perk) on the website and start collecting MONEY!!!!
- Side note: perhaps we use the form that Jon Bradely made to collect data about the donor and edit that form to include the donation levels, etc, that we agree upon.
- Do we agree that altering the new NPTR magnet template with donor terms is an acceptable perk, as a token incentive to donate? Options include: "Founding Donor" and "Slacker Donor" and "Dirtbag Donor" with associated funds-donated for each level. Open to other suggestions....

NPTR Board Meeting 10/29/2017

Attendees: Matt, Aubrey, Tom, Karin, Mike, Karin, Elri

Outreach and Growth:

- Trail Fest was a great success; appeared to have the most successful raffle basket, new trail runners, people happy with rock painting... "Candidate X" scared someone on the trail run.
- New members now posting pop-up runs.
- Aubrey actively reaching out to other running groups.
- Aubrey seeking to create pacer program to have more people available to help lead runs and know the trails. Aubrey will need help from Amy with posting to seek help.

Group Runs:

- With loss of light, we will reduce the number of weekday runs and begin to concentrate on weekends.
- Event: Dave and Mark working on a New Years event. Dave is renting old Fire Hall to host from.
- Event: Deonna is taking over as lead of the Kids Runs.
- Event: Tim leading to create Fat Ass Race.
- Mike is reaching out to more people one-on-one to get involved.
- Mike going to plan at work event to clear part of his section of trail.

Treasurer:

- Elri has gotten insurance quotes including general, accidental death and to cover one race.
- Overall, between predominantly insurance and web site costs, we need to plan on \$1000 per year in recurring costs.

Membership:

- Based upon information received from Elri, it appears we will need to seek payment for membership.
- Karin will coordinate a meeting inviting board members as well as selecting some general members to discuss what to include in membership.

Marketing/Documentation:

- Amy to send update document.

**September 18, 2017 , 6:30 to 8:30 p.m.
NPTR Board Meeting @ Stak Shak**

Attendees: Jim Ritchie, Mark Knapp, Monica Fletcher, Karin Monteparte, Aubrey Merkle, Tom Merkle, Tina Benedek-Grimm, Leslie Raymore Watson, Yev Monisova, Elri Moggee, Michael Ewing, Matt Sudak, Jenn Watts, David Benson, Amy Nelson

Membership, Karin

- We now have the ability to accept membership requests online! There is a form available on our website.
- What does membership get me?
 - Voting rights, including the ability to vote on Leadership positions, and upcoming decisions
 - Eligible to become part of Leadership team
- Down the road, we would expect to leverage discounts at vendors and other perks.
- Folks who go through the website for membership (versus on Facebook) are called "Voting Members"

Treasury Dept, Elri

- 501c3 organization since July 2017
- We have a bank account / checking / P.O box - mailing address
- NPTR Donations have been made to: Allegheny County Parks and Trail PGH - \$75 to each (based on a fundraising project that was earmarked for them)
- Current Fundraising projects: 1) stickers and magnets, 2) Mens shirts 3) Women's shirts
- Expenses incurred thus far include: the cost of registering the organization for tax exempt status, the mailbox, website - all of this is paid personally until we make a profit. Total in bank account is \$250 And the amount we owe others: \$713
- Insurance quotes are being obtained to cover various activities

Group Runs, Michael Ewing

- As we get into the winter months, harder to do group runs regularly. Focus is switching to more event-based runs.
- Ideas include: Frozen Goat (aka FAT ASS) event (Tim F. did this a few years ago) Mike has contacted OTB to see if we can use OTB for an event where some percentage of the \$\$ brought in would come back to us
- Working to devise a plan where we do an event that requires very little or no upfront money

- Fat-ass race concept: a group run that is unsupported, no entry fee, no medals.
- A project for Wisconsin Shelter (I confess, I did not hear the details of this)
- Group runs: many of the group run leaders are running Oil Creek, so we'll need some help from others
- **Call to action:** Let Michael know if you can/will do a group run! Ideally let him know by Sunday for the upcoming week, so we can get it on the calendar.

Volunteerism - Jen Watts

- Rock-n-the Knob - lots of participation from NPTR (running and volunteering)
- Worlds End is coming up - volunteers are needed
- Oil Creek is coming up - volunteers are needed
- Hartwood Acres project - possibly coming soon.
- Trail Fest at North Park is coming up on October 22nd - NPTR could donate something for the raffle and then we'd get our logo on the Trail Fest T-shirt
- JC Stone Race is Saturday Oct 14 - we could use some volunteers for that from NPTR

Outreach & Growth- Aubrey

- Trail Fest on October 22 (Saturday) . It starts at noon and goes till 6 p.m.
- They need volunteers for doing "anything" that day. (Grill help, etc)
- Aubrey is doing a relaxed run. Elri will help with that.
- **Mark, Matt and Karin** have volunteered to lead a run, too.
- Games! If people don't want to hike/run, there will be games there. Help with that is needed!
- Are we going to set up a table to showcase NPTR?
- Kids Run: **Michael** will lead this & incorporate a rock-painting event
- Reaching out to other running groups: SCRR, Frick Park, Butler Babes, ProBikeRun, etc... We are asking these groups to come run with us. Conversely, we would participate in their running events.
- "In-Reach" efforts: reaching out to people who are in the Closed FB group but don't really participate
- What about Steel City? They are HUGE. Can we tap into that? Aubrey has reached out to Coach Dave - and hasn't heard back. Patrice is the person to reach out. (Side bar conversation started to occur and I cannot hear them! That's it.)
- Ruth, Margie and Michael: Have come up with a new concept. Come up with 3 routes that are known well to the group. If there's someone new, we'll have 3 people there to help out.
- Relaxed runs to start up again - partial daylight and partial darkness. Choose your poison.
- How to get people off the road and make them aware of the trails? Set up shop on the road
- Business cards would work well (this has come up multiple times!!)
- Amassador program -- where we go to various events and promote NPTR
- Bring out the BIG BANNER!

Marketing

- Facebook Pages - Closed and Public. They have different purposes
 - Public: formal. Post the weekly group run schedule that is dependable. Create public events.
 - Closed: pictures and pop-up runs that are flexible.
- What we Love - add more events to that page!! (Yev suggested this and it's a great idea)
- Add a donation button or PayPal
- Gear Swap!!! so much unwanted stuff why not post it! (Adriana's idea!)
- Send Amy Nelson pictures of yourself on the trail so I can add them to the website!!! Come on!
- Group meeting will be set up to build / develop and approve FB guidelines! Stay tuned! Group input is vital.

Misc.

- Can we do a Fund-raiser for NPTR? (Monica brought this up) Yes, we just need people to help out!
- Are we getting apparel or what?? Yes, I swear we are.

August 3, 2017 NPTR Board Meeting

Attendees: Michael Ewing, Matt Sudak, Karin Monteparte, Aubrey Merkle , Jenn Watts, Amy Nelson

Marketing- Amy

- Flyers promoting NPTR - two have been hung. Two more to hang. (**Amy** to do)
- Website - lots of updates to come (timeline for example) Please send **Amy** any feedback, good or bad, I will add it to my list and eventually tackle it. Thank you for your patience!
- T-shirts - **amy** ordered a large batch of women's shirts (\$100 worth!) **Amy to give to Matt**. Matt to have the logo printed. Matt to collect money and disseminate the shirts. (Amy to follow up and send **Matt** a spreadsheet with who ordered what and the cost breakdown)
- Sign-in sheet was created by Matt. We reviewed it. Email **Matt** with feedback on the sign-in sheet. We will use this sheet for scheduled group runs, not pop-up runs.
- Do a group shot at a future race with RUN PA gear: **Michael** to organize
- FB cover photo on the Private page- Michael brought up the point that our private page cover photo is changed too often and is not always representative of our group. **Matt** to follow up on structuring the the cover photo to be in line with our NPTR vision as an organization. (Inclusiveness is an important one)
- **Aubrey** will do Instagram. **Amy** to follow up and send her the information. (DONE)

Outreach- Aubrey

- Consider getting Aubrey Admin rights to the Private Page so she can do some personal reaching out via the private page: **Amy** to follow up
- Expand participation - via an Ambassadors Program with other groups— longer term idea
- Do a booth at an Expo?
- Ensure a welcoming atmosphere - **get rid of the word "SLOW" from all marketing**
- Learn from Hash House Harriers: celebrate the newbies "Bathtub Baptism" is a good idea!
- Business cards for NPTR to hand out. **Amy** to look up.
- Develop a Pace-leader program: more pace leaders for more paces!
- Request people to RSVP to runs via FB. **"Signal if you're coming" Amy to do a post on this!**
- Intro to Trail workshops -- ensure we have at least 3 lead - and get more granular on paces -- specific paces.

Group Runs - Michael Ewing

- Picnic run is picking up. Friday Night lights will start in September. - EDIT the website to include this new name.
- Patch miles every Thursday! Long short long short long short till Micheal gets his patch
- Kids Run- Amy will try to promote after August 24
- August 20th is the last Sunday group run - Josh Hubert will do a session on stretches
- Sunday = Runday
- Near future: we're losing daylight. So we'll have some group events: Caffeine Run. Ales & Trails.
- Fat-ass race in November
- We'd like to have a Mark Knapp Run Series -- where Mark leads a weekly run and does his thing.
- Add the Moraine - (boat launch, Bike Rent, 528, Jennings) to "Where we Run" (McConnells Mill: Hells Hollow) Amy to add to the website
- Bigfoot NPTR retreat in December in Western Reserve Series in OHIO -- post this!

Trail Activity Volunteer Coordination- Jenn

- Focus more on volunteer work with RCTC versus Trail PGH
- Race stuff that is coming up that we could help with: Rock N the Knob (September 16th)
- Jen will reach out to Ben regarding volunteering at the Rock N Knob Race
- Worlds End Half Marathon is coming up!!!
- Oil Creek - DO NOT SLEEP in the gym
- Allegheny Trail Runners Race - Sweat for Vets 10K in the afternoon. (November 12)

Membership- Karin

- We need to spend time discussing the implications of becoming a member
- At the bottom of the Membership Form - it says "We Will Contact You with More Information." What is the communication back to the user after they fill out the form? A Welcome Message listing out what we do, and what would they like to help with Donate button add to the website
- Process for removal of users needs to be defined
- BEFORE we promote the Membership Page - we need to define the Membership details.

Miscellaneous - Funding

- Where do we want to spend our money? (When we get some)
- What is our vision?
- Before we put a "Donate" button on our website, we need to publish a clear vision of where our funds are going.
- Before we charge dues
- Reimbursement of money that we have spent individually - we need to sort this out when Erli is back and assess our funds.

June 25, 2017 NPTR Board Meeting

Attendees: Elri Moggee, Jenn Watts, Michael Ewing , Matt Sudak, Aubrey Merkle, Karin Monteparte, Amy Nelson

Marketing:

- Flyer: **Amy** to create a flyer and we can post (in the park, etc) as we see fit. Website address to go on flyer.
- Website Improvement feedback: I know there needs to be a lot of work on it!!! I am ok with you sending me feedback! I will add your comment to the list (it may already be on the list!)
- **Matt** to do the selling of the tri-blend T-shirts? **Amy** to send him the picture for posting and the details. (did we agree on this?)
- All are in favor of promoting NPTR Baker Relay Teams -- names drawn from a hat to form teams: **Amy** to market this!
- Facebook Public page is used for marketing -- and all activities that take place in events that were advertised initially on our public page are subject to photography that will land on the public page. (Tagging increases the viewers, which essentially feeds into the marketing strategies)

OutReach and Growth:

- **Aubrey** was voted in (unanimously) for "Outreach and Growth" position to board

Group Runs

- Follow up with Elaine from the Dirt Monster to gauge pricing for races; determine viability: **Amy** to do
- Do another post to solicit people interested in Kids Runs and helping out: **Amy**
- **Mike's** Pop-up Patch runs to continue -- they are successful
- Regular Pop up runs in general: not to be added to the calendar. (all agreed)
- Sign-in sheet to be utilized at group runs: we all agreed on this. **Matt** - were you going to circulate the final draft of a sign-in sheet?
- Hardwood acres concert series -- run before hand -- a summer possibility- **Mike**

Trail Activity - Volunteer

- Lots of opportunities for help at: Eastern States, Baker Ultra: **Jenn** to lead NPTR efforts to support these and recruit helpers
- Should we decided to pursue hosting/running our own NPTR trail race: **jenn** has connections
- Once Paul S is available -- **Jenn** to schedule cross-fit add-ons to runs

Treasury

- P.O box is established!!! **Elri** P.O. Box 28, Wexford, PA 15090
- Bank account is set up; money in the account: **Elri**
- Any fees or money we owe - let Elri know!
- Final sheet (form) to be submitted for our 501C3 status - **Elri** to do! (input by the group was given to Elri on a few of the form questions)

Membership

- Once 501c3 is completed, the membership process can be put into place.
- Karin walked us through the form that one would link to from the FB page, essentially reading the by-laws and clicking "Agree" or "accept" to concur.
- Solicit a programmer to build the necessary form (rather than pay a monthly fee to outsource it) **Karin** to follow up. (Jenn can help with the wording of the software if need be)

May 23, 2017

Attendees: Jenn Watts, Tom Kalbaugh., Karin Monteparte, Mark Knapp, Amy Nelson, Jonathon Bost, Tina Benedek-Grimm, Tom Merkle, Aubrey Merkle, Henri-Alexandre Lauer, Tim Flaherty, DeOnna Celtnieks, Michael Ewing, Elri Moggee, Tomas Castillo, David Dames, Matat Sudak

