

NH AMC Excom Meeting. Executive Committee Minutes

Date: December 5, 2019

Location: Holiday Inn, Brown Ave., Manchester, NH

Executive Committee Members Attending

Officers

Chair	Rick Silverberg X
Vice Chair	Jim Kent X
Treasurer	Kerry Landry X
Secretary	Debbie Marcus X

Committee Chairs

Bike	Hiel Lindquist
Communications	Christina Cozzens X Jen Kimball X
Conserv/Educ	Paul Hopkins X
Excursions	Larry Yetter X Dan Heon X
Membership	Jamie Gillon X
Mountaineering	Kathleen Upton Ben Greene

Newsletter	Bob McLaughlin
Paddling	Robin Diamond X Roscoe Diamond Paul Berry X
Ski	Paul Pinkham Valerio Viti Thor Smith X
Trails	Richie Holstein X Bill Foster X
Website	Stephanie Howes Paul Berry X
20's & 30's	Jamie Cullinane
Ex Officio	
Past Chair	Frank Miller X
Reg Dir North	John Mullens
Guests	Kevin Foster, Mark Heslin
Call to Order	7:05 pm

1. Rick called the meeting to order at 7:05. He noted that Ben Greene has resigned as Co-Chair of Mountaineering. Paul Hopkins introduced his guest Kevin Foster.

2. Updated Minutes from the November 7, 2019 meeting were emailed to all Excom members by Debbie, ahead of this meeting. A motion was given, seconded, and approved to accept the November Minutes.
3. Rick announced that there has been a correction to the NH Chapter's 100th Anniversary year. The Club archives confirm that the anniversary will be in 2021, not 2020. He advised staying with the Grappone Center for 2020; several others agreed that it is a good location with good food and staff. We have a longer lead time now to determine how we want to commemorate the 100th Anniversary.
4. Kerry presented the Chapter financial statement. The checking balance reconciled on 12/4/19 is \$29,535.70. The allocation from the Club of \$13,000 is expected to be transferred to the Chapter in December. We have spent about 58% of the Chapter budget. A motion was given, seconded, and approved to accept the December financial report.
5. Kerry presented the Chapter 2020 Budget preparation. She noted that a proposed 2020 budget has not been submitted by Mountaineering. She used 2019 figures to construct a budget for them. Some significant changes: the combined Hut Night and New Member Outreach is now a new line item; the Newsletter will change to 4 issues a year, lowering its budget to \$7000 from \$11,000. Discussion followed and Kerry clarified the allowable year-end checking balances (50% of expenses) and allowable cash reserves (100% of expected revenues) which are shown on the budget template. Kerry pointed out that it would be better if

committees spent more of their budgeted funds for items or reduce the budget request for items, rather than keeping those items the same in ensuing years. A “zero” budget would be ideal. Discussion ensued about reasons committees over-budget certain items. Jamie gave an example of new member socials and their funding. Kerry reported that \$41,000 of income will be expected from the Club allocation in 2020. Kerry and Rick also noted that donations are coming to the Chapter, notably a recent \$2000 donation from a member. Donations are submitted to the Club and then the funds are transferred back to the Chapter. The Chapter budget for 2020 is \$64,952. A motion was made, seconded, and approved to accept the 2020 Budget.

6. Rick announced that there will be funds available in the Chapter’s cash reserves to allocate to inter-chapter projects in the Spring. The groups seeking funds for projects (such as Rumney Rocks) will make presentations at the Club Annual Summit in January. Rick advised that there are serious complicating factors for the Chapter’s funds to be donated to entities outside of AMC purview, however worthy. It’s not impossible, but difficult to negotiate.
7. Mark Heslin led further discussion of subsidized costs for chapter overnight events, such as Hut Night. In the past several years all participants of Hut Night had a subsidized rate (\$114 in 2019) vs. the AMC rate (\$150 in 2019). Discussion followed with Rick summarizing the consensus: Non-AMC Member rate; AMC Member rate; First-time Hut Night Participant rate, discounted 25%. Funding for the discounted rate will come from the New Member Outreach

Budget. Mark addressed the issue of the four Hut Night leaders who have been comped in the past. Larry suggested the leaders' costs should be built into the participant's cost per person. Frank relayed the four leaders' agreement that leaders, beyond what AMC comps in their group reservation policy, will pay their own way so we don't price out returning Hut Night folks. Rick and Kerry suggested Hut Night should be set up to use the Pay Pal account to organize payments instead of AMC reservations receiving the payments.

8. Paul Berry introduced the new AMC Activity Rating System which standardizes trip rating Club wide. He reviewed the handout, pointing to specific criteria in a grid format, to be used to determine how activities should be described. Leaders in all committees are encouraged to use the new rating system. Larry noted that Excursions leaders will meet in December and discuss the new rating system. Paul would appreciate any comments on the new system to be sent to him prior to the next OLDC meeting in January.
9. Stephanie had sent a reminder via Rick that there are 3 more days to update pages before the new website goes live. Old following pages (deeper in the old site) will disappear. All committees should let Stephanie know if there is anything worth saving.
10. Paul Hopkins introduced Kevin Foster as a prospective Conservation/Education Co-Chair. Excom will schedule a vote at the next meeting.
11. Jim and Rick will need to report on the Chapter's Goals for 2020 at the Annual Summit in January. All committees will

need to report Goals. The budget template for 2020 indicated the committees' 2019 Goals as examples. Committees need to modify their Goals for the new year. (Excursions has complied already.)

12. Rick and Jim are seeking any items/concerns/discussion points to bring to the Chapter meetings at the Annual Summit on January 25, 2020, when the Chapters will tackle the question of what are the most important topics for Vision 150. Please email Jim and Rick with any thoughts no later than January 18th.
13. The Communications Team, Christina and Jen, presented figures from their fall contest promoted via the Chapter Facebook and Instagram pages. To qualify for a chance to win one of the popular White Mtns 3-D topo maps, folks had to Like the Facebook page and Share or Like the Instagram page and Comment to 3 others. Highlights for Facebook: New page Likes = 542; People reached = 49,400; Reactions = 1,112; Comments = 187; Shares = 745; Clicks = 2,766. One year ago = 900 +/- following; Current = 2,800 Likes and 2,947 following. Highlights for Instagram: Profile visits = 124 + over 100 Likes; People reached = 6,474; Comments = 215; Likes = 400; Shares = 9. One year ago = 1000 +/- followers; Current = 3,161 followers. Map winners were chosen at random from respondents who completed the contest qualifiers. These two social media platforms are helping raise the profile of NH AMC, and the contest increased public engagement with the chapter for a small outlay of funds (for the prizes).

14. The next Excom meeting will be February 6, 2020. Food will be provided by the Ski Committee. Location TBA.
15. The meeting adjourned at 8:47 pm.