

**Revised Draft)**  
**CMC Council Meeting**  
**Thursday August 18, 2011**  
**6 P.M. to 9 P.M.**  
**MANNA Foodbank**

**Council Members Present**

Peter Barr, Barth Brooker, Marcia Bromberg, Charlie Ferguson, Don Gardner, Ashok Kudva, Pete Peterson, Jim Reel, Becky Smucker

**Council Members Absent**

Danny Bernstein, Tish Desjardins, Stu English

**Guests**

Gale O'Neal, Jim Spicer

The CMC Council minutes for May 5, 2011 were approved with no changes.

The Treasurer's report was approved with no changes. The Treasurer has requested information to develop the 2012 budget.

**1. Website Issues**

Becky Smucker gave a final report from the Website Project Team noting that 4 of six objectives have been completed and significant progress has been made on the final two objectives. The Team's work is complete and management of the new website is being turned over to the Communications Committee. (Report and Objectives in separate attachment).

Charlie Ferguson noted that the new website and new data bases are not as integrated as anticipated when the project began. He said the current state of the new website is static. A goal for stage 2, and what we had hoped for in Stage 1, is an interactive website.

Charlie further noted that individuals who should be responsible for implementing and maintaining sections of the website are not stepping up to the task. A list of required tasks is attached. This is a problem we need to address. It is something we will discuss at the Council planning session in January.

Charlie volunteered to act as "point person" on problems with the new membership data base.

**2. Function of Education Committee**

Nan Needs has resigned as Chair of the Education Committee and Councilor for Education. Barth Brooker suggested that we need to understand the function of the committee before searching for a new chair.

After reviewing previous activities of the committee, including first aid, map reading and GPS courses and development of theme hikes the Council agreed that there is a track record that a new committee chair can follow.

### **3. Awards for Section Maintainers/Work of Section Maintainers**

Barth had suggested awards for top-notch section maintainers. This suggestion grew out of a concern that many section maintainers were not doing an adequate job, leaving trails in bad shape and causing extra work for the maintenance crews.

After a long discussion about how to address this problem, it was tabled until the planning session in January. Council members should come with concrete ideas about how to prepare and monitor the work of section maintainers.

### **4. Annual Meeting and Dinner**

Marcia Bromberg reported on planning for the November 5<sup>th</sup> Annual Meeting and Dinner. The Chariot Restaurant in Hendersonville is available to the Club at the same price. Council members were supportive of raising the price of the dinner to cover the full cost—to \$27

Marcia also reported that Bobbi Powers identified an Asheville option for the dinner—Pack Tavern. This venue would be available to the club with prices similar to the Chariot (\$27.50 per person). However, the restaurant would be responsible for selling wine and beer so the income from this source would be lost to the club. The Council requested that Marcia pursue this option. She will report back to the Council within the week.

We do not yet have a speaker for the dinner. Peter Barr is trying to contact Charles Maynard, the founder of the Friends of the Smokies and an entertaining speaker. Peter asked if we could offer to reimburse Maynard for driving expenses which could amount to \$100+. Becky suggested that the so far unused travel budget could be a source of funding. At the moment there is no back-up if Maynard is not available.

Marcia and Ashok will work on the Annual Dinner/Membership Renewal for the Let's Go and Marcia will write a short article for Let's Go.

### **5. First Aid Kit**

This was just a reminder that all hikers should carry a first aid kit.

### **6. Horses on Trails in Sheldon Laurel Area**

Barth reported on a request from the horse riding community to use the ATC in the Sheldon Laurel area and have the CMC construct a new trail for hiking. The Council voted unanimously to turn down this request.

### **7. Committee Reports**

- A. Conservation: no report
- B. Hiking: no report
- C. Membership: Ashok is still working on getting consistent reports form the new data base system. His printed report as of August 17<sup>th</sup> is included in a separate attachment.
- D. Maintenance: Pete Peterson reported that Howard McDonald will be receiving a 5,000 hour of service award from the ATC. It was agreed that special mention of this should be made at the Annual Meeting. Pete also reported that there will be many pins, patches and

caps distributed for service hours worked at the annual maintainers fish fry. Information about service level awards is included on a separate attachment.

E. Communications: no report

F. Education: no report

G. Challenges: Peter Barr reported is working with Dave Wetmore to provide car decals for challenge completers. These would be made available at \$5 per decal (cost to club--\$.50). Patches would still be provided free to completers. Peter also reported some minor changes to the SB6K Challenge. The Council voted to approve the substitution of Cattail Peak for Potato Knob along the Black Mountain Trail. Peter noted that he still needs to update the Challenge section of the new website. He hopes to include the ability for people working on a challenge to indicate so and, perhaps, find others doing so for mutual benefit.

Respectfully Submitted,  
Marcia Bromberg

**ATTACHMENTS:**

- 1 Website Project Team Report
- 2 List of actions needed to complete Phase 1 of Website
- 3 Membership Report
- 4 Award List

Report to CMC Council from Website Project Team  
August, 2011

In January of 2010, the Website Project Team was formed to proceed with the development of a new CMC website, following the work and recommendations of an investigative Website Task Force formed in March of 2009. In March of 2010, Objectives for the team were approved by Council. A copy of those objectives accompanies this report. Status reports have been presented to Council periodically.

At this point, the Team considers its work substantially done, and has turned over management of the new website to the Communications Committee. In the intervening year-and-a-half, objective 1-4 were completed, and objectives 5 and 6 saw significant progress. Members of the Team who are not also on the Communications Committee remain available to work in more limited ways on the website, and are available for consultation.

The website is, and to some extent will always be, a work in process. It is hoped that members of CMC, especially leaders, will increasingly see the powerful potential of all of us being involved in making this website a vital part of our Club life.

The Chair thanks those Project Team members who gave a large chunk of their time and effort to this project, as well as other CMC members who assisted in many significant ways.

**Website Project Team Objectives  
March 5, 2010**

1. Locate design firm, preferably local. To help with website design
  - a. Determine what they would do and what we would do
  - b. Get Price estimate for the work.
2. Bring proposal to Council with full explanation, seek approval to proceed.
3. Apply for grant money if needed. Deadline June 1 for BRP Foundation.
4. Coordinate with various Club functions to develop details of website.
5. Fool through with training and trouble shooting.
6. Work with Communications Committee and Council to develop plan for long-term maintenance.

**Things that need to be done to “complete” Phase I of the new website.**

**Responsible parties**

1	Various pages that need to be filled in, created or edited. That includes some pages from the old website. Each Committee needs to browse the old and new website to identify the items that need to be worked on. Although it is the committee's responsibility to get the work done, they can recruit whoever they want to make the changes in the CMS.	Committees & Council	One person started to help with Challenges - going slow.
2	Recruit people to learn the CMS and update the website	Committees & Council	
3	Programming - Hike Schedule and Event Schedule database, forms, reports and pages.	Tim Carrigan	In progress, slowly
4	Programming - Hike Database and Search functions	Tim; perhaps Charlie	
5	Programming – Add Wide Page capability, particularly for the eNews. ~\$450	Stratos	
6	Training people on the use of the CMS	Charlie	

**Ongoing Website related tasks:**

1	Updates and edits to website pages and Event Calendar	Committees & Council	
2	Council and committee pages	President	
3	Breaking News	Council & Hike leaders	
4	eNews	Danny	
5	post Let's Go	Communications	
6	post Council Minutes	Secretary	
7	Until new Hike Schedule is done, post the hike schedules, post scout reports and post hike reports.	Hiking Committee	One person has expressed interest in doing this. No action yet.
8	New Hike Scheduling	Hike Schedulers	

9	New Hike Database maintenance	Bruce & Charlie	
10	Maintenance Hours Reporting	Jim Ariail	
11	Maintenance reports & trail issues	(A) Pete Petersen	
12	Membership database entries	Gale	
13	info requests	Jim Reel	
14	Facebook	Stuart, Danny	
15	Finance & Banking	Don Gardner	
16	Website planning & decisions	Communications	
17	website hosting admin	Charlie	
18	website troubleshooting	Charlie, Tim, Stratos	
19	CMS admin & permissions	Charlie	

**Membership Report: August 18, 2011 (transactions thru 8/17 )**      Membership Type  
Memberships reported May 5, 2011      856      Individual = 545  
New Memberships      56      Family = 149  
Memberships as of August 17 :      694      Total Members = 922

**Analysis of Membership Data      \* June**

	2003	2004	2005	2006	2007	2008	2009*	2010*	Aug 17
Memberships as of May 10 694	584	614	678	658	720	774	828	829	
Memberships dropped for not paying dues 162??	100	92	159		138	146	165	158	159
Memberships resigned 0 NA			10	7	9	0	0	0	0
Memberships reinstated when dues paid NA	20	11	23	9	8	1	14	16	
Net loss of old memberships NA	90	88	145	129	138	164	144	143	
Subtotal = sustaining members 686 NA		494	526	533	529	582	610	684	
% net loss of old memberships 17.3 NA		15.4	14.3	21.4	19.6	19.2	21.2	17.4	
New Memberships 56*	120	152	125	191	192	217	145	40	
Membership on May 10 following year 726 NA		614	678	658	720	774	828	829	

Conclusions 2003-2010

18% members every year do not renew membership, about 160  
Sustaining members increased since 2003

No growth between 2009 and 2010, new memberships equaled drop-outs. No conclusions on partial 2011 data

Program

Recalculate and analyze last 12 month's data in two different systems.

Submitted by: Ashok Kudva, 8/18/2011

**Trail Maintenance Award Structure**

April 2011

**ATC** You do not have to be a member of the ATC  
We should acquire them for the Friends of the BRP Luncheon  
8 hours, Pins  
100 hours, Patch  
500 hours, Cap  
1000 hours, Sleeveless Fleece Vest  
4000 hours, Plaque, etc.  
Silver or Gold awards for volunteers who have completed [25 and 50 years](#)  
respectively, to the ATC at each biennial  
No mechanized interface for awards, we just send list of personnel names and  
hours to ATC to get Awards.

**CMC Maintenance Hours**

50 CMC Patch - Currently given to section maintainers and FS Trail  
Maintenance. Book.  
100 CMC Cap  
500 Trail Maintainer Patch and a copy of Walt Weber's MST Book

1000 Rocker for Patch and a copy of the ATC- NC/Tenn. trail book  
2000 Rocker  
2500 Fleece Jacket with CMC embroidered on front.  
3000 Rocker  
4000 Rocker  
5000 Rocker  
6000 Rocker

**CMC Maintenance Years**

Years on CMC Maintenance Crew (Do away with the hat and jacket.)

**FS – PRD** at least

2 times out, FS Cap  
1 yr. anniversary, FS Jacket  
50 Times out, FS Belt Buckle

**Friends of the MST** – They have an award structure but you have to be a member of Friends of the MST to become eligible.

**Blue Ridge Parkway Pins** by increments of 100 hours of maintenance.