

Sunrise Trail Coalition, Inc.  
Board of Directors Meeting  
July 10, 2012 @ 4:00 P.M. Ellsworth City Hall

**Introductions**

Bill Ceckler, Ian Staub, Stephen Rees, Dave Wood, Charlie Corliss, Heidi Nelson, Steve Salisbury, Lena LaPlant Ellis - Parks and Lands, Jim Fisher (late)

**Approval of Minutes** of June 5, 2012 Board of Directors Regular Meetings

**Approval of Treasurer's Report-Ian Staub**

Bank Balance	\$9,117.78
Deposits (dues received)	\$575.00
Pending Deposit	\$20.00
Expenses	\$0.00

**Membership Committee Report-Peter Knowles - No report**

18 new member contributions received  
21 memberships received this calendar year  
39 members

Discussion

- Stephen expressed concerns about the level of information on membership
  - Who are members
  - Who has dropped off
- Not certain how many business members
- Need to promote businesses on the website and in newsletters
- 400 or so people engaged in constant contact, 700+ on facebook, but only a small percentage of these people have not chosen to pay for a membership.

**Board Membership, Absenteeism and the Quorum Requirement – Steve**

- What steps can we take to increase participation in the board of directors?
- We may want to revisit teleconferencing or Skype
- Might change the bylaws to reduce the quorum requirement

Absences

- Should there be a meeting attendance requirement?
- Motion: After three consecutive unexcused absences – President will speak with individual about whether they wish to continue. Three members from the Machias area have not attended meetings in a long while
- Decision: Table vote until the Machias meeting in September.
- Suggestion that we take the meeting to the offices of the board members that have a difficult time coming to other locations.

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

- Introducing: Lana La Plant Ellis no ORV director
- Grading
  - Graded and rolled the Tunk Lake Section

- Surface was very hard
  - Small rocks didn't pack down
  - A week later, the trail is a bit smoother, but not satisfactory
  - Extending contract to go from mile 14 to mile 17 including Schoodic Bog
    - Will need to add material
    - Trail bed over Schoodic Bog was built on gravel that may still be settling
    - Users have been happy with it
  - East Machias – some settling after earlier washouts
- Mowing
  - Tibbestown Road Columbia Falls to Jonesboro
- Washout
  - Columbia Falls (Beavers)
  - Have trapper working several sites
- Magazine article in Enjoy Washington County – mostly the brochure
- Tourism Experience
  - Rode the trail to Washington Junction
  - Called a taxi - \$10.00
  - Taxi – did not know about the Sunrise Trail
  - Wayfinding with the website
    - Suggest that the website have a fixed map to get from Ellsworth to Washington Junction
    - Inquire whether we can put a better map at the Chamber of Commerce Office
  - Private transportation services
    - Arthur Tenan's – Downeast Explorer
    - West Transportation
    - New business models –
      - Cadillac Mountain Sports – could have a list of fee for service drivers to pick up people along the trail
- Advertising
  - Kiosk at Machias
    - Have not implemented a protocol for posting commercial signage
    - Documents on one side are badly weathered
    - Map – only shows Machias to Ayers Junction
      - Charlie – only made the map from Machias to Ayers Junction
      - Kevin Riley made this map - - we need to request the other two segments
  - Businesses are not joining
    - What benefits should we give away
    - What should be part of being a business member
- Brochures
  - Need to continue circulating brochures – Charlie's 1,500 have gone pretty quickly
  - STC can pay to have brochures printed – might use our funds – get a cost estimate...
- Research
  - Need to collect information to document the economic impacts of the trail
  - Jim will design an online survey for our website
    - Provide printed copies to Ian, Steve, Charlie et al.

- Promote the survey via Constant Contact and facebook
- Sign posts and mile markers
  - Request given to MaineDOT
  - Dan will be catching up on a back log
- Cherryfield Days
  - Setup an information booth
  - Could use a canopy tent – on sale \$50
  - Dave Wood – purchased an Easy Up tent through Cabella’s or Beans – advocates that brand
- Destination Cherryfield – July 21<sup>st</sup> 10:00 AM DEST Set up

**President's Report: Council Involvement Bold Coast Scenic Byways**

**Bold Coast Scenic Byway – Kickoff Meeting was held in Machias**

- Kickoff meeting was well attended
- Three regions have been established
  - Western region
  - Machias
  - Cobscook Bay
- Next meeting:
  - Cherryfield Library August 9<sup>th</sup> 6:00 – 8:00 PM
  - Machias August 7 UMM
  - Cobscook August 8<sup>th</sup> in Whiting

**President's Report:**

- Council Involvement GROWashington Aroostook/Mobilize Maine
- Very good turnout for first meeting
- Want to explore our relationship to this economic development program

**Completion Existing Information Kiosks, Signs and Trailheads**

Next Logical Trailhead Kiosks

- Route 183 in Sullivan
  - We have some land, though additional grading would be helpful
  - Suitable site for an information Kiosk
- Cherryfield
  - Alternative Locations
    - Matthews Grocery – private property
    - Cherryfield Foods - private property
    - Cable Pool Park – might be difficult to install due to ledge under soil
    - Design: Smaller size at intermediate trail heads?
  - Next steps September – Charlie will present alternate designs for trail head signs

**Discussion Status Trail Planner & Guide-Jocelyn Hubbell/Jim Fisher – No Report**

**Next Meeting:** September 4, 2012 (unless moved to avoid Labor Day – However, 9/11 Patriot Day is the following Tuesday.)