

Lake Vermilion Trail Joint Powers Board Meeting Notes

5/24/18 – MN DNR Building, Tower

Called to order at 10:00 AM

Board members

Cathi Hiveley – *Beatty Township*

Tim Johnson - *City of Cook*

Larry Tahija - *Greenwood*

Terri Joki-Martin - *City of Tower*

Phil Anderson - *Vermilion Lake Township – alternate*

Work Group

Carol Booth - *Beatty alternate*

Greg Dostert – *Breitung Township*

Byron Beihoffer – *Greenwood Township*

Caroline Owens - *Eagles Nest resident*

Linda Smith - *Greenwood resident*

Catherine Farley - *Greenwood resident*

Steve Lotz – *Vermilion Lake Township*

Joan Broten – *Minnesota DNR*

Holly Larson – *National Park Service*

1. Master Plan

- a. Update – Holly Larson made the Plan changes the Joint Powers Board (JPB) approved at the April 26 meeting, modified the format to fit the online form, and submitted the Lake Vermilion trail Master Plan to the Greater Minnesota Regional Parks & Trails Commission (GMRP&TC) on April 30. This should allow time for review and hopefully approval of the Plan so that application can be submitted for a Legacy grant at the end of July.
- b. Holly asked that the final version of the Master Plan be posted on the website and Facebook page. She will email the final version to JPB members.
- c. Local publicity - Carol Booth provided a copy of a Timberjay article as well as the submitted piece in the Vermilion Lake Association news letter. No particular local buzz was noted. Greg Dostert mentioned the upcoming Lake Vermilion State Park dedication on June 7 and reported that the Tower-Soudan Events Board had received IRRRB money to host the dedication. Tim Johnson – Cook mentioned the Timberjay’s annual summer flyer and suggested that the Trail get coverage in next summer’s edition.
- d. Hunting – Carol Booth provided language from the Superior Hiking Trail website on seasonal considerations. For fall it is noted that “The majority of the trail closes during deer firearms hunting season for two weeks each November.” Holly Larson indicated that portions of that trail in areas of primarily private land ownership are closed while trail portions though large blocks of public land remain open. Carol reported the Mesabi Trail website states that “loaded

weapons are not allowed within the Trail corridor nor can any missile or other projectile be discharged from a weapon upon, over, or across the Trail corridor.” Phil Anderson – Vermilion Lake reported that in his experience the firearms deer season was not a good two week period to be out and about in the woods and that the Mesabi Mountain ORV Trail closes for those two weeks. The submitted Master Plan language leaves hunting policy for the JPB to set in the future.

2. Fundraising

- a. Fundraising committee – Carol Booth reported that Tom Lantry – Owens is interested in working on fundraising. Holly Larson recalled that Linda Keith had also expressed interest. Terri Joki-Martin - Tower will follow up with Linda. Caroline Owens and Carol Booth both offered to be on the Fundraising committee. Greg Dostert again suggested hiring Nancy Larson of Soudan as a grant writer. Steve Lotz suggested that grant writers should have experience with trail grants. Tim Johnson – Cook asked who the Mesabi Trail used for grant writing. Holly and Carol thought Bob Manzoline did most of it in house but they will check with Ardy Nurmi-Wilberg of Club Mesabi. Caroline said that another group to which she belongs has used Nancy for a grant that was successful. She will contact Nancy for information. The fundraising subcommittee will meet prior to the June JPB meeting. Holly and Barb Caskey, grant writing specialist with ARDC will work on the Legacy grant application for July.
- b. Online donations – Carol Booth offered to contact Char Conger to set up donations on the Facebook page. Holly Larson suggested that it would not be so simple, that a third party with a secure site that would charge a fee would generally be required although there could be a link to a donations form that could be printed and mailed with a check. A lengthy discussion followed. Carol will check with Char about setting up a donation form. Linda Smith indicated that fees add up, that Pay Pal would take about 7% for example. Catherine Farley offered that she had been doing custom web design for ten years and that another option would be set up a web domain with web fees and initial setup fees, which could then take donations without additional fees. She also said that W. A. Fisher did a nice job of web design. Cathi Hiveley – Beatty felt facts and figures were required to make a decision. Linda said you have to know who your donors are, that donors in the over-60 age group generally do not donate on line and that younger donors do not generally write checks, that the site has to fit the target. A broad appeal requires broad options. Caroline suggested that while expensive Pay Pal does generate money. The November Give-to-the-max day was brought up again. Tim Johnson – Cook asked how Pay Pal worked. Linda said that in addition to a percentage of each donation there was also a transaction fee but that for a specific one-day event a single transaction fee would cover multiple donations. Cathi Hiveley – Beatty felt it was time to move along while reserving options.
- c. State Farm grant – Holly Larson reported there will be a different format this year. The application period will run from June 6 through 21 with a focus on

causes that would help make communities safer, stronger, and smarter. The first 2,000 applications will be evaluated and pared to 200, which will then enter an online voting contest running from August 16 through 25. The top 40 vote getters will each receive \$25,000. There was discussion of the effort that would be required to be among the top 40 with suggestions of involving schools that would still be on summer break, the communities, and resort email lists. Motion by Phil Anderson – Vermilion Lake, second by Cathi Hiveley – Beatty, to submit an application seeking funding for acquisition, planning, and operation, which would primarily be a re-working of last year's application. Five ayes, no nays, motion carried.

- d. Other grants – Carol Booth and Holly Larson briefly review various grants that had been looked at. The Northland Foundation and Essentia both had a focus on health. The People For Bikes grants were highly competitive and after submitting a letter of interest we were not invited to submit a full application. Josh Gilson had investigated a Blandin grant but we are outside their focus area and it was not a good fit. Carol will try to locate other possibilities. Linda Smith suggested Thrivent Financial for Lutherans.
- e. Individual & corporate donors – Holly Larson noted that there is a real need for more people to be directly involved in fundraising. Catherine Farley described the work she has done with the Vermilion Lake Association and their upcoming 50th year celebration.
- f. Half marathon with Range Runners – Steve Lotz reported that he had tried to contact Shane Johnson without result. Greg Dostert has been in touch with Shane and will follow up on a half-marathon.
- g. Bike ride – Catherine Farley suggested using the around-the-horn six mile loop. Holly Larson suggested utilizing the Bois Forte trail system with a ferry portion. Something similar was being done with the 11th Annual Tour de Pepin (TDP) bicycle ride (see lakecity.org). She said any sort of ride should have a partner or individuals to assist. Carol Booth suggested partnering with the Cook Timber Days run next year. Catherine pointed to that inability to get donations and registrations without utilizing another entity. Linda Smith raised the issue that any separate entity would retain the contact information of donors and registrations, which was the base needed to build on.

3. Marketing

- a. Banner – Carol Booth displayed two banners from W. A. Fisher of Virginia. Motion by Phil Anderson – Vermilion Lake, second by Terri Joki-Martin – Tower to authorize payment of the invoice for \$185.00. Five ayes, no nays, motion carried.
- b. Updated brochures – copies of the updated version were passed around the room. Carol Booth had been quoted \$139.00 for 500 from the Timberjay, which raised the question of the cost for 1,000. Tim Johnson – Cook contacted the Timberjay and was given an approximate cost of \$165.00 for 1,000 brochures. Motion by Cathi Hiveley – Beatty, second by Phil Anderson – Vermilion Lake, to

get 1,000 brochures for up to \$180.00 from the Timberjay. Five ayes, no nays, motion carried.

- c. Catherine Farley felt that the group displayed a need for a marketing plan and indicated that she would work on one on her own time.
 - d. Summer community events – a booth will be set up for Saturday June 9 at the Cook Timber Days. Carol Booth will contact the Timber Days Committee to obtain booth space. Tim Johnson – Cook will set up the booth. Carol will line up volunteers for staffing. Holly again pointed to the need for additional volunteers.
4. Administration
- a. Transition of fiscal agent – treasurer Steve Peterson – Vermilion Lake was not in attendance. P.O. Box 721 has been obtained. No information was available regarding an EIN or a bank account. Holly Larson will follow up with Steve Peterson.
 - b. Billing Joint Powers Board members for 2018 dues – treasurer Steve Peterson – Vermilion Lake was not in attendance. No information was available. Holly Larson will follow up with Steve Peterson.
 - c. JPB bylaws – a search will be made for appropriate joint powers bylaws. Greg Dostert suggested adapting the Tower-Breitung Wastewater Board bylaws.
 - d. Donations—need volunteer to track donations & send thank you’s – no action .
 - e. Contact List Maintenance – Russell Habermann is working on this.
 - f. Volunteer Management – no action.
5. Subcommittee updates
- a. Head of the Lakes Public Access to Wakemup Road segment – a detailed cost estimate will be needed for the Legacy grant application. An effort will be made to obtain this without cost however in the event that is unsuccessful, motion by Cathi Hiveley – Beatty, second by Phil Anderson – Vermilion Lake, to approve up to \$800.00 for a detailed cost estimate for the Beatty Township segment for the Legacy grant application, which is subject to the Master Plan approval. Five ayes, no nays, motion carried.
6. Phil Anderson – Vermilion Lake questioned the meeting format, given that a Joint Powers Board meeting was to be taking place amongst the clutter of a work group.
7. Future meetings – after consulting calendars the next meeting was set for Wednesday June 20 at the Greenwood Town Hall at 10:00 am.
8. Motion by Phil Anderson – Vermilion Lake, second by Cathi Hiveley – Beatty, to adjourn. Five ayes, no nays, motion carried at 12:25 pm.

**NEXT MEETING: Wednesday, June 20, 2018 10 a.m. to Noon
at the Greenwood Town Hall**