



**Ozark Trail Association
Monthly Business Meeting
Zoom Meeting
Tuesday, December 13, 2022**

Meeting opened at 7:00 P.M. by Kathie Brennan

Attendees: Jeff Goetter, Liatrix Studer, Kathie Brennan, Roger Allison, Terry Hawn, Stephen Thompson, Tim Seener, Garrett Doak, Abi Jackson, Hannah Hussey, John Nies, James Schneider

Kathie reported she met with new the Mark Twain Forest Superintendent and introduced the OTA to her.

Jim Schneider presented his white paper on Recruiting and Nominating, and it was discussed. I attached the document to this report.

ACTION ITEM: Request each Officer position prepare a basic job description. Define objective of the position, responsibilities, and desired skill sets. Focus less on specific tasks.

The current descriptions that are in the Bylaws are found in Attachment 2 and may be used as the starting point.

ACTION ITEM: Each committee, clearly define volunteer opportunities and time commitments, but breakdown into smaller chunks of work to enable volunteers to limit their commitment as they see fit. Clearly define impact of their work

The current descriptions that are in the Bylaws are found in Attachment 2 and may be used as the starting point.

ACTION ITEM: Using the data capture from the previous action items update the Committees section of the Board and Leadership page of the website

ACTION ITEM: Update the Volunteer Off Trail section on the Get Involved page. Look at finding a more prominent place to post it and revise it so it covers more than the trail building events and giving presentations. A screenshot of the current description is included in Attachment 2. Jim will take ownership of this one.

RECOMMENDATION: Develop a job board on our website that will display volunteer positions with a link to apply. These will be developed as we identified specific volunteer opportunities with descriptions.

Jim also introduced the Walmart Roundup program. This program is like the Amazon Smile program that donates back to organizations. The Walmart online purchase system allows the person to select a charity then round up their purchases to the nearest dollar. It was decided we could start promoting the program on our social media platforms. Jim will develop the initial message announcing this new fundraising opportunity.

Terry reported it is going to be a busy year again. An AmeriCorps crew starting soon, and Alex and Caitlyn have been doing great.

John has been talking with Liatrix about the AAT program as she will be helping. The review of all the existing adoptions has been completed and a revised list of open section will be posted soon.

Trivia Night will be on February 11 and we are looking for donations for the raffle and auction. If you have sources let Kathie know.

Social media, remember to like and share the OTA posts, it helps with our presence out there.

Roger reported the books are just about closed on 2022 and we are good shapes. Details will be provided at the Board Meeting.

Next Monthly Business Meeting: February 14, 2023 via Zoom

Next Board Meeting: January 21, 2023 at the Potosi Office. Zoom should also be available

Next Ozark Trail Council Meeting: March 2, 2023, via Zoom

Meeting was adjourned at 9:00 PM

For the OTA

Jeffery J Goetter

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Secretary, Ozark Trail Association

Attachment 1 - Recruiting and Nominating (R&NC).

Recruiting and Nominating (R&NC).

The Recruiting and Nominating Committee is responsible for the growth of the organization, particularly regarding Officers and Directors, but without neglecting the growth of the membership. In addition to Officers and Directors, the Recruiting and Nominating Committee identifies opportunities for the organization and recruits' individuals with the appropriate and necessary skill sets to take advantage of those opportunities.

Problem Statement / Current Environment:

- The R&NC has not been staffed consistently since its inception. This committee forms in the last few months of the year to create a Board and Officer slate, then disbands and is inactive the rest of the year.
- The OTA does not have identified goals, strategy, or plan to support the growth the of the Officers and Director functions or other Committee Chairs and committee members.
- We do not have an identified pool of potential candidates to serve as member of the Board of Directors
- Several Officer and Committee chair positions have been held by the same member for several years and desire to move into different roles, but no viable replacement candidates have been identified.
- The Education and Outreach Committee is not functional and does not have a chair nor active members.
- The Communications Committee is being supported on an interim basis by Garrett Doak, but and does not have committee members.
- The Trail Adopter Chair has expressed that he intends to end his role in the next few months.
- Several officers and have expressed desire t in giving up their positions in the near or eventually, including – President, Secretary and Construction and Maintenance Committee Chair.
- As a result of the challenges noted above and others, the organization suffers from what has been described as the “STP” problem – Same Ten People doing all the work and serving in key positions.

Other thoughts:

Web site structure is not conducive to informing potential volunteers of needs and opportunities to serve.

- Webpage describing committees is task focused, not mission focused: <https://ozarktrail.com/board-and-leadership-3/>. Suggest revisiting descriptions to focus on mission and impact of each committee, something that will excite and inspire potential volunteers
- The Get Involved page posts the Volunteer Off Trail section at the bottom of the page and focuses on support trail building events and giving presentations. It

does not address the opportunities to volunteer in the committees running the organization: <https://ozarktrail.com/volunteer/>

- Did you know there are many important “off-trail” ways to get involved with the OTA? We depend on our volunteers for more than building and maintaining the Ozark Trail. They plan and manage our Mega Events and other trail outings, which includes assisting with work site preparation, sharpening tools, feeding hungry volunteers, and much more. We give presentations about the Ozark Trail for outdoors and Scout troops and we frequently staff promotional displays at outdoor events in St. Louis and other areas. Volunteers also organize fun hikes and much needed fundraisers like the OTA Trivia night

Questions:

Why have previous officers left and no longer support the OTA?

How can we leverage partners and other trail / outdoor organization to recruit committee and leadership positions?

Job descriptions – What are the roles, required time frame and desired skill sets

What is the expectation or role of the Vice President in supporting the President.

Should this position be recast to be a next in line type role, i.e. President-elect?

Does the lack of a fully functioning Outreach Committee and Communications committee hinder our recruitment efforts?

Focus on 3 blocks of time:

1. Immediate needs / critical risks (next 3 months)– 2023 calendar year. Replace and confirm existing office holders
2. Medium term (3 to 12 months) – Define and implement strategy and processes to drive recruitment for our organization as it currently is structured
3. Long term (2024 and beyond) – what are our future needs as the organization and trail grows.

Proposed Immediate Next Steps

1. Determine if current officers are willing to remain in their current positions through 2023 and define if anyone wants to terminate their position after 2023.
2. Request each Officer position prepare a basic job description. Define objective of the position, responsibilities, and desired skill sets. Focus less on specific tasks.
3. Committee Chairs – Starting with the Bylaws, and with the support of the executive committee, revisit and revalidate the mission and specific objectives of each committee. Also, utilize the Programmatic model developed and approved by the board.
4. For each committee, clearly define volunteer opportunities and time commitments, but breakdown into smaller chunks of work to enable volunteers to limit their commitment as they see fit. Clearly define impact of their work

Attachment 2 – Current Officer and Operations Committee Descriptions from the Bylaws

A. President. The President shall be the Chief Executive Officer of the Corporation, with final say in matters of arbitration, subject to the Board of Directors as a whole. The President shall preside at all meetings of the Board of Directors, and shall have the power to execute such contracts, deeds, bonds and other evidence of indebtedness, leases and other documents as shall be required by the Corporation when authorized by a resolution of the Board or by these Bylaws. and, in general, shall perform all such other duties incident to the office of President and Chief Executive Officer and such other duties as may from time to time be prescribed by the Board of **Directors.**

B. Vice President. The Vice President shall act as Chief Executive Officer in the absence of the President and, when so acting, shall have all the power and authority of the President. Further, the Vice President shall have such other and further duties as may from time to time be assigned by the Board of Directors.

C. Secretary. The Secretary shall record and preserve the minutes of the meetings of the Board of Directors, shall be responsible for authenticating records of the Corporation, shall cause notices of all meetings of the Board of Directors to be given to the members thereof, and shall perform all other duties incident to the office of Secretary or as from time to time directed by the Board of Directors or by the President.

D. Treasurer. The Treasurer shall be responsible for all funds of the Corporation, shall direct that such funds be deposited in such bank or banks as the Board of Directors may from time to time determine, and shall make reports to the Board of Directors as requested by the Board. The Treasurer shall see that an accounting system is maintained in such a manner as to give a true and accurate accounting of the financial transactions of the Corporation, that reports of such transactions are presented promptly to the Board of Directors, that all expenditures are presented promptly to the Board of Directors, that all expenditures are made to the best possible advantage, and that all accounts payable are presented promptly for payment. The Treasurer shall further perform such other duties incident to his or her office and as the Board or the President may from time to time determine.

C. Standing Operations Committees.

(1) Communications. The Communications Committee shall be responsible for all internal and external communications of the Corporation, shall provide and maintain all official communications channels, and shall be responsible for setting standards for participation within those channels, including authorizing persons to speak on behalf of the Corporation and establishing appropriate, professional standards for the design and editing of communications materials. The

Communications Committee shall be tasked with maintaining and updating the Corporation's website and style guide.

(2) **Construction and Maintenance (CM).** The Construction and Maintenance Committee shall be responsible for the physical Ozark Trail. The Construction and Maintenance Committee shall monitor and report on trail conditions, shall oversee the Adopt-a-Trail and Sawyer programs, and shall make sure the trail is blazed according to accepted policy. Furthermore, the Construction and Maintenance shall be responsible for establishing standards for training and certifying Crew Leaders and Event Leaders and shall be responsible for recruiting individuals to serve in that capacity. The Construction and Maintenance Committee shall oversee acquiring, maintaining, and distributing all needed tools, including safety and First-Aid equipment, shall provide training in the use of such tools, including safety and First-Aid equipment, procedures, and policies, and shall be tasked with initiating and supervising work outings for both construction and maintenance projects of all types, including Mega events.

(3) **Education and Outreach (EO).** The Education and Outreach Committee shall be responsible for promoting the Corporation's mission to various user groups and interested parties, with a particular emphasis on outside groups. The Education and Outreach Committee shall encourage community involvement both inside and outside the organization, and shall seek out, design, and run workshops and outreach events with the goal of getting the Corporation's brand and benefits in front of potential new members, new users and strategic partners. The Education and Outreach Committee shall be a prime component of all Special Events and shall be tasked with coordinating specific events branded by the Corporation and overseeing their successful outcome.

(4) **Finance.** The Finance Committee shall oversee and be responsible for increasing the paid and volunteer membership of the Corporation, cultivating individual and corporate donors, and running membership drives, giving campaigns and other activities related to the Corporation's income. The Finance Committee shall also establish levels of membership with corresponding benefits as may seem appropriate from time to time. The Finance Committee shall be ultimately responsible for all grant applications and obligations and shall seek to find and utilize sources of donated goods and services of all types as needed by the Corporation.

(5) **Planning and Trail Development (PTD).** The Planning and Trail Development Committee shall be responsible for recommending to the Board the future course of the trail, including trail design, layout and general scope within the vision promulgated by the Corporation. The Planning and Trail Development Committee shall apply for and maintain appropriate Memorandums of Understanding, easements, usage and public access commitments, and other needed agreements with various land managers and owners and shall maintain and update the status and designation of the Ozark Trail as a National Recreation Trail.

(6) Advocacy. The Advocacy committee shall advocate for public policy that provides adequate resources for trails on public land within the Internal Revenue Service’s guidelines for a 501c3 organizations. The committee will provide information to federal, state, local, and private landowners to remind them that Ozark Trail is a valuable recreation resource for trail tourism and quality of life. The committee will review and respond to solicitation of public comments on activities proposed by public land managers, that might affect the trail. When appropriate, the Advocacy Committee will release organization comment letters to the public, assist with obtaining/maintaining easements for parts of the existing trail, and provide clear and accurate communication with the public

The Ozark Trail Association needs the efforts of volunteers for both on- and off-the-trail activities. If you're interested in getting involved with any of the committees or possibly taking any of the positions listed below, we are always looking for new members.

Construction and Maintenance

Schedules and manages all construction and maintenance events. Recommends specific projects and maintains tools and equipment.

[Contact committee](#)

Communications

Plans and executes all publications, both written and electronic. Responsible for social media and website editing.

[Contact committee](#)

Trail Planning & Development

Recommends current trail projects, develops longer-range plans that address future projects and identifies funding for them.

[Contact committee](#)

Finance

Organizes sponsorships, donations and merchandise and researches sources of unrestricted funds. Oversees special events and provides assistance as needed.

[Contact committee](#)

Education and Outreach

Sets up booths and displays at area events to engage the public. Occasionally holds workshops to spread awareness and share information about the OT and the OTA.

[Contact committee](#)

Administration

Supports the general operations of the association.

[Contact committee](#)