

Flagstaff Trails Initiative
Financial Sustainability Sub-Committee Meeting

March 23, 2020 2:00PM

Virtual meeting

Join Zoom Meeting via computer: <https://zoom.us/j/4192371457>

Dial-in: 1 (253) 215-8782 Meeting ID: 419 237 1457

Participants: Bryan Burton, Keith Chamberlain, Stacey Brechler-Knaggs, Bill Sandercock, Matt Roberts, Robert Wallace, Justin Inglis, Lisa Clark

Action Items:

- Apply for REI grant by April 19th (**Ryan, Brian P, Robert**)
- Reach out to Brian G about events at Ft Tuthill (**Justin**)
- Zoom meeting with Lori and Ralph at Discover Flagstaff (**Stacey, Justin - set up**)
- Reach out to Cosmic Ray (**Bill**)
- Add to [sponsorship outreach list](#) with existing business contacts (**All**)
- Create a draft tier structure (**Justin**)
- Contact Tracy with the Leadership Program and the equestrian center for possible board candidate (**Bryan B**)
- **Next meeting: Friday, May 1 from 2-3:30pm**

Update

Grants

- Spark Grant (\$30,000)
 - For etiquette campaign
 - Were supposed to hear back by April 15th
 - Submitted under FTI, even though not a non-profit yet
 - Budget line item for a professional to make the sponsorship packet
- SEE Grant (\$10,000)
 - Matt and Adam worked on this
 - Core Team will review on Thursday before it gets sent out
 - Will get reviewed on Friday
- REI Grant (\$2,000)
 - Officially received the invitation to apply
 - [April 19th deadline](#)
- IMBA Trail Accelerator (Est. \$10,000-\$20,000)
 - Centers on trail planning
 - Need to determine who could best utilize it (FS, City, State Parks, etc.)

- 50% match

Liquor license

- All events cancelled at the moment
- Justin will reach out to Brian G. about upcoming events at Ft. Tuthill
 - Overland; late May, so might still be ok
- Could reach out to these groups to also advertise FTI; Education & Outreach could attend to ask public in general to donate

COVID-19

- Sponsorship impacts: businesses may not be able to sponsor
 - Should give them time
- Incredible amount of people recreating outdoors right now; use that on the back end when reaching out to businesses
 - Segment on the news this morning that people are not distancing, overcrowded; talk of closing trails down (city trails in Phoenix)
 - May push more people to Flagstaff; great need for Education & Outreach
 - Keep track of the news and increase in trail use; leverage when approaching businesses later in the year
- Take a step back; let people use the trails and enjoy them
 - In July/August, go back and ask for help with maintenance
 - Focus more on encouragement to get out right now

City Council meeting

- Bryan B and Brian P went
- Justin gave comment about the success of FTI and the importance of Open Space
- Meeting went very late and Council got a lot of public comment; heated engagement
- Open Space came in last with what was leftover of the bond measure funds
 - Bryan B no longer with Open Space Commission

Expectations of Subcommittee Members

- 4 hours of work related to each meeting with the commitment to communicate any changes or inability to complete a task with the whole group/Justin

Discover Flagstaff

- Part of Convention & Visitors Bureau
- Run by Lori Pappas, Ralph does the media
 - Working remotely right now

- Run tourism, visitor center, have money for media, travel to sister cities to promote tourism in Flagstaff
 - Gearing up to increase tourism after the outbreak
- [Zoom meeting with Lori, Ralph, Stacey, Justin to see what they can offer \(Justin will set up\)](#)

Sponsorships

Review draft structure

- Justin showed a mock-up with the tier structure
 - Add FTI logo
 - Move “Flagstaff Trails Initiative” to top
 - Switch Fremont and Abineau peaks

Brainstorm of businesses

- Breweries
 - Dark Sky, Pizzicletta
- Bike shops
 - Bicycle Revolution, Absolute Bikes, Single Track, Cosmic Cycles, Flagstaff Bicycle
- Outdoor outfitters
 - REI, Peace Surplus, Aspen Sports, Mountain Sports
- Prioritize tourism-focused businesses
- Think outside the box: grocery stores, Home Depot, Warners
 - Consider the personal interest of business owners
- Downtown Business Alliance - Briana Aurilio
- Gyms
 - Flagstaff Athletic Club
 - Summit
- Cosmic Ray - put a flier in his book as a long-term strategy?
 - [Bill will reach out](#)
 - Include Pledge the Wild information
 - Would be pending Core Team or Board approval
- [Add to sponsorship outreach list with existing business contacts](#)
- Corporate sponsors
 - Gore
 - Northern Arizona Healthcare
- Outreach strategy:
 - Could hand over the tier structure for future consideration, face-to-face and starting with existing connections; start educating and put out the information

- Trifold handout
 - Sharing who else has been talked to; build a competitive market
- Follow up with phone calls later on
- Wait until we have more information to start this

4-tier Sponsorship Level

- Draft created; won't work more on them until we have more information on the grant that could fund a professionally-made design
- At each level (annual sponsorship, with an option for multi-year plans):
 - Tier 1: \$250
 - Company's name on website sponsor page with link to webpage, announcement in newsletter
 - Tier 2: \$500
 - Tier 3: \$1000
 - Tier 4: \$2500+
 - \$10,000 would be custom
 - Maybe logo at trailhead; need more discussion here
 - Can bump up to a higher level in future years
 - Justin will start crafting this based on the ideas presented at the last meeting from Brian P

FTI Board

- Reviewed the list of potential board members
- Added:
 - Martin Ince
 - Indigenous Circle (ask for an interested person)
 - Tracy - Leadership Program (Bryan suggested, not sure about the name)
 - Bryan can contact them
 - Picture Canyon Working Group
 - Conservation Study Forum (city group) - Nat White
 - FBO
 - Equestrian, legal, financial representation
 - Equestrian center, well grounded in the group; Bryan can contact them
- Justin reached out to FYP and Chamber of Commerce (5 days before the crisis), but have not heard back from them yet

Negative comment response

- Justin put together some talking points to respond to negative comments

- Empathize
- Ask, specific concerns (feel heard)
- Ask to write down concerns
- Give resources
- Ask them to get involved
- Need consistency in these responses; reflects well on FTI

Next steps

- Keep in communication through email in the meantime with any items pertinent to FTI
- 501c3 application:
 - Will be reviewing the bylaws, articles of incorporation, board member candidates at the Core Team meeting on Thursday
 - Legal review will be the next hurdle
- **Next meeting: Friday, May 1 from 2-3:30pm**