

MATC Executive Committee Meeting  
November 2, 2012  
University of Maine, Augusta

Present: President, Lester Kenway; Vice President, Tony Barrett; Recording Secretary, Janice Clain; Corresponding Secretary, Dick Doucette; Treasurer, Elsa Sanborn; Directors, Dennis Andrews, Rebecca Clark, Bob Cummings, Bruce Grant, Dan Simonds; District Overseers, Ron Dobra, Dick Fecteau, Tom Gorrill; Overseer of Lands, Dave Field; Club Coordinator, Holly Sheehan; Historian, Ray Ronan; Membership Committee Chair, Melanie Coombs; Campsite Committee Member and Maintainer, Doug Dolan; Guest, Susan Tompkins, Rising Tide PR and Vreeland Marketing and Design.

Absent: District Overseers and Directors, Craig Dickstein, Laura Flight, Rick Ste. Croix, Don Stack.

**Call to Order:** President Lester Kenway called the meeting to order at 7:01 pm. With some visitors in attendance, he called for introductions.

**Secretary's Report:** Janice Clain presented the Secretary's Report for the September 7 meeting. Tony Barrett noted mistakes in two places in Susan Tompkins' name. Ron Dobra pointed out a reference to assignments in the White Cap District; the lean-to maintainer position is still open, and another section was reassigned. Elsa Sanborn asked for clarification for statements made by JT Horn, who was not at the MATC Executive Committee meeting; he had communicated his requests via e-mail.

Bruce Grant placed a motion, seconded by Rebecca Clark, to accept the Secretary's Report as amended. The motion carried.

**Treasurer's Report:** Elsa Sanborn presented the Treasurer's Report. She noted net assets of more than \$500,000, with some grants coming in, and few significant expenses. She shared an accounting of the 75<sup>th</sup> Anniversary celebration, and explained that MATC shared profits with MATLT. Tony Barrett said that, according to the original plans for the celebration, any income above cost would go to the Land Trust to contribute to the Crocker Mountain acquisition. Several Executive Committee members questioned this provision and looked for documentation of the discussion.

Bruce Grant placed a motion, seconded by Dan Simonds, to approve the Treasurer's Report. The motion was accepted.

**Maine Trail Center:** Lester Kenway reported on Alicia Nichols' work on behalf of the club's long range fund raising goals.

The Friends of the AT in Maine held its first meeting. They discussed the purpose of the group, and whether to organize as a separate 501 3 C non-profit

entity. The consensus was that they should continue to meet as an ad-hoc committee of MATC. Dave Field asked if this panel is for new people, to which Lester replied that it's the hope, but it has only partially happened so far. Lester explained that Alicia is applying for grants for the club's awareness campaign expenditures.

**Rising Tide PR and Vreeland Marketing report:** Susan Tompkins reported on work Rising Tide PR and Vreeland Marketing are doing for the club. She first distributed a survey designed to ascertain board members' affiliations, which might open up more avenues for connections between MATC and the public. The survey is voluntary. Susan also distributed it via e-mail.

The PR firm has written a report with a snapshot of public relations and social media outlets. This information is used for linking traditional outlets and weaving into the social media sites.

Susan noted the results of the Facebook photo contest, which are now posted on REI.com.

On the topic of e-mail activity, Susan suggested that the Executive Committee use mailchimp, a free service that tracks e-mails and offers a wealth of data on public interactions with the user.

Lester commented that the contract with Vreeland Marketing ends in January, but added that the club can do a lot with some help after that period. He said he will ask the Finance Committee to set aside some funds for hourly services. He also suggested a standing PR Committee for the club.

There was discussion about maintaining the Club's identity. Susan suggested honing the club's message to those who can help the most. She said that confusion aspect is typical in any industry / sector.

Tony Barrett commented that the messages that have gone out have targeted and highlighted general hikers, which is beneficial to the overall goal of the PR campaign. He observed that the LL Bean article was well done and very helpful. In general, the club has enjoyed more positive publicity this year than ever before.

Susan noted the use of Word Press, which has established a modern interface for the club web site. Lester reported that Dave Theoharides is having difficulty finding time to convert the remaining web pages to Word Press, given his professional responsibilities. Lester has asked for help for Dave from Vreeland Marketing. The club will have to pay for the service. He expected that they would have everything updated by the end of the week. Susan noted that almost 900 people are following MATC on Twitter. The club's Twitter tag is MATC.

Lester explained that Stan Moody entered club membership into a data base and sent it to Vreeland, which found about 400 bad addresses. This discussion raised controversy as to how many members the club has. Bruce Grant observed that e-mail lists are dynamic, they change frequently, and it is a difficult task to keep one accurately updated.

Susan explained that one of the tasks of the PR firm was to incorporate a QR code into the web site, which they have done. The QR code can take viewers right to panoramic scenes of the AT. Lester asked where to put QR codes and Susan recommended the following options: place them on a display board at presentations, to take viewers to the trail; put them on a "souvenir" for hikers. Dick Fecteau suggested putting them on register boxes and register box cards.

Bruce Grant suggested that an agenda item for the January meeting should be how to deal with the PR hand-off.

**The Friends of the Maine AT Committee:** Lester explained that the Friends of the MAINE AT Committee met on October 11. Seventeen people attended. The meeting introduced those people to the idea of what the group would be and do. For the first year, they will work on public relations, and will concurrently begin planning for the capital campaign, making relationships with people. He reminded that a capital campaign is 90% planning and 10% actual fund raising.

**Special Events:**

**Coalition for Recreational Trails Award Update:** Holly Sheehan announced that MATC did not receive the Coalition for Recreational Trails award for which it applied. This was a non-monetary award, simply a recognition for past projects, and an effort to help congress become knowledgeable to what's out there for trails. They answered Holly's call, and encouraged the club to submit another application at a later time.

**End of Trail Festival:** Bruce Grant informed on The End of Trail Festival, which took place in Millinocket September 14-16. He said the weather was not good, which helped point out to organizers the need for a shelter. In this case, they used a vacant building on Main Street for speakers and to present the National Geographic film on the AT. A couple town council members dropped in, and explained that they will discuss the Trail Town application in the second week of November. They've had a change in town administration, which has slowed down the application process. Bruce reported that the Hard Core Project enjoyed good participation.

**Rangeley Trail Town Inauguration:** Dan Simonds reported on the Rangeley Trail Town inauguration. He said it was well organized and well attended. As with the End Of Trail Festival, scheduled for the same weekend, the weather was not favorable, and they had to set up a tarp to protect displays. He said it went well and reached the right people. He spoke in particular of a cardboard profile that Nini Christensen constructed to profile the length of the AT in Maine on a one foot to the mile scale. The replica is available for display at other events. Other attendees at this meeting suggested displaying the model at the annual meeting and at the biennial ATC meeting next summer.

**75<sup>th</sup> Anniversary Celebration:** Tony Barrett showed a DVD from the 2010 Saddleback Connector Celebration, in Rangeley, on which Susan Collins addressed attendees and complimented the club on its impressive history. Tony also showed a video, with an advertisement at the end, which has been posted on YouTube. Tony said proponents have used monies from the 75<sup>th</sup> Anniversary celebration to fund production. He has sent a copy to Hawk for the November 17 NERPC meeting.

Tony presented a second DVD with words from Mark Wenger on the 75<sup>th</sup> Anniversary. It is a two minute video with an advertisement for the Appalachian Trail.

**Club Coordinator Update:** Holly Sheehan gave an update on her work for the club. The Outdoor Heritage Fund awarded the club \$20,000 for work on the Gulf Hagas Rim Trail and for the Gulf Hagas ridge runner. Holly's strategy has been to focus on a region when applying for grants. The club received \$10,000 from the Franklin County TIF (Tax Increment Financing) funds for work on the Horns Pond Trail.

**Pioneer Trail on Saddleback:** Dave Field spoke on plans for the Pioneer Trail on Saddleback. He showed a layout of the trail and how it takes advantage of the new Flyrod Crosby multi-use trail. Dave and Chris Beach examined the original layout and determined a more scenic route. The Pioneer Trail offers the possibility of a loop trail via the A. T. and the Crosby Trail. Dave needs approval for the new layout to send to Hawk Metheny, to set the ATC/NPS approval process in motion. The NPS will have to do an environmental analysis for impacts of the trail across corridor lands. Chris will negotiate with Linkletter regarding passage over Linkletter land and with regard to land now owned in common and undivided by Linkletter and the ATC. The trail will also need LURC approval for the segments above 2700 feet. Dick Fecteau has walked the new trail and recommends it. The High Peaks Alliance has questioned publicity for the Flyrod Crosby. The Pioneer Trail is only accessible from the Flyrod Crosby. It adds to the amount of trails in the Bigelow District.

Dave Field placed a motion, seconded by Dick Fecteau, that the Executive Committee approve this new trail. The Executive Committee has authorized Dave to submit this trail to the appropriate decision making bodies.

**Overseer of Lands Report:** Dave Field gave his report as Overseer of Lands. He said monitors have been very active this season. NPS pass-through money has been used for boundary maintenance work in Maine for five years. For the past three years, ATC's Land Protection Associate, Alice Scheiderer, has come to Maine with two technician assistants to work on corridor boundaries. This year, she recruited eight members of the American Hiking Society to work

with her and with MATC volunteers on boundary maintenance. Some abutting landowners have also renewed lines between their properties and the corridor.

**District Overseers Reports:**

Ron Dobra said he accompanied one person from ATC and one from Harpers' Ferry on an assessment of the length of the White Cap district with trimble machines. They managed to cover about fifteen miles a day.

Ron has been discussing putting in a bridge over Goodell Brook, near route 15 at the outlet of Spectacle Pond. He needs to get permission from DIFW (Department of Inland Fisheries and Wildlife). They won't put anything in writing, but won't bother it if we install a bridge. Dave Field recommended that we need a clearer authorization from the landowner, DIFW. He suggested that we need something closer to the relationship we have with the Bureau of Parks and Lands. Dave offers to work with Lester to make contacts and set up a meeting. Lester said we need to look at our general liability. Dave advised that we contact ATC and the National Park Service for guidelines. Lester recommended we inform the town of Monson of our intent to build and get a statement from DIFW.

Ron also reported that he and helpers will haul the new privy to the Carl Newhall campsite next year to install; he said he can get to quite close to the site.

Dick Fecteau, reporting on the Bigelow District, described an e-mail concerning the fire warden's cabin. Parties asked why the cabin isn't open, and Dick explained that it's not our cabin, though it is used by our caretaker.

Tom Gorrill reported nothing unusual in the Baldpate District. He said a cabin still needs to be removed.

**Accessible Facilities on the Trail in Maine:** Lester Kenway advised delaying the discussion of accessible facilities until January, as individuals involved in researching that topic were not able to attend the meeting.

**Club Newsletter:** Bob Cummings announced the next deadline for articles for the MAINEtainer for November 9.

Lester asked when the following issue would be assembled, and Bob set a middle of January schedule, with a deadline for January 15.

Dave Field checked the LMP and noted that the January newsletter has to have the slate for new officers and the agenda for the Annual Meeting.

**Wind Power Committee Report:** Tony Barrett reported on behalf of the Wind Power Committee. He referred to an e-mail from Tom Lewis to the Executive Committee. The Wind Power Committee is getting hiker reports on the Record Hill wind site, which has an impact on views from Baldpate and Mount

Blue. Tony said he climbed Baldpate and noticed a wind power site across the border, in New Hampshire, with 22 turbines, probably on Granite Hill. The experience gave Tony a sense of the cumulative impact of wind power constructions. Executive Committee members commented on the Bowers Mountain wind power proposal, in Washington County, which was recently denied a permit on the grounds of visual impact.

Tony said the Wind Power Committee is working through the legislature to sponsor a bill to benefit the AT viewpoint on wind power and its concern for visual impact.

Lester commented that the current strategy is to try to change the law. He added that we can't fight these things one at a time.

The next meeting of the Wind Power Committee was November 5.

**Partners' Hike:** Lester reported that thirteen people participated in the Partner's Hike, on October 12. It was a cold but pleasant day, and a good opportunity to meet with representatives of other groups. One official from Maine Huts and Trails, Executive Director Nicole Freedman, participated and asked to submit a proposal for that organization's trails in Carrabassett Valley.

**Request for Support for Cataloging Avery Collection:** MATC has received a request from Peggy O'Kane, at the state archives, for a grant to work on the Myron Avery collection. Dave Field commented on the need for time and funding to index the documents and photos in the collection.

Dave Field placed a motion asking MATC to write a letter of support to the Maine State Library to move forward with this proposal. Dennis Andrews seconded the motion. The Executive Committee voted to approve the motion.

**Nomination Committee:** Lester announced that he has approached the following to form a Nomination Committee: Laura Flight, Milt Wright, and Bruce Grant. According to the LMP, one member of the nomination committee must be a non-Executive Committee member, and Milt Wright fits that criteria.

Ron Dobra placed a motion, seconded by Rebecca Clark, to accept the committee as named. The Executive Committee voted to approve the motion.

**Maine Huts and Trails:** On the topic of Maine Huts and Trails negotiations with MATC, Lester reiterated that he talked with Nicole Freedman, their Executive Director, while on the Partner's Hike. They discussed a proposal which they will submit at a later date.

**New Trail at Little Wilson Falls:** Bryan Wentzell has asked for a meeting of all stakeholders involved with negotiations on a Wilson Falls Trail. The meeting will take place in late November or early December. Lester advises that the panel needs input from someone with critical insight on endangered species.

**January Meeting Agenda:** Lester asked for input to build an agenda for the January full-day meeting, and received the following recommendations:

- accessible facilities - Dave Field suggests the need for a clear indication of policy from the NPS. Lester recommends we need to educate this group, as Laura Flight has educated the Campsite Committee.
- public relations
- a review of the Local Management Plan, as requested by Dave Field  
Lester suggests posting all changes on the website and asking for input, as part of the PR campaign and efforts to raise awareness. Dave reminded that the comprehensive plan calls for public meetings. He advises that the process calls for discussion.
- an examination of the membership structure, requested by Ron Dobra
- a Community Outreach Committee, requested by Bruce Grant

**Other:** Dennis Andrews commented that the March 2 date for the next Executive Committee meeting should be March 1, the first Friday in March.

Dennis also asked about the ATC data base, which could be updated by anyone. Lester explained that MATC chose not to participate, but, instead, created a committee of two who made our own data base. We continue to use the ATC data base for trail crew recruiting.

With discussions concluded, Elsa Sanborn placed a motion, seconded by Dave Field, to adjourn the meeting. The meeting concluded at 9:41 pm.

Respectfully submitted,

Janice Clain  
Recording Secretary