

Waterloo Regional Trailhead  
Meeting Notes – 02/10/2014 6:30 pm

Attendance: Laura Cotting, Tom Bergan, Elyse Eastman, Dick Jones, Mo Hansen, Matt Weber

1. Winter Fair (Elyse) – successful event, see Facebook page for photos
2. Elyse's Relocation to Madison:
  - Laura, Mo, Eric, & Gary Funk gave approval
  - No agreement was met to change Elyse's compensation plan, so Elyse has decided to continue living in Waterloo
  - Committee will consider changing the internship for next year, providing an alternative to living in Waterloo but still providing higher incentive for living in Waterloo over living elsewhere
3. Quarterly Review of internship:
  - Elyse requested more collaboration between project collaborators (Laura, Mo, Eric, & Gary Funk), need for prioritization, clearer sense of leadership, & single plan of direction
  - Request for conference call/quarterly review put out, no response
  - Madison Audubon Society is a very important, useful partnership. Would like to see stronger support from their end.
  - Decision to delegate Eric & Tom as main support for internship. Elyse will also reach out to Gary/MAS for more support. Laura will work mainly through Eric & Tom for updates.
4. Budget Review (Mo) – see attached documents for details
5. Phase 1 wrap-up (Laura):
  - Cabinets & sink – Eric has gotten donation for cabinets at half price (\$600)
  - Faux fireplace – Eric working on getting cost down to half price
  - Community bulletin board – ordered & waiting for delivery
  - Plaques:
    - i. In memory of Christopher Thiel – Request to have Jill & friends design, approximately \$100-\$200
    - ii. Building Dedication plaque – Laura working on design, approximately \$500
  - Touch screen for atrium & screens (education stations) in Warming Room – Mo in process of getting cost estimates from state vendors, should have estimates by the end of the week
6. Quick update of program matrix (Elyse) – updated matrix on Google Drive
  - Elyse will highlight events that are already scheduled
  - Create a system to have people sign up for/suggest possible leaders for events
  - Reach out to Marshall School District for support

7. WEBB Grant application update (Elyse):

- Application deadline this Friday, Feb. 14, 2014
- Final draft posted for committee's review & feedback

8. Fundraising update (Mo & Laura):

- Donation box made by someone at McKay, will be mounted in atrium
- Mo & Laura have scheduled meeting with Junginger Foundation at end of February, will ask for grant to cover annual recurring building costs or intern costs
- Laura will approach Waterloo American Legion Auxilliary for donation
- Laura will apply for Watertown Regional Hospital grant to cover cost of digital screens
- Eric applied for tourism grant
- Laura & Mo have list of 3<sup>rd</sup> tier granting organizations to pursue further
- Elyse & Eric have compiled list of department stores that have small grant programs
- JEM Grant – for covering cost of marketing materials for grand opening event, will be discussed at future meetings

9. Additional supplies for building:

- Flags – approximated to go through 3 per year; Joe Nehmer has agreed to help with cost of GHA flags; Greg Matthews of GHA has agreed to cover cost of a GHA banner for Trailhead
- Small stepladder
- Garden hose – can request DPW to store theirs here
- Coffee Maker – Keurig = NO, unsustainable; City Hall has a coffee maker that can be placed in the WRT instead
- Others – broom, garbage cans

10. September bike event – Grand Opening tentatively scheduled for September 27<sup>th</sup>, will feature a 10/30/50 mile bike event; planning will be discussed in-depth at future meetings

11. Cross promotion – call for committee members to find businesses for cross promotion

12. Volunteer recruitment: (recurring item)

- Volunteers needed to: lead programs, help with large events
- Request for Elyse to put together volunteer sign-up

Next meeting scheduled for Monday, March 10 @ 6:30 pm.

End meeting notes.