

**Grand County Wilderness Group
Board Meeting on January 14, 2024 via Zoom**

Present via Zoom: Al Rothenbach, Toni Wujek, Holly Whitten, Beth Collins, Roxanne Singler, Ingrid Anderson, John Hughes, Gary Piper and Erika Bean from Headwaters Trails Alliance

Gary Piper, President, called the meeting to order at 6:05 p.m. and noted we had a quorum. Gary left the meeting to attend to personal business.

Winter social: February 4, 2024

- We will follow the tradition and the Board will make chili for the social.

New member orientation: The orientations will start in March at the Granby Library.

- Holly is working on the PowerPoint presentation and will coordinate participation of the Headwaters Trails Alliance and the Forest Service.
- Holly recommended purchasing 25 tote bags for new members at a cost of \$150.
 - John moved to approve the purchase
 - Beth seconded
 - Approved unanimously.

Strategic plan: The Board discussed:

- The process going forward, which will proceed on two tracks:
 - Continue working on the strategies, action and core programs presented at the last meeting by Gary.
 - Gather input from the members we serve by John.
- John will update the plan, post on Google Drive and also e-mail it as Word doc
 - Board members will then review the plan, suggest priorities and help recruit people to lead the various strategies and programs.

Membership data: The Board

- Reviewed the membership data from 2018 to 2023 provided by Bob Street.
- Discussed who our target market is.
- Brainstormed the idea of non-dues-paying Gold memberships for members who have aged out of active participation and still wish to be part of the Wilderness group.

Focus group: The Board agreed John would recruit a focus group of 8 – 10 participants if possible. The group would provide input to the Board on program priorities and ideas on how to recruit new members.

Website: The Board discussed the website and thanked Al for the continuing work he is doing.

Cabin hosting: The Board discussed the hosting of the cabins. Erica reported HTA is still planning to have Ambassadors at the cabins and also at the information hut in Grand Lake.

Next Board meetings: The Board will have regular monthly Board meetings the first Sundays of the month at 6 p.m.

- February TBD – The Winter Social is the first Sunday in February.
- March 3
- April 7
- May 5
- June 2

The meeting was adjourned at 6:40 p.m.

John Hughes, Secretary