

**SUNRISE TRAIL COALITION, INC.**  
**BOARD OF DIRECTORS' MEETING**  
**January 28, 2013 @ 2:00 P.M.**  
**Hancock County Planning Commission, Ellsworth, ME**  
**Minutes**

**Attending:** Ray Archer, Bill Ceckler, Alvion Kimble, Steve Reese, Charlie Corliss, Maggie Warren, Dave Wood, Sandy Johnson, Jay Johnson, Polly Ceckler, Bill Ceckler, Carol Cuddy, Kathy Howell, Charlie Harrington, Jim Fisher

Regrets: Arthur Tenan, Ian Staub

**Introductions**

**Approval of Minutes** of December 3, 2012 Board of Directors' Organizational Meeting  
Steve read the brief minutes of the short organization meeting held in December.

**Treasurer's Report** - No report, as Ian Staub is out of town.

**Trail Manager's Report**-Charlie Corliss.

**Contracts for maintenance** will be going to bid in the next few months.

- Mowing – three year
- Roll and Grade – three year
- General Maintenance – repairing washouts

This will alleviate having to write contracts for each washout.

**Trail conditions reports** are now online at [www.sunrisetrail.org/news](http://www.sunrisetrail.org/news)

- Trail was active when there was snow.
- The trail is not useable now with bare patches and ice.
- Bill Green's Maine covered the DEST a couple weeks ago – see [www.wcsh6.com/video/2104135922001/1/Bill-Green-visits-Downeast-Sunrise-Trail](http://www.wcsh6.com/video/2104135922001/1/Bill-Green-visits-Downeast-Sunrise-Trail)
- One groomer was marooned for a while waiting for parts
- One complaint was received from a walker that was nearly hit by a snowmobiler

**Membership Report** - Maggie Warren.

- We have a record of membership back to 2008.
- Maggie has prepared a draft membership letter to encourage people to renew. We looked at the letter projected on a screen. There are several details to be completed
- Jim recommended on page for the cover letter and one page renewal form (or back-to-back)
- Some people paid for their membership late in 2012 and were told that they were paid through 2013
- Maggie will continue to edit the letter

- Other sales messages
  - o Stephen - Legal reason for the entity to exist
  - o Add logo
  - o Add individual benefits
  - o Visit the website
  - o Side bar with board of directors
  - o 2012 Activities
  - o Sally Jacobs – posthumous

### **Conference Call with Jocelyn Hubbell for New Trail Maps**

- Needed to remove access points from the first map
  - o General Cobb Lane, Punkin Ledge Road and others private ways have to be excluded from the map.
- The contract was extended for a few months in order to make final corrections, get feedback from stakeholders
- Jocelyn has about \$1,000 to print brochures
- Need to remove references to private properties from the website
- Jim – hope that we can create a trail from the DEST to Schoodic Mountain without making hikers go around to the other side.
- 

### **President's Report**

- Bold Coast Byway planning stopped while WCCOG hired a new planner
- GroWashington Aroostook proceeding
- ECG meeting
- Reported that Dan is working on 2 mile extension to Ellsworth
- Reported on 8 mile extension to Route 1- Perry – need to improve the surface

### **Strategic Planning 2013 and Beyond!**

#### **Membership (Individual/Business):** Need strategies for Retention and Expansion

- Need to resolve our low rate of business participation
- Solicitation of Business Charter Members
- Polly – noted that the Ellsworth Chamber hosts business afterhours meetings
  - o Sunrise Trail Coalition might host an After Hours meeting
  - o Could be a walking meeting
- Potential Upper tier Business
  - o Bangor Hyrdo Electric
  - o LL Bean
  - o Camden National Bank – Tim Tunney
  - o Machias Savings Bank – Ed Hennesy
  - o Whitney Wreaths
  - o Cadillac Mountain Sports
  - o Friend and Friend – Event sponsorship
  - o Wyman Wild Blueberries
  - o Cherryfield Foods
- Smaller business memberships
  - o Bar Harbor Bike Shop

- Wallace Tent
- Franklin Trading Post

Maggie noted that BCM puts corporate names at the top of the information kiosks for about \$25,000  
The box car in Machias might be an opportunity

### **Signage Program**

- Suggestions
  - Irving – Charlie noted that Irving has never supported the clubs
  - Only paid advertisement currently is Scoggels in Harrington
  - Some businesses put up clandestine signs
- Kathy Howell (Machias Chamber) thinks Machias Businesses might be willing to invest in signs.
  - Narraguagus press has been producing the signs
  - Jim will print a sample sign to show to businesses

### **Events**

- Machias 250 anniversary in June, 2013
- Ellsworth 2014?
- March 29, 2013 – Machias Chamber Annual Dinner and Auction at the Pellan Center – Stephen might be able to speak for 10 minutes
  - Hospital Wellness Event
- May 11 Smolt Bolt – Run on the DEST

### **Grant Application Opportunities**

- Boston Foundation – Charlie Harrington input
  - Anonymous donor is providing support for projects in Cherryfield
- Mid-February – deadline for Maine Community Foundation RFP
  - Should we apply for funds?
  - Do we have a proposal?
  - Stephen and Jim may try to put something together
- Expansion Grants
  - Program expansion
  - Trail expansion
  - Fitness has been a successful
- Kathy
  - Revitalization meeting – Helen’s Restaurant Friday, Feb 1 7:00 AM – have some funds for fitness that they may be directed to trail activities
  - Sponsor events – eg. Kids Biathlon
  - Edge program – stable of 40 bikes
- Davis Conservation Foundation
  - Might approach MCF to match
  -
- Use of existing grant
  - Purchase of trail counters?
  - Can use digital “game” cameras with motion detectors
  - DOC has been providing

## **Trail Events and Recreational Activities**

### **Down East Acadia Regional Tourism** Alvion Kimball – Speaking for DART

- Set aside \$15,000 for local grants
- Max grant is \$5,000
- There are no applications for grants so far
- Might use funds to promote and event
- Need to consider a development and marketing Plan

### **Report of Sally Jacobs Memorial** January 14 meeting discussion

Tabled until February Meeting

### **Appointment of New Director for Unexpired Term of Director, Steve Salisbury**

Tabled until February meeting

### **Scheduling Future Board Meeting Dates and Locations**

Monday, February 11, 2013 2:00 PM in Cherryfield

### **Other business**

- Jim read a letter from John Andrews – seeking support for an MMA proposed \$100 million transportation bond with \$5 million for trails
  
- Stephen read sections of an email from Dan Stewart regarding
  - o payment for participation in events on the DEST – cannot charge for use of the trail, but generally can seek donations for food or other benefits of particular events
  - o progress on gaining title and use to parcels donated by Bangor Hydro Electric – transfer of title pending. Some confusion about National Park Service participation (?)

### **Adjournment**