

## MINUTES OF ANNUAL BOARD MEETING OF AMERICAN HIKING SOCIETY

October 11, 1981

Camp Highroad

Leesburg, Virginia

### AGENDA

- |   |                                  |
|---|----------------------------------|
| 1. Opening remarks                        | Paul Pritchard                   |
| 2. Adoption of Agenda                     |                                  |
| 3. Election of officers                   |                                  |
| 4. Secretary's report                     | Louise Marshall                  |
| 5. Treasurer's report                     | Mike McReynolds                  |
| 6. Executive Director's report            | Laura MacKenzie                  |
| 7. Volunteer Vacations                    | Kay Beebe                        |
| 8. Board of Directors' insurance          | Laura MacKenzie                  |
| 9. HikaState and HikaNation               | Glenn Seaborg & Monty Montgomery |
| 10. Approval of California Chapter Bylaws | Mike McReynolds                  |

The meeting was called to order by President Paul Pritchard at 10:36 a.m.

Other directors attending were: Dr. Glenn Seaborg, Mike McReynolds, Cong. Beverly Byron, James Kern, Bill Kemsley, jr., Kay Beebe, Chuck Williamson, Susan Henley, Louise Marshall, Gudrun Gaskill. Executive Director Laura MacKenzie was present. Also attending were about a dozen members of AHS.

Directors not present were Charlotte Feild, Thomas Lamb, and Stephen Doyle. Justus Bauschinger resigned in July. Counsel Chuck Sloan was not present. Advisors William Cohen, Tom Deans, Jack Gilbert, Barbara Haas, Willard Kenzie, Bjorn Kjellstrom, Chester Randolph Parker, William Whitehurst, Robert Proudman, Hank Lautz, and Robert Karotko were not present.

President Paul Pritchard opened the meeting with a few remarks, as follows:

It has been a very challenging year for the American Hiking Society. We have faced the same frustrations that one does when hiking and the trail runs out or disappears and you no longer know where to go. But we did recover the trail and realize that it is still full of challenges and opportunities for our small, but dedicated force.

Let me summarize a few of those events of the year:

1. After the realization that we needed to find new leadership in the executive director, we were able to find a person who was able to bring with her a multitude of talents of an association executive.

2. We are in the process of preparing a financial statement that will be performed by a certified public accountant firm which will give us our first clear understanding of our financial situation.

3. We were able to complete the work with the Heritage Conservation and Recreation Service and initiate new work with the Forest Service that will contribute to the operation of the Society.

4. We relocated the offices in a historical building owned by the National Parks and Conservation Association, a setting in which a variety of skills could be brought to bear on the needs of the Society without any additional costs.

This year was full of major program achievements such as: the completion of the HikaNation; the development of plans for the next HikaNation; update of the National Trails Bill.

And so the story goes, with continued success in the face of the fear of losing the trails.

The challenge now is clear. We must keep alive an important role and function that so many gave to. We have a new executive director. She is dedicated to her professional responsibilities. We must provide her with the support she needs in order to carry out our functions that include not only the securing of continued financial assistance to the organization, but also the development of a concrete financial plan. We need to develop strong leadership in the ranks of the board and within the membership. And, we need to encourage participation of volunteers who are the genius of the American trail movement.

This challenge includes a commitment to helping this nation come to grips with a new attitude towards recreation and conservation in general. The dollars are gone from the federal budgets and the maintenance and continued operation of trails in this country must be assumed by the volunteer community. Already around the country federal representatives and managers are asking for help in maintaining their network of trails and back country camping areas. It is a new and expanded dimension of programs already begun, specifically the Volunteer Vacation Program.

I will continue to be committed as strongly as I have been in the past to help assure the continued success and viability of the American Hiking Society.

The agenda was adopted with one addition.

Election of officers was next. In spite of Pritchard's desire to be relieved from duties as president, the unstable condition of the Society made it imperative that he continue. Paul Pritchard was re-elected as president; Glenn Seaborg as vice-president; Chuck Williamson as treasurer; and Louise Marshall as secretary.

An item not on the agenda was introduced: a motion to change the Bylaws to eliminate the position of chairman or make the president the chairman of all directors' and membership meetings. It was passed, with the proviso that Chuck Sloan be asked to re-word the Bylaws correctly.

Gaskill suggested that the vice-president be president-elect. No action was taken.

Byron suggested that an additional vice-president is needed. McReynolds was elected as vice-president for regions.

Next on the agenda was the Secretary's report. Marshall stated that minutes of the May, 1981, meeting had been prepared and should have been in Directors' hands since June; otherwise there was nothing to report. The new Board members observed that they did not have copies and would like them.

The Treasurer's report followed. It was very involved and elicited much discussion. Basically AHS has debts of approximately \$10,000 and no cash on hand to pay them. Board members in a day-long solicitation of industry two days ago secured promises of several thousand dollars in contributions, and those plus expected cash flow are enough to enable AHS to repay those debts according to a schedule drawn up by Bill Kemsley.

A Finance Committee was appointed. The committee was asked to evaluate the concept of corporate membership and also to carefully consider a policy of allowing manufacturers to say such things as: "Choice of AHS HikaNation hikers," or "Sponsors AHS objectives."

STATEMENT OF INCOME AND EXPENSES - July 1, 1981 - September 30, 1981

INCOME		EXPENSES	
Dues	\$6,334.00	Rent	x
Contributions	1,070.75	Supplies	27.99
Publications	147.95	Telephone	631.60
T-shirts	37.50	Staff: Admin.	4,998.00
Patches	20.75	Staff: Contract	422.94
Scarves	4.00	Employee benefit	1,000.00
Newsletter ads	50.00	Travel & Expense	29.75
Grant (last FY80 paym.	970.92	Newsletter	313.09
	<u>8,635.87</u>	Promotion: Membership	744.64
Operating Income		DC Unemployment Ins.	152.57
Transfer of funds		Accounts Payable FY80	838.00
Perpetual Bank	165.66	Total operating expenses	<u>9,138.58</u> (234.48)
Orwell Trust	102.57		
Total Income	268.23	CURRENT LIABILITIES	
	\$ 8,904.10	Accounts Payable: FY81	(2,023.12)
		Accounts Payable: FY80	(8,029.04) (10,261.21)
Accounts receivable (HikaNation)	800.00		

<b>FY81 Accounts Payable</b>		
7/1	Envelopes Unlimited	142.11
7/20	Envelopes Unlimited	159.08
7/20	Envelopes Unlimited	114.03
9/22	Bruckenthal	59.89
All above for membership promotion		
NPCA - rent \$750, Printing 60.26 postage		365.02
		1,175.28
8/11	IBM (repair)	62.00
9/25	S&S Mailing - Membership Promo	194.55
		<u>2,023.12</u>

<b>FY80 Accounts Payable (outstanding)</b>		
	Tri-State Envelopes	923.07
	Goetz Printing	390.00
	Envelopes Unlimited	367.07
	Colorcraft Printers	2,046.00
	IBM	73.00
	Carol Dana, Editor	200.00
	CPA	600.00
	NPCA	1,162.72
	Names, Inc	30.00
	G. Gaskill Loan	2,000.00
	T-Shirts	350.00
	W. Kemsley for IBA merger	325.11
		<u>8,029.04</u>

<b>HIKE-IN (incomplete)</b>		
<b>Income</b>		
	Loan from Committee	600.00
	Registration	800.00
		<u>1,400.00</u>
<b>Expenses</b>		
	Registration	247.15
	Public Relations	91.99
	Deposit - Camp Highroad	130.00
	Telephone	47.00
	Band	300.00
		<u>806.14</u>

Note: Possibly the Hike-In will break even. Only \$8 of the registration money goes for administrative costs; \$22 goes to Camp Highroad for cost of meals. However, \$600 will have to be reimbursed to the Committee for their temporary loan to get the Hike-In going.

**Additional financial notes:**

1. FICA. While \$1,504.32 was withheld from Craig Evans' salary in 1981, it was not sent in to IRS. A letter was sent to IRS stating that since AHS is a 501(c)3 organization, it should be exempt from FICA. Form 914E was filed with this letter. Depending on the decision of IRS, AHS will either owe IRS \$3,008.64 or Craig Evans \$1,504.32. IRS did send AHS a 941E form for third quarter payment of federal taxes. I am holding in escrow FICA in case.
2. The bill from the CPA for completing FY80 statement has not come in yet. It will probably be \$600.

Next was the Executive Director's report which follows as it was presented:

Finances: The FY80 statement is not completed. Final figures from the Wilderness Bookstore and HikaNation were not calculated and sent to the AHS office in order to finish the statement. It will take about two more weeks. We already know the most important part of the FY80 statement: as of June 30 AHS had an accounts payable of \$8,867 and no money in the bank.

Attached is a copy of a quarterly statement (see page 2) for the third quarter of FY81. It will show that AHS is operating at a loss right now.

I estimate that it costs AHS \$3100 a month to operate. I had our membership program converted on the computer in order that we could get a listing of first renewals by month. If everyone renews (I averaged at \$12 a person), we can anticipate an income of \$23,518 from a membership of 2,149. We need to make concrete plans to build up membership, as membership is the main source of continuing income.

The only way I see to cut back office expenses right now is to find a cheaper rent and cut the telephone back to one line, or rent from an office where we can rent an extension of their main telephone line.

Newsletter: The August/September newsletter was produced cheaply because I split the cost between the Hike-In and Newsletter accounts. The October/November issue will be done by editor Carol Dana and was planned for possibly six to eight pages. In preparation for the increased cost, I sent a letter to 170 potential advertisers. Only two replied. That will be \$100 toward the cost estimated between \$700 and \$1,000, depending on pages.

I believe the newsletter should be worked to pay for itself in the future. This will take time since AHS does not have the money for follow-up telephone calls and visits to potential advertisers. Also, until we can build up funds, I think the newsletter should be published bi-monthly.

**Wilderness Bookstore:** The bookstore is closed. Lance is closing up business in Maine. All mail is being forwarded to AHS. I have sorted through it, sent letters to prospective buyers, returned their checks with a membership application, and kept labels of addresses in case we, or someone buying the remaining books, wants the list.

The CPA hired by AHS to do the FY80 statement ended up doing all the bookkeeping for the bookstore. Apparently there was an agreement that AHS would do the monthly bookkeeping so Lance would send down the unreconciled bank statements along with long detailed journal sheets of sales and expenses, not summarized. None of these were done.

Lance will be sending me an inventory of the books. He sent me the name of a company interested in some of the books. We need to make a decision on what to do with the inventory.

**Affiliated Clubs:** This program is at a standstill. A few clubs have written in requesting affiliation. I put them on our mailing list. That's all we have to offer. I have not had time to examine the possibilities of this program. It seems it could be better used. Also, we have to examine carefully our potential liability with affiliated clubs. AHS has no insurance. Steve Doyle has not been able to meet with me because of his heavy business schedule this past summer.

**Hike-In:** AHS had to borrow \$600 from the Hike-In Committee to get the Hike-In going. I don't think we will net \$600 profit to pay them back. They were asked on the spot if they would be willing to loan AHS the money during a committee meeting. They will have to be paid back. In spite of the last minute rush to find a place to hold the Hike-In and gather speakers and put out publicity, the Hike-In did get off the ground.

Mike McReynolds attempted to get a Hike-In going in California. I wonder if AHS could sponsor a few Hike-Ins around the country. We have the format from this year's. I think, too, local manufacturers and merchants would be willing to sponsor on a local level.

**Volunteer Vacations Program:** This program has grown over the last year. Because of all the publicity this summer, AHS has received a significant number of inquiries. They are sent a general information sheet and asked to send a stamped, return envelope to Kay Beebe for an application. This program will grow because of increased interest and Kay's hard work. The program may get a real boost because of the grant AHS received from the Forest Service September 24th.

**Forest Service Contract:** AHS will write a draft report for the Forest Service on the utilization of volunteers. A copy of the contract specifications are attached. Essentially the draft will lead to a guidebook on "How to Utilize Volunteers Effectively".

During this weekend I want to meet with all board members who have worked with volunteers on trails to get a rough draft of the survey questions AHS will send out to its list of 330 trails clubs as well as previous volunteer vacation participants and all other wilderness organizations that deal with volunteers.

I want to mail the finalized survey by November 1. I want to have all the information for the draft in the office by mid-December so I can put the draft together by the first week in January. This draft could be the stepping stone to having AHS be the clearing house for all volunteer information and positions open with national forests and parks services. AHS would assist other wilderness groups with their volunteer programs by making its information available to them.

**General comments:** For the past three months I have spent 80% of my time straightening the FY80. I do believe that at last I am at the starting line. Underneath the damage caused by a tidal wave of accounts payable, and inefficient administration, I have found a sound structure on which to build a strong organization. Administratively, AHS now has a smooth running system for membership and accounting. The focus of my job right now is to increase membership, increase volunteer participation, build relationships with other wilderness organizations. My job outline for the upcoming future now is to get out and meet people from these other organizations, major hiking clubs, build public relations, and seek out new areas for fund-raising.

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## CONTRACT SPECIFICATIONS

The purpose of this contract is to have the American Hiking Society develop a draft report by January 15, 1982, concerning the utilization of volunteers. Specifically the report should include the following subject areas:

1. Benefits to the Agency.
2. Benefits to the Volunteer.
3. Costs to the Agency.
4. Costs to the Volunteer.
5. Listing the types of jobs a volunteer can perform.
6. Sources of volunteers.
7. Training requirements.
8. Supervision Techniques that Work for Volunteers.
9. Reward system.
10. Recommendations concerning establishment of volunteer pools, clearing houses, etc.

Upon approval by the Forest Service the report will be presented by the executive director of AHS at a workshop sponsored by the Forest Service on volunteers to be held the week of March 1, 1982, at Colorado State University, Fort Collins, Colorado.

Procedures: 1. Using questions developed by the Forest Service and additional agreed-upon questions developed by AHS, survey approximately 200 volunteers who have been placed by AHS over the past two years. The purpose of this survey is to obtain specific data to develop portions of the aforementioned report.

2. Using agreed-upon questions developed by AHS, survey the 330 trail clubs affiliated with AHS as to the feasibility of operating a central clearing house or pool as a source of volunteers for agency use.

In the comments which followed the presentation, Kern supported affiliations, saying numbers were important and affiliations were a good way to build numbers. Pritchard asked Mike McReynolds to consider how affiliations should be handled.

To improve contacts with affiliates or possible affiliates, a Communications Committee was appointed.

Next on the agenda Kay Beebe reported on the AHS Volunteer Vacations program. In 1981 ten groups, 106 persons, donated approximately 7000 hours, representing about \$40,000 worth of work. The name, AHS Volunteer Vacations, was approved.

MacKenzie next reported that Board of Directors' insurance would probably cost about \$450. She said that sum was out of the question just now. No action was taken.

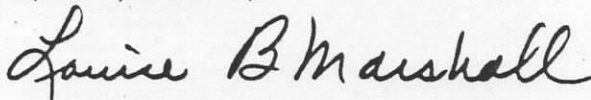
Glenn Seaborg and Monty Montgomery then reported on the HikaState and HikaNation hikes in 1981 and planned for future years. Williamson inquired if the publicity and news value of HikaNation had been truly capitalized on, suggesting the trek was really worthy of TV attention. Gaskill suggested that the slides should be exploited, perhaps with a tape narration, to be made available to clubs nationwide on a rental basis. Byron told of phenomenal success with a TV presentation on C-Span which she did recently, and suggested something similar could be done with HikaNation, particularly if timed to be at the same time that H.R. 861 is up for vote. Henley was asked to inquire into this and see if something could be worked out featuring HikaNation.

A motion to approve the Bylaws of the California Chapter established by Mike McReynolds was passed.

Another item, not on the agenda, was a motion to make Kern and Kemsley Honorary Chairmen of AHS. It was passed.

After setting the next meeting for Friday, January 8, at 12 noon, at the AHS office in Washington, DC, the meeting was adjourned at 12:48.

Respectfully submitted,



Louise B. Marshall, Secretary