

Flagstaff Trails Initiative  
Financial Sustainability Sub-committee Meeting  
February 26, 2020 \* 12:00-1:30PM  
*Forest Service Supervisor's Office*

Participants: Ryan Ashley, Bryan Burton, Stacey Brechler-Knaggs, Sam Compton, Lee Gault, Bill Sandercock, Brian Grube, Keith Chamberlain, Robert Wallace, Adam Milner, Brian Poturalski, Justin Inglis, Lisa Clark

Action Items:

- Non-profit status
  - Send formal invitation to Core Team then other candidates to be on the board (**Justin**)
  - Call the leads of organizations (Flagstaff Young Professionals, Latinos Outdoors, School of Forestry, etc.) with many board candidates (**Justin**)
  - Send contact for Anthony Moore to start bylaw legal review to Justin (**Bryan B**)
- Sponsorships
  - Create a draft for graphic design of the 4 tier sponsorship structure (**Sam**)
  - Talk to Laurie and Ralph (CVB, Discover Flagstaff) to get insight on businesses to start reaching out to (**Justin**)
- Events
  - Send Overland Expo contact to Justin for liquor license donations (**Brian G**)
  - Contact Neil Weintraub to organize a running event through NATRA for National Trails Day (**Justin**)
  - Utilize Education and Outreach Subcommittee Events List to create a running list of public land and trail centric events (**All**)
- Grants
  - Revisit SEE grant at next Financial Sustainability meeting (**ALL - Update 3/4: Adam and Brian P will complete**)
  - REI, March-April (**Ryan** (lead), **Brian P, Robert**)
  - Spark, due 2/28 (**Brian P, Justin**)
  - Send details for other local grants to Justin (**Lee**)
- City Council meeting (March 3)
  - Invite community members (**Ryan**)
  - Ask Core Team for permission to contact the entire email list (**Justin**)
  - Give a brief presentation during public comment (**Justin**)
- Send survey to schedule next meeting (**Justin**)

Updates

- Justin has a new office for FTI in United Way building and there is a conference room for use
  - Planning on standard office hours
  - Office space across the street open for potential future FTI space
  - Chief Financial Officer at United Way being very helpful to get the funding documents rolling

Board of Directors

- Trying to get 9 members (can be adjusted later); goal to have the same representation of the Core Team
- Send formal invitation to Core Team to be on the board before expanding out
- Adam has a list of folks who expressed interest at the public meeting in being on the board
- Want to be thoughtful about diversity on the board
- Will send a letter of intent to potential board members, but can do an informal phone call first to the lead of organizations with many candidates

#### *Other potential candidates*

- Young Professional program at NAU
  - Adam has a list of contacts; could be a great place to start
- Rob Mason (represent hikers), lots of financial experience and history with trails
- City rep
  - Stacey only staying on as technical advisor
  - Maybe Martin or Robert (both on Core Team)
- County: Brian G willing to do it
- Jeff Golden
- Anthony Moore can do legal review for bylaws (get contact from Bryan)
- Latinos Outdoors –
  - Estephany
  - Ricardo Escobar
- Look into tribal leadership – Indigenous Circle? (ask Robert)
- University rep, maybe Forestry

#### Fundraising for Trails

##### *Sponsorship research*

- Allison (intern) collected ideas on fundraising; the one with the most potential is a business sponsorship program
  - Resonates the best with FTI
  - Need to solidify the structure
- Structure models (all tiered business sponsorships):
  - Central Oregon Trail Alliance
    - Great spread of pledge amounts (\$250 still digestible for small business)
    - Huge focus on the electronic advertisement (easier due to limited capacity), with the last tier having physical representation
  - Whitefish Trail
    - Adopt-a-trail program
    - In-kind contributions goods/services for an event or trail project (could be supplies/coffee; need to recognize these sponsors as well)
  - Newton Trails
    - Newsletter/social media feature, window sticker, event feature – can select to sponsor specific events rather than an annual sponsorship

##### *Additions to model structures*

- Expand beyond just social media to radio ads
  - Mention sponsors regularly on NPR; already have done some of this, incorporate the etiquette campaign
- Fiscal sponsors would get priority over in-kind sponsors
- Top dollar sponsors could go as high as \$10,000

- For FTI: 4 tiers, named after each Peak
  - Incorporate a drawing of the Peaks; [Sam can make up a draft](#)
  - Tier 1: \$250
  - Tier 2: \$500
  - Tier 3: \$1000
  - Tier 4: \$2500 (can also customize beyond for large corporate sponsors or expand in the future)
- Physical sponsor advertisement ideas:
  - Include on new trailhead signs when they go it, along with etiquette info and “sponsored by FTI”
  - “Adopt-a-Trail” program for business sponsor visibility
    - Forest Supervisor comfortable with this as it is not really advertising for the businesses; already done in Red Rock District
  - Recognition window sticker similar to the Chamber of Commerce sticker
    - Could also put these at trailheads with the date
  - Create an informational booklet with information on how to donate and events with the sponsors included – potentially distributed at REI
- Can ask businesses to pledge for more than one year (2-3 years)

#### *General considerations*

- Make it clear how businesses will be recognized and become a part of the network; add value for them and make it easy
- Currently only have small pamphlets for FTI, but could include a link to the map on the pamphlet
- Pledge the Wild is more targeted to individuals but could do donation drives with promotional help from partners soon
- Get the sponsorship structure to Chamber of Commerce, etc. as soon as possible

#### *Target businesses*

- Chamber of Commerce might be a good resource to know who else to reach out to
  - [Talk to Laurie and Ralph \(CVB, Discover Flagstaff\) to get contacts for hotels/restaurants and can give good insight](#)
- Research outfitters out of Vegas, Phoenix, etc. who use the trails based on who gets permits (will have that info in a few months)
  - No way to see who was permitted in the past as it is a new program
- Outfitters in town
- Hotels
- Breweries/downtown bars
- Gore
- Purina
- Medical field businesses
  - Guardian
  - Pete Walka/Outdoor Leadership School
  - Northern Arizona Healthcare
    - Girls on the Run; employee health programs

#### *Event fundraising*

- Putting together a spreadsheet of events across town
  - Name, date, event

- Get together small FTI groups before events to figure out education and finance pieces for each one
- Gather from Flagstaff Happenings (CVB) and Flagstaff 365, as well as from FTI stakeholders
- New events coming to town (Hucking for Hearts, Game and Fish Expo, Overland)
  - When getting liquor licenses, required to donate 25% to a single non-profit
    - [Brian G can pass along Overland Expo contact to Justin \(conflict of interest\)](#)
- National Trails Day on June 6<sup>th</sup> at Schultz Creek Trail
  - Should be under the umbrella of FTI, as well as all other trail-related events
  - Event at that event to raise money?
    - [Contact Neil Weintraub to organize a running event through NATRA, with fees going to FTI](#)
    - Hike tied in with Trail Talks
- Mountain Man events

#### *Other fundraising*

- Need more pamphlets; waiting on ability for Justin to sign to use funds
- Relying on only Pledge the Wild for now as this is what United Way wants
  - After 501c3: maybe Go Fund Me for short-term needs, IndieGoGo, Patreon
  - Can still create an FTI-specific campaign that links to Pledge the Wild without using other portals
- Raffles
  - Items not tax-deductible, so businesses' draw would only be for advertising
  - Could do this to benefit FTI at National Trails Day
    - Waiting to hear from Paula Dawson on who is sponsoring Trails Day this year (wanting to put them all under FTI umbrella)

#### Grants

##### *SEE (State Parks and Create Team)*

- [Revisit early April, discuss at next FS meeting](#)
- Rolling grant and less competitive; Adam on the selection board
- No match required; Community Assistance program
- Can help fund the etiquette campaign (releasing mid-April/May) and associated signage, printing materials, salary, and design
- Will need organizational letters of support
- Brian P, Justin, Brian G (starting in May)

##### *Recreational Trails Program*

- City looking to do recreational trails grant for a better parking lot and ADA accessible trails at Buffalo Park
  - Need to tag it as in partnership with FTI, so need a support letter for the application
- Deadline is rolling; Martin shooting for this next month

##### *REI Grant*

- \$1000-\$2000
- Justin can't be a part of it (has "inside information"); but invitation will be sent to FTI by mid-March

- Voting grant; customers between March and April will vote for the organization to support
- Great opportunity for visibility
- Due date likely first week of April (4-week window)
- [Ryan \(lead\), Brian P, and Robert](#)

#### *Vitalyst Health Spark Grant*

- Applied previously for \$150,000 systems change grant (trail education) – did not get it
- Spark grant due Friday; encouraged to submit for this grant last time
  - Can't be submitted by government entity, needs to be a non-profit
    - County can read through it and revise before the submission
  - Up to \$30,000, and allowed to fund salaries
  - Short application and have already finished a lot of the work from the previous application
  - FTI as the core to ultimately expand beyond Flagstaff; goal is to create pods of trail teams that could train other teams
- [Brian P, then Justin](#)

#### *Local grants*

- NVAA
- IMBA (International Mountain Biking Association)
- [Lee can look into these and send to Justin](#)

#### Next steps and wrap-up

##### *Potential bond measure*

- City Council presentation on Tuesday, March 3<sup>rd</sup>
- \$60 million available from existing secondary property taxes (what was previously funded no longer exists); City Council is deciding how to use that money
  - Between Housing, Flagstaff Watershed Protection Project, Open Space, and Parks & Rec (working together internally for the Council presentation)
  - Proposed Open Space items relevant to FTI: Observatory Mesa trail plan, McMillan Mesa trails, trail connectivity, other trail-related acquisitions in line with FTI strategy
- This meeting is an informational session to decide path forward; want to keep Open Space in the conversation by filling Chambers with FTI folks to show support
  - Share through the email list?
    - Keep to a general call to come to the meeting and how it relates to FTI
    - Ask for support for Open Space; remind Council of how they were previously supportive of FTI
  - Will have the opportunity to provide public comment after the staff presentation
- More information:
  - Short description on Council agenda; should be able to download Council packet online
  - Agendas and meeting minutes from PROS (Parks and Rec/Open Space) committee will have more info
  - February 24<sup>th</sup> Open Space Commission meeting minutes/video
  - Presentation to Council by Shannon Anderson in late January

- Ryan talk up the meeting to community members
- Justin will reach out to Core Team for permission to contact the entire email list
- Justin will give a brief presentation during public comment
  - Call out the people who are there in support
- Next steps:
  - City will hire a consultant to write up the bond language
  - Push for education on where the money is coming from

#### *Schultz Y update*

- Money allocated for Schultz Creek project (from FUTS funding) re-administered to a Streets project
  - Because of no current parking issues with the private property parking, no reason to invest money in parking on City property (direction from Council)
    - Private parcel already impacted; great location for trailhead, could be a possibility to purchase by the City with support from FTI
- Not able to create a trailhead there right now; may overstep bounds for City to pursue funds for that, but FTI can pursue those funds
- Important for Council to know that this project/area is a priority for FTI
  - Historic interpretation potential
  - Trail hub
- Next meeting: Justin will schedule over email