

Flagstaff Trails Initiative  
**Financial Sustainability Sub-Committee Meeting**

May 1, 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 Password: FTI2020

Participants: Keith Chamberlain, Bill Sandercock, Matt Roberts, Lee Gault, Artec Durham, Bryan Burton, Robert Wallace, Brian Poturalski, Alex Leonard, Justin Inglis, Lisa Clark

Action Items (from last meeting):

- Contact Justin for information on:
  - May 21st State Parks Grant Workshop
  - May 14th NFF Informational Webinar
- Work on IMBA Trail Accelerator Grant and connect with Martin Ince (**Robert, Keith, Bill**)
- **Next meeting: June 11, 5:30-6:30pm**

Update

*Grants*

- REI Grant
  - For the etiquette campaign and Trail Academy
  - These grants are delayed, so won't hear back until late May
- Spark Grant - hear back by May 15th
- State Parks SEE grant - in progress

*Flagstaff Regional Trails Strategy*

- Finalized
- Martin Ince presenting to City Council on May 5th - can watch virtually

*Non-Profit Status*

- Board of Directors
  - Invitations sent, Core Team review next meeting
  - Have 15 board applications in
  - End of May - Board will be finalized
- By-Laws/Articles
  - Finalized
  - Will be submitting IRS form 1023EZ pending Board vote
    - Limited to only \$50,000 in funding per year for the first two years

- Might want to focus on getting organized before shooting for the higher tier

#### *Catena Foundation update*

- Potential source of funding for Schultz Y project or smaller projects like Observatory Mesa or NEPA processes
- PROS Bond issue has been tabled for now
  - Open Space will be low on funds for implementing the trail strategy
  - Picture Canyon is already planned (weed abatement, trail maintenance, unauthorized road maintenance - applying for RTP grant) and ready to go, just needs funds
  - McMillan Mesa - SEE grant for signage
    - Need to complete the cultural survey
  - Working on trail plan for Observatory Mesa with ACE, would appreciate FTI support on public input portion
  - Some funds from a previous grant for Observatory Mesa saved as match for an additional grant; opportunity for joint application with FTI
- Great opportunity to give back to the City through FTI funding
- Lee knows Mike Wight, so can help where needed

#### *Other updates*

- Bill ran into Cosmic Ray, but he is no longer selling the mountain biking books due to the availability of digital maps and guides; he is making hiking books still, but having trouble selling those as well
- City, County, Forest Service, and National Park Service have all contributed \$5,000

#### Grants

- Arizona State Parks Grant Workshops Call: May 21st
  - [Justin will send the details to anyone interested](#)
- IMBA Trail Accelerator Grant
  - Trail repair and trail building
  - Recommended as potential funding for Observatory Mesa
    - ACE trail plan considers multi-use, so could apply for this grant
    - City has potential matching funds
    - [Talk to Martin Ince](#)
  - Application open until May 31st
  - [Working on this grant: Bill, Robert, Keith](#)
- NFF 2020 Matching Awards Program
  - [Informational webinar on May 14th - Justin will send the details to anyone interested](#)

- 1 to 1 match; due by June 9th
- [Brian P. will look into this one more](#)
- Youth focus
- Could potentially be matched with the SEE and REI grants because of the education focus; or Catena Foundation

## Sponsorships

### Review tier structure content

- Educational flyers at trailheads (posters): Forest Service has agreed to have these posted at their kiosks
  - Should only need to be replaced once every 3 months
  - City trails don't have a place to put these, but would love to have them eventually
    - Maybe an opportunity at the new Observatory Mesa access near Railroad Springs
    - Opportunity for 2021: could try plugging this into one of the education-focused grants, similar to the sign structure at Rogers Lake (mesh metal)



● Maybe include tabling opportunity at Core Team or other FTI meetings for a small fee

- Allow for sponsors to table at trails events for a fee
  - FBO does \$250 per event
- Reach out to sponsoring restaurants/food service businesses as priority for event donations
- Clean up “FTI Trail Films” to be more accurate
  - Trail Etiquette short videos
  - Could also put these on YouTube with the right permissions
  - YouTube has patron potential
- Add in sponsor list to etiquette brochure, or at least a QR code to connect the two efforts

#### Next steps

- Justin will meet with Board of Directors before the next meeting to get direction from them
- **Next meeting: June 11, 5:30-6:30pm**