

Board Meeting — Detailed Minutes

- Date: 11/10/2025
- Location: The Perch Co-Working Space
- [Link to the Zeck Board Meeting Packet](#)

Meeting context

- **Format:** Regular board meeting with guest introductions and a short video segment to open discussion.

Attendees (mentioned in discussion)

- **Guests:** Andrew D'Lugos
- **Staff:** Kyle Lawrence,
- **Board Members:** Kristen Grimshaw, Thomas Jenkins, Jessica Pyle, Carol Lena Miller, Case Watkins, Taylor Evans, Michael Weaver, Andy Straver

Agenda & Discussion Summaries

1) Opening video & programs highlight (Waynesboro)

- [Short film showcased Safe Routes to School, Badger Bikers](#) at Kate Collins Middle School, and children learning to ride—tying trails to youth empowerment and community health outcomes.
- Kyle connected the footage to **Sunset Park** trails (Coalition-built), Waynesboro's **traffic playground**, and the city's long **Greenway**; the Office on Youth is funding Safe Routes after the initial grant.
- **News:** Contract awarded (by the City of Waynesboro) to **Rugged Trails** (Sam Skidmore) for the **final ~3 miles** at Sunset Park in the coming year; long-term vision includes expanding toward 300+ adjacent acres and broader public-land connectivity.

2) Bike/Walk Summit (logistics & invite)

- **When/Where:** “This Friday” at **The Loft**, ~9:30–1:00 (keynote 9:30–9:45; local panel after lunch).
- **Keynote:** **Millicent Miller** (VA Walkability Action Institute).
- **Co-hosts/Sponsors mentioned:** Alliance for the Shenandoah Valley, HRMPO/Renew Rocktown, Park View Credit Union, others. The public and board members are **encouraged to register and attend** (with flexible attendance options).

3) Equity work with Ebony Walden — next steps

- **Two remaining sessions** funded by Virginia Conservation Network grant:
 - **Strategy session (90 min) by ~Dec 19** (not a training).
 - **Follow-up 2-hr training**, ideally at the **February board retreat** (weekend); Ebony typically books Tue–Thu, so a small **honorarium** may be needed for a Sunday appearance if pursued.
- **Format options for Dec strategy session:**
 - Replace a regular board meeting; **or** hold a **separate meeting** for all board+staff; **or** convene a dedicated **Equity Committee** (open to all to attend) to lead. Emerging preference: **extra meeting open to all**, then decide on formal committee structure.
- **Scheduling window (Ebony’s availability): Dec 9–11 or Dec 16–18**; circulate a **when-is-good** and pick the best-fit date. Collect board input, questions, and focus priorities in advance (to narrow to 3–5 actionable items).
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- Reflections from first session with Ebony: appreciated **action-oriented** close, 22-question self-assessment, and tailoring scope to org size.

4) Finance snapshot & cash flow

- **Contributions (YTD)** are roughly **on par with last year** but with a **different mix** (events up; Western Slope passes & membership **down ~\$4k**).
- **Restricted giving gap:** Budgeted **~\$80k** vs. **~\$12k** realized so far; a **separate \$25k** restricted gift for **National Forest planning** is tracked outside the original restricted line for clarity, since this gift and its spending, were not planned in our 2025 budget.
- **Grants & foundations:** **~\$26k** to date, with **\$25k** (final **JustPax** Bikes for Neighbors payment of 3 years) expected next month. Notably, this line will be way down in 2026 without Just Pax and limited funds from the Alliance CBI pass-through grant money.
- **Other income lines** (raffle, sponsorships, program income) are **up** vs. last year/budget. Program income includes Bikes for Neighbors bike fee, ShenRock youth MTB team flow-throughs, and training registrations (e.g., chainsaw).

- **Expenses & reimbursements:** Cash flow is **tight** while awaiting **~\$90k** reimbursement for the **Seven Bends** project; contractor **Appalachian Dirt** mobilizing immediately. **Community limited bridge loans are lined up but we need more;** in-kind match examples include significant **stone donations from Frazier Quarry** for the Seven Bends RTP grant.

5) Membership, recurring giving, and messaging

- **Membership & Western Slope passes** are strongly linked; both softened locally. Long-term intention: **align membership with recurring giving** (donate ⇒ you're a member), refine segmentation and messaging.
- **Recurring donors: 31** current; **avg ~\$27/mo**. Target is to **add ~65** by year-end; recurring revenue stability emphasized over one-time spikes. Goal is to hit \$20,000 in recurring annual giving by end of 2025.
- **Campaign framing:** Elevate *invitation* language; shift from transactional perks toward **impact narratives** (kids, health, access, joy). Examples: the Waynesboro video; Bikes for Neighbors route-coaching stories.

6) End-of-Year (EOY) & Giving Tuesday plan

- **Approach:** “**Recurring-first**” ask; peer-to-peer pages for board/volunteers to reach 5–10 contacts each. Public website has [Ways to Give \(recurring, DAFs, stock/crypto, business partnerships\)](#).
- **Theme (E2):** Focus early EOY comms on **trails on public lands—Seven Bends**, National Forest initiative, **Sunset Park**—because this historically resonates with the list. Other initiatives (e.g., **Bikes for Neighbors**) will be highlighted over December with impact stories.
- **Date note (as stated in meeting):** “**Giving Tuesday is Dec 2** after Thanksgiving.”
- **Match funding:** No EOY match secured yet; explore a **pooled board match and approach known larger donors for challenge gifts.**

7) Governance & policies

- **Conflict of Interest** annual acknowledgment completed for 990 filing; plan to **modernize the COI policy** and **adopt a Whistleblower Policy** in the coming months.

Decisions & Consensus

- Proceed to **schedule the Dec strategy session** with Ebony within **Dec 9–11 or Dec 16–18**, inviting **all board members and staff**; **decide on the formation of the Equity Committee during this session**.
- **EOY fundraising** will emphasize **recurring giving** and **public-lands trail access** stories early, while continuing to tell **Bikes for Neighbors** impact stories through December.
- The board supports exploring a **pooled match** to catalyze small donor participation.

Action Items

Equity / Scheduling

- **Case & Amanda:** Circulate **the date poll** for the Ebony strategy session (windows: **Dec 9–11** and **Dec 16–18**); compile board/staff **input/questions** ahead of the session.

Fundraising & Comms

- **All board members:**
 - **Handwritten thanks:** Send **10** handwritten **thank-you cards** by **Friday the 21st** (addresses where available; email/text if not). Include invite to the EOY social.
 - **[Set up individual peer-to-peer pages](#)**; make 5–10 **personal invitations** (text/DM/call).
 - **Identify prospects** for a **potential matching funds for EOY campaign** (≥\$500 each; named or thematic). Coordinate with staff.
- **Staff (Kyle/Amanda):**
 - Publish **EOY calendar & key dates**; share a **single “board dashboard”** link consolidating materials, scripts, lists, and event details. [View the Board Dashboard here.](#)
 - **Giving Tuesday** comms: lead with **recurring-first** page; theme on **public lands**; plan follow-on stories (B4N, Sunset Park, survey/Rack cards for NF initiative).

Projects & Finance

- **Kyle/Team:**
 - Manage **Seven Bends** construction start (Appalachian Dirt) and reimbursement paperwork; maintain cash-flow bridge via community loans.

- Acknowledge **Frazier Quarry** for in-kind stone support (discuss recognition preferences).

Governance

- **Policy working group (volunteers to self-select):** Draft **updated Conflict of Interest** policy; prepare **Whistleblower Policy** for board adoption.

Upcoming Dates & Events

- **Bike/Walk Summit at The Loft:** Friday, ~**9:30–1:00**, keynote **Millicent Miller**; registration encouraged.
- **Ebony strategy session (90 min):** Target week of **Dec 9** or **Dec 16** (Tue–Thu).
- **End-of-Year Social at Sagebird:** **Dec 14** (invite donors and prospects).
- **Board Retreat: Mid-February** (full-day, weekend retreat). Consider slotting Ebony’s 2-hr follow-up if scheduling allows or handle as a separate Tue–Thu session.

Key Messages to Use Externally

- **“Trails are world-expanders”:** youth confidence, health, and access grow with safe places to ride and walk.
- **“People like us do things like this”:** recurring gifts power long-term planning and on-the-ground impact (trails, Safe Routes, Bikes for Neighbors).