



Friends of the Paint Creek Trail Meeting Notes
January 26, 2012

Present: Eva Carrio, Louis Carrio, Nancy Drapalski, Jackson Miller, Paul Miller, Kristen Myers, Clara Pinkham, Doris VanDoorn, Jim VanDoorn

1. Meeting started at 6:38pm
2. Agenda approved as presented. Motion by Myers, Support by Miller. Unanimous
3. December 2011 Meeting Notes. Approved as amended (cancellation of sleigh ride). Motion by Myers, Support by Miller. Unanimous.
4. Financial Update: Secretary Myers presented a brief financial update. We have a checking balance of \$4,011. We also received a donation for \$350. Treasurer Young will update our year end statement. Vice-Chair Miller suggested that we should have a "thermometer" type sign, which shows a financial goal for a project. In terms of raising funds, member Drapalski suggested we look into asking for an "entry fee" per rider for any trail fundraising events.
5. Paint Creek Crawl – May 12, 2012
Nancy Drapalski created a handout of all places that have been given our sponsorship information. The group discussed other businesses to approach. We need to contact our sponsors from last year, to see if they would like to participate again this year. Member Pinkham offered to talk to her employer, Goodison Vet, about their participation. We should also approach Sam's Club and McLaren Health Center. Two businesses have already agreed to sponsor – Beyond Juice in Rochester is donating \$160 in gift certificates, and SOLA fitness is donating a one month membership. The group then discussed T-shirts, and cutoff dates for preregistration. The consensus was that to be guaranteed a shirt, participants need to register by April 21. Zack from FAMS printing needs a two week notice. The group likes the idea of a yellow shirt, with our logo, and the words "Paint Creek Crawl 2012" underneath. The group also discussed merchandise. Kristen will get prices on bicycle bells for the next meeting; the group also discussed fluorescent leg bands, arm bands, coffee mugs with logo, headbands, bandannas for dogs (with a dog waste bag attachment), refrigerator magnets, and reusable calendars. After the crawl discussion, President VanDoorn advised the group that the Hometown Hustle is promoting their event for May 12, although they have not approached the Trailways Commission for permission to use the trail yet.

6. Used Bike Sale Discussion

The group briefly discussed the idea of having a Used Bike Sale. Logistically, it would be difficult to do now. We would have storage and maintenance issues, as well as disposal of bikes that would not be fit for sale. The group consensus was to table the idea for now.

7. Rochester Mills Fundraising Program

Secretary Myers handed out flyers for our February 15 fundraiser, and asked the group to distribute. The group wondered if we could put "Save the Date" cards for our May 12 crawl on the tables at the Mills. They also asked about smaller versions of the flyer to save on printing costs, and ease of distribution. Member Drapalski said she would contact the Mills to find out. The group consensus was to move our February meeting to the Mills on February 15, to support the fundraising program.

7. Membership Program

The group discussed launching a membership program in 2012. Membership to the Friends group would still be free, but we would advertise for voluntary donations, with different levels. Levels would be individual through corporate. Kristen will work on a draft program, and a draft list of membership benefits for the group to discuss.

8. Any Other Business

Board Member Jeanette Locher did not move to Saugatuck, but due to time commitments, asked to step down from the Board. Louis Carrio offered to replace her. Secretary Myers will check the by-laws to make sure we follow protocol correctly. Vice-President Miller thought a nice idea for a fundraiser would be the creation of a Paint Creek Trail book, where people could send their photos and stories of the trail. We could have historical facts, photos, etc. We may want to check into a "make your own cookbook" style book. Member Louis Carrio suggested we should look into a "Friends of the Paint Creek Trail" sale at Rochester Bike Shop, where a discount or % of sales could be donated if you are a member of the Friends group. Perhaps a discount on accessories could be offered, if nothing else. Another idea for fundraiser was a bowling event.

Adjournment - 7:48pm

Next meeting: Wednesday, February 15, 2012 at 6:30pm, Rochester Mills Beer Co.