

MICHIGAN SNOWMOBILE ASSOCIATION
Board of Director's Meeting
Saturday July 15th, 2017
Shanty Creek Resort, Bellaire, MI

- I. **CALL TO ORDER:** Meeting was called to order by President Jeff Goss at 9:30 am.
- II. **INTRODUCTIONS:** Introductions of all present were made.
- III. **ROLL CALL:** The roll call of the Board of Director's was taken and recorded. Several were absent or excused.
- IV. **APPROVAL OF AGENDA:** Additions: (Old Business) {B} Nomination Committee (New Business) {D} Sponsorships {E} Nelsons {F} Business Lines of Credit {G} Ride In with Indiana
Moved by Jeff Biggs, second by David Low to accept the revised agenda. Motion carried.
- V. **MINUTES OF PREVIOUS MEETING:** Minutes were emailed to the Board of Directors, and are available at this meeting.
Moved by Ron Vandervliet, second by Jeff Biggs, to accept the minutes as presented. Motion carried.
- VI. **TREASURER'S REPORT:** John provided a budget vs. actual to all in attendance. There is a month and a half till the fiscal end. John said they have reconciled their records with the DNR, and final payment will be made soon. Magazine is still owed for several ads. Marie has been notified, and asked to follow up. John has said we need to look at charging half for the ad up front. Stu Volkers asked what happened to the motion a year or two ago that the magazine would be self-sufficient. John said it seems like every year we give it another year. Bill said it is a member benefit, and gave some information about the mailing and selling the ads, and how we are responsible for that now. Bill Bradfield talked about how we need to market ourselves, and the magazine is our tool to do that.
Moved by Bill Bradfield, second by Don Wing to accept the Treasurer's Report. Motion carried.
- VII. **COMMUNICATIONS:** Jeff stated MSEAF received a Generous Donation from a lady whose husband passed away. MSEAF sent a letter of Thanks, and she has written an article about her husband, and that as well as pictures will be featured in an upcoming magazine.
- VIII. **REPORT FROM THE EXECUTIVE DIRECTOR:** Bill provided a report to everyone in attendance, placed on file. Just to hit the highlights, the Lean Process meetings. The team made 10 recommendations to Ron Olson (Chief of Parks and Rec) and Paul Yauk (State Trails Coordinator). Bill talked about PA 288 and how this will affect snowmobiling. Had the first SAW meeting via teleconference. All members were in attendance. There were also a few snowmobilers that joined the call. A normal five-hour meeting was cut in half. Bill ran into a past Representative John Walsh that is now on a special assignment to the Governor. Bill send him an email at the end of June telling him to start thinking about a snowmobile ride for the Governor, and that we would work around his schedule to make this happen. Bill received a response back stating they would love to make that happen. Bill provided a letter from Richard Kennedy with the number of approved groomers for the upcoming season. And the Western MI Snowmobile Council meeting, and their need for a council. Final note, MSA sold a total of 51,382 permits. Total permits sold were 130,266. Our sales were only down by 132 permits. With such a bad winter, that's pretty good. Jeff talked a little bit about the ISC in Winnipeg and the representation that Michigan had there, and start thinking about Nova Scotia and if you'd like to go.
- IX. **STANDING COMMITTEE REPORTS:**
 - A. **LEGISLATIVE:** Jim Dickie reported the representatives are on summer break right now. Looking ahead to the funding efforts of the program without having to raise the costs of trail permits. Originally they had asked for 8 million, and then dropped it to 2 million for the snowmobile program to purchase groomers, and maintenance. When the final appropriation came out, it was for \$226, 200, and \$100,000 on the law enforcement side. Bill said we need to understand this is huge as we have never been given general fund dollars before. The Legislative committee plans to talk to the more snowmobile friendly Legislators sometime in the fall regarding PA 288 to possibly get more funding for the snowmobile program. Bill stated one additional item, the MI United Conservation Clubs asked us to get behind their legislation. Last year Senate Bill 248 was passed which basically puts a land cap on the amount of land the State can own. We were involved in that. Now this year these bills are PA 39 & PA 40. These bills are basically full of very hard restrictions on how the state can buy property. Bill explained these bills pretty much state if anyone has any opposition, the deal is off. Bill suggested we stay neutral. He said MUCC wants us to oppose it.
Motion made by Stu Volkers to remain Neutral on PA 39 & PA 40, Second Jeff Biggs. Motion Carried.
 - B. **MEMBERSHIP:** Jeff stated our chairman is absent this meeting, Jeff said he knows we are under 10,000 members, so we all need to be thinking membership all the time. If someone would like to purchase some new membership cards, we could use some. We need a blitz on these. Jeff said if you have an idea on how to increase membership, please speak up. There are no bad ideas.
 - C. **TRAIL COORDINATION:** Stu reported there is still an issue with the Carmeuse property, and the last Stu knew it was back in the DNR's hands. Ernie has an issue in the Western UP, it's about 25 miles where the spruce beetle killed all the pine trees on the railroad grade, and now they're falling over. Ernie stated they have contacted the DNR, and there are several reasons why the problem can't be fixed. Ernie stated he's been out there several times clearing trees. Stu recommended the local newspapers, Jessica said that's not a bad idea. Bill talked about the Carmeuse property in Rogers City again. Stu said again if you're having issues, please let him know.

D. PUBLICATION: Bill started off by stating again that the magazine is our number one marketing tool. We cannot afford to lose the magazine because it's a member benefit. Bill talked about putting magazines in dealerships, at least the top ten dealerships. Bill said they discussed cutting the number of magazines being mailed to families in the same household. The magazine is in need of Human Interest Stories, so please send them in to Marie. Bill then asked how many clubs have websites? Almost all in attendance said their clubs do. Bill asked that they promote MSA on their website. Bill and Jim Kelts talked about the importance and possibility of doing a video for promotion at the snow show booths. It can be done. Jeff said we really need a reporter to cover these events.

X. OTHER REPORTS:

A. CONVENTION: Jim Duke said he's working on the itinerary now. Convention will be at the Shanty Creek Resort. The committee will be working on a registration package in coming months to come up with a cost per person. Rates will be \$89- \$109. He will notify everyone when they are ready to take reservations. Dates are October 20th - 22nd. There will also be a SAW meeting the Thursday before.

B. SWAP MEET: Jim Dickie stated the Swap Meet will be Sept 22 & 23. It will be an All Sports Outdoor Recreation Swap Meet. On Friday time is 1pm-7pm. And Saturday will be 8am-4pm. The cost will be \$25 per site, which includes One person. Each additional person will be \$5. The walkways are paved. Camping is available with electric only. Water is available. Jim is working on a discounted camping rate for the volunteers. There will be a special area set up for vintage sleds and motorcycles. Commercial sites will be available for a larger fee. The cost to rent the Fairgrounds is \$1000, and so far, Jim has sponsorships for \$700. Question on advertising in the MI Snowmobiler. ¼ Page ad would be \$555.00.

Motion made by Jeff Biggs, seconded by David Low to do the ad. Motion Carried.

C. WEBSITE: Bill reported that he and Karen met with the web guy last Wednesday after about 45 days of inactivity about getting the store up. He promised again to get it up and running immediately. Bill stated as we sit here and he looks at it, it's still not up and running. Bill said when he gets back, he will send him an email stating we will once again withhold payment until we see progress. Karen would still like to have the store up with limited items by September. Bill talked about an ISC Seminar called Smarter Trails, he said him and Karen are looking into this.

D. MICHIGAN TRAILS & GREENWAYS: Jim Dickie said there isn't really a report because there hasn't been a meeting since our last meeting, however starting this week is the Michigander Ride. They are expecting about 700 bicyclists participating in Northwest MI. At the last meeting Jim said the big concern is E-bikes.

E. FRIENDS OF THE FOREST: Jim Duke reported The Hiawatha NF has established a collaborative council of trail users similar to our MTAC, called the TWG. It's made up of all the user groups. They've had several meetings discussing various things. Jim explained on the East zone the water representative was proposing putting signage along the Lake Superior shoreline so that the kayakers and canoes would know where they are supposed to go. They haven't been able to get support for that, but are still trying. The ORV group in the East is looking to add another route and getting it on the map. Almost all communications have been centered around ORV's at this time. The next meeting will be July 27th from 6-8pm in Trenary, MI. Bill took this time to explain the new Forest Service Agreement. In any of the National Forests, if you run a chainsaw, or a cross-cut saw, you have to have a class and receive a permit to operate these in the National Forest areas.

F. GROOMER WORKSHOP: Jeff Biggs said nothing on the Groomer Workshop at this time.

G. ACSA: Jim Duke reported at the last Board of Directors Meeting, it was decided to lower the cost of the calendars from \$20 to \$10 since we only have a half a year left. He stated that has been a great money maker for MSA! Now that the price is reduced, MSA no longer receives the \$5. Jim gave the history of the Northeast Chapter and the possibility still working of getting the states that pulled out to come back in. The elections were held at ISC, and Greg Hiles is the new President, Scott Herzog is Vice President, and Dean Meakin remains Sec/Treasurer.

H. CHARITY: Only 23 out of 99 Clubs reported this year. Individuals can report! Any type of Charity can be reported. April 1-March 31 are the dates.

Lunch

I. MIDWEST CHAPTER: Bill Manson gave a brief history of the Midwest Chapter. The next meeting will be at Eagle River, WI on Sept. 22, 2017. The calendar challenge between MI and WI went really well! We won by almost 100 calendars. The fight is on again this year, and Bill reported WI is coming hard, so be prepared to sell, sell, sell! The new officers are Dan Long from IL, Sheridan LaFramboise from SD, and Brenda Newman from WI.

J. BY-LAWS: Jim Duke reported at the Jan. meeting the committee was instructed to look into the status of Council areas, and what it pertains to. Jim passed out a handout. There were no other bylaws changes. He stated a decision Has to be made at this meeting as to whether to move forward with it or not for the general membership to vote on it. It has to be published in the September magazine.

K. NON-DUES REVENUE: Nothing to report.

L. RECREATION: The Campout was at the Timberline Campground in Benzonia. Lizz reported a Great Time was had by all. Lizz Thanked all for the donations for the food, the cooking and the 50/50 items, and all the extra help. She said she will be unable to do this after the campout due to her son graduating, and recommended Rich Rottier as Recreation Chair.

XI. OLD BUSINESS:

- A. **ACTIVE COUNCIL STATUS:** Jim Duke asked everyone to please refer to the handout. This is to bring the Councils back into compliance with the by-laws, or change the by-laws, to fit the councils. This has to be accepted or rejected today to get published in the September magazine to be voted on by the general membership at the Convention. Jeff explained the purpose of having the by-laws, and its importance.

Moved by Jeff Biggs second by Ron VanderVliet to accept bylaws as written. (Discussion)

Ron Corbett stated any organization that is successful has a structure, and our by-laws provide that, as well as accountability. There may be some tough conversations that will take place, but it may need to happen. Barry Bethke asked about not being a member of a Council and how that worked with the voting. David asked about the number of delegates a Council can have, or the minimum, the max is 5, and there is no minimum. To be active, you must pay your dues and list your delegates, and list your five entities that make you a Council. More discussion ensued. We need one member from every Council to show up to bring information to the members. We are not trying to discourage members. The difference between the Board of Directors and the Executive Committee was discussed. The Board of Directors only has 3 meetings a year, and the Executive Committee is roughly every 6 weeks. Karyn stated some of our Board we haven't seen in well over a year. Karyn added the numbers from today, and there were 47 absent, and 9 excused. Ron stated if a Council delegate misses over 3 meetings, they need to receive a letter. We cannot dictate to the council who their delegates are going to be. Jeff asked Jim to provide a Q&A sheet for the Annual meeting regarding the by-laws. We will not worry about what is due cause at this meeting.

Call for the Question. Accept the By-laws as presented to be voted on at the Annual meeting.

Most Yays, One Nay, Motion Carried.

- B. **NOMINATION COMMITTEE:** Jeff stated there are two positions that will be up for renewal. The Treasurer, and the Secretary. Jeff would like to put together a Nomination Committee to search for candidates who would be suitable for the positions. Bill asked Karyn if she would run another year to prevent the committee from wasting their time, and Karyn agreed. Jeff asked for volunteers for the committee. The committee members are Ron Corbett, Ron VanderVliet, and Jeff Biggs.

XII. NEW BUSINESS:

- A. **DNR UPDATE:** Jeff stated he is pleased to add a new topic on our agenda which will be a DNR update. Jessica said she is pleased to be a part of our meeting and get involved with us. Some highlights, in no particular order, was PA 288. She said Thank you to the Website, and the detailed information on it, and the public input information. It really helped. She said today was the last day. She went over the preseason meeting dates. The SAW meeting will be the Thursday before the Convention. Jessica said she has been visiting different council areas, and attending meetings as much as time will allow. She has noticed that several areas are doing their own maps as fundraisers or as a service. She has permission from the DNR to sponsor blocks on those maps so if anyone has maps with ads to sell, please contact Jessica. She also added that money will be coming from the marketing department, not from the Snowmobile Fund. There are two new bridges that have open up, the Ham Creek Bridge, and the Lincoln Bridge. Unfortunately, someone set fire to the Ham Creek Bridge as soon as it was opened up, but it is being repaired now. There are 30 different construction projects in the Upper Peninsula alone right now. The Lean Process, the ten recommendations were tuned into six action teams. Jessica said it will ultimately help the snowmobilers, and the ORV program. Hopefully we can work on shared equipment, and costs. There is a Joint ORV/SAW meeting on Oct 10th in Marquette. And finally, Jessica has maps of Multi-Use Trails and who maintains them available. Jessica will also be contributing to the magazine.
- B. **HAY DAYS:** Jim Duke told everyone Ivan Hanson from the White Pine Lodge has offered booth space at no charge for Hay Days if we are interested. The dates are Sept. 8 - 10. If anyone is interested in going and representing MSA, please let the office, or Jeff know.
- C. **SPONSORSHIPS:** Jeff explained with the number of events we have and the costs associated with these events, it is important to find funding, so he has asked Mark Pankner to head up a committee for sponsorships. Mark explained some of what he has in mind, like sponsorship levels, and title sponsorships, etc. Mark would like 3-4 volunteers for a committee, so please see him if you're interested.
- D. **NELSON'S:** The dates will be August 25 & 26. Bill is looking for Volunteers. Please contact the office.
- E. **BUSINESS LINE OF CREDIT:** John Houk said we are in cash flow crunch. The Fifth/Third Bank offered us a line of credit if we choose. We would only pay for what we use. John said we may want to consider it. There were several questions asked. Interest rate? Cost? Secured? Open Line of Credit? Jeff said it makes him very nervous. He said he would like to see an amount of time for repayment. Lizz said it's something you do have to reapply for every year. Jeff said he is concerned we would just get comfortable with having it. Bill said it is something someone would have to guarantee, so we should allow John to look into it at the very least and then go from there.

Motion by David Low, second by Joe Chavis for John to look into Business Line of Credit. Motion Carried

- F. **RIDE IN WITH INDIANA:** Jeff explained to the group about talking to Len Neisler from Indiana while in Winnipeg, and how they come to Michigan for their Ride In. Jeff explained they both agreed it would increase numbers, and hopefully increase the fun on both sides. There is a planning meeting on Wednesday, so more information to come.

*Motion by David Low, second by Stu Volkers to allow the Committee to move forward with Indiana.
Motion Carried*

XIII. TRAILS & SAW COMMITTEE REPORT:

REGION 1: Jim Duke reported Alger County SORVA just purchased a box grader for use on the trails. The money was provided by the Visitors Bureau. And also after several years of trying we finally got a RTP grant for the Doty Bridge. Stu reported they are trying to get some fill to get into the swamps for the winter.

REGION 2: Jeff said most everything has already been discussed for Region 2 earlier.

REGION 3: David Low reported they lost three sections of trail that they are working on replacing. If not, it will be re-routed.

- XIV. **PUBLIC COMMENT:** The Logo for the ISC has to be approved. The Logo looks great! This will be made into pins and all sorts of things. *Motion by Ron VanderVliet, second by Lizz Holzwarth to approve the Logo. Motion Carried.*

- XV. **DATE AND LOCATION OF NEXT MEETING:** The question was asked whether it is necessary to have the September meeting. In the past few years the September meeting has been cancelled due to conflicts. Most everything could be decided by email.

Motion by Stu Volkers, second by Jeff Biggs to cancel the September meeting. Motion carried.

- XVI. **ADJOURNMENT:** *Moved by David Low, second by Bill Bradfield to Adjourn. Motion carried*
Adjourned at 2:40pm