

Friends of the Outlet Board Meeting
June 15, 2016 7 p.m.

Present: Peg Thompson, Chuck McClure, Norm Koek, Dave Reeve, Kristi Hoag, Carol Worth, Leon Fontier, Gwen Chamberlain, Ivan Overholtzer, Mickey Orr, Tom McGuigan

Absent: Nancy Tharp, Dan Condella,

Visitor: Carlos Dieppa

Carlos said he has a copy of the survey which he has reviewed with Mickey Orr. Mickey and Carlos worked out an agreement with Don Schneider. The Friends will get a copy of the final survey. The board's consensus is that this is an agreement that is beneficial to Carlos and the Friends.

Minutes: Approval of May minutes deferred to July meeting

Financial Report: Norm reported the regular checking account balance of \$34,265 includes \$10,034.04 in the Spence account. He has paid a \$25 fee for the IRS filing and \$600 to Tom Podsiadlo for accounting, plus \$1.57 for postage. Motion to accept the report by Chuck, seconded by Tom, was unanimously approved.

Committee Reports:

Membership: Dave distributed an updated report - We now have 140 members. 19 new members joined and perhaps 3 more from the Keuka Arts Festival.

Dave reported on the Membership meeting, noting Carol and Kristie will work on creating a certificate of appreciation design and Gwen will work with Graphic Artist Paulina Garces-Reid to design signs for supporters.

Motion by Chuck, seconded by Dave to spend \$150 for a membership in the Chamber of Commerce to allow inserting information in an upcoming Chamber newsletter. Chuck will draft the copy to be included in the Chamber of Commerce newsletter. Motion unanimously approved.

Dave will schedule another membership committee meeting in August.

Dave reviewed the membership spreadsheet he sent out.

Keuka Arts Festival - Carol reported - she was thrilled with the participation from board members. We now have the signs, banner and map to use at other events.

Old Business

Strategic Plan: Chuck reported 7 people responded to his request for ranking and he did an analysis from that.

The top ranked items are:

Increase visibility of Outlet Trail

Make the Outlet Trail more user friendly (signage, parking, benches)

Remove 5 major safety concerns along the Outlet Trail

Conduct 4 educational opportunities

Make & implement recommendations for the Friends website & electronic presence to have greater use and impact
Coordinate Outlet Trail support with local and state government & other organizations

After discussion, it was decided Chuck will come up with a second list to further prioritize for more detailed discussion at a workshop to be scheduled in July.

Safety Issues: Ivan said he can install a railing on the concrete pad at Cascade Mills at his cost, which he estimates is \$1800. The board agreed this would not violate the Friends' Conflict of Interest policy since he is donating his labor and the \$1800 will cover his cost.

Picnic : Peg distributed an outline for the July 31 picnic. By consensus, the board agreed to move the picnic location to the Dresden Trailhead, which is closer to Dresden Hotel to make catering easier for Hatter Reynolds.
A committee of Peg, Gwen, Norm & Chuck will meet June 24 at 3:30 p.m. at Wine Trail Properties to finalize plans.

Trail tamers: Carol & Kristi will be responsible for Dresden to Hopeton; Ivan will be responsible for Ridge Road to Cascade
On a motion by Chuck, seconded by Gwen, the board unanimously agreed to appoint Norm as chair of the Trail Maintenance Committee.

New business

Website: Dave and Chuck reported Kevin McCloud, who lives in Penn Yan may be interested in volunteering to manage the Friends' website.
On a motion by Dave, seconded by Gwen, Chuck was nominated Director of Communications, which includes oversight of the the website. The motion was unanimously approved.

Community Concert Series: Peg reported the Friends will be selling cookies at the June 29 Yates Concert Series concert in the Yates County Courthouse Park. She will be contacting board members for donations of cookies, and she will contact Concert officials to see if we can set up our display of photos, literature and banner.

Business After Hours: The Friends will host a Chamber of Commerce Business After Hours in May 2018. A committee will be formed to plan the event.

Next Meeting: Peg will announce the next meeting - which will be the strategic plan workshop. The August meeting will be held at 7 p.m. Aug. 17 at Lyons National Bank.

Respectfully submitted
Gwen Chamberlain, Vice President, Secretary Pro-Tem