AMC ECOM January Planning Meeting
Jan 8th, 2017

9:00 set up, coffee and bagels

9:30 to 10:00 team building marshmallow exercise – Joe Massery

10:05 THE COLLECTIVE BRAIN BEGINS

- Deciding on our focus areas,
  newsletter has been put on the docket, so determining 2
  more. Brainstormed topics (asterisked were chosen to discuss today; others can be brought to future
  ecom discussions):

  Newsletter*
  Families
  Young Members*
  Trails/Volunteers
  Website
  High Mountain Transitional Pacing*
  Membership Retention

  - Brainstorming: The full group brainstormed general ideas for each of the three topics.

  - Three groups were formed to expand on the brainstormed ideas and develop plans

  **Group 1- Newsletter**
  - Standard Content each issue:
    - New Content: Member spotlight (idea to have Zenya and Alexandra write a blurb to introduce as new
      communications chairs), historical flashback or then and now (idea to interview Louis Erskine, former
      chair from 1960s), articles and photos featuring two committees per issue.
    - Current content: volunteer of the month

    - Comm. Chairs will create editorial calendar
    - include in each issue: a note stating "if interested in contributing, contact communications chairs"
      (include email); a call for trip reporters

  Reporters
  - trip leaders urged to recruit reporters for trips
  - announce need for reporters and writers at Third Wednesdays

  Next steps:
  Alexandra and Zenya will finalize mission statement and further develop newsletter reporting system.
  Also will browse other chapter newsletters for design ideas.

  Discussion participants: Alexandra Molnar, Dave Cole, Karen Maki, Joe Massery, Michelle Simoneau
**Group 2 – Young Members**

20s and 30s next steps: breakout session at Worcester Chapter Planning Meeting

**Goal:**
- Building 20s and 30s membership and participation
  - 20s/30s planning committee to create talking points to encourage membership
  - Action: Training with YM committee. Talking with YMs at socials to share info and benefits of AMC.
  - Send survey to learn interests of YMs so we can target growing specific activities
  - Themed socials to get young people involved immediately
    - Examples: backpacking in spring, hiking in winter, trails and conservation around trails day
    - Bring in leaders and introduce to group.
    - Bring sign-up sheet for people to get involved with small tasks or trips immediately.
  - Goal is to have 7 new leaders and 15 more active members by the end of 2017
    - Action: Karen Maki to share number of 20s/30s members

Discussion participants: Zenya Molnar, Charlie Arsenault, Christina Ferretti, Ingrid Molnar

**Group 3 – Transition 3-season hikers from beginner to intermediate**

**Summary:** How to go from beginner to intermediate to a 4K, and potential to include slower paced 4K hikes (ie: gastropod)

**Agreed:**
- Follow the model of the Winter Hiking Series after an Intro to Hiking workshop.
- The workshop format will be 2-3 hours, shakedown followed by hikes (for beginners learning about basics ie: how to "go" in the woods, what to bring, hiking footwear, etc). Date: Saturday, May 6.
- Location: TBD. Ideas include Wachusett Meadows (current preference for Gina) as a site where beginners can do an easier hike with the less challenging trails, and intermediate hikers can do a longer hike on a more challenging route of trails. Discussion included incorporating focus on new members and new to outdoors.
- Charlie sent Gina slides/format of a past (2009?) hiking workshop that she will start from.
- After the workshop/first hike, the intention is that there will be series of graduated hikes, track 1: beginner-intermediate (transitioning from flat/rolling to elevation) and track 2: intermediate-advanced (local or smaller mountains to 4K)

**Pending:**
- Is it possible to get any leaders interested in leading slower paced advanced hikes, maybe monthly? There has been a lack of beginner/intermediate hikes posted the past (non-winter season) couple years. We talked about how to incentivise or challenge leaders to have a couple back to basic hikes.
- Pursuing the idea of having LITS colead beginner-intermediate hikes for some of their qualifying hikes.
- It was suggested we send a poll to experienced leaders requesting their recommended top 5 beginner/intermediate and intermediate mountain hikes and how/why they would classify them this way. From this, a list of hikes with dates (task oriented vs open ended) can be created and sent, asking if anyone would lead and/or mentor an LIT on one.
- Mike Foley mentioned that he does beginner to intermediate hikes, and is planning a North Quabbin Trails Association series starting this month, but doesn't hike in the summer. Gina will ask him for more details.
- It was suggested that we ask if any past leaders that may no longer be on the mailing list would like to lead again (would some need to be retrained? - and WFA would be required outside of local hikes)
- Jose and Gina would like to lead a series of conditioning hikes this year (Gina may try to find substitutes while she is away end of summer Sabbatical) on Tues and Wed after work. Gina-Tues leader on slower paced Jose-Wed leader faster paced. Gina will ask Sue if she wants to be involved again in these weekday hikes. Gina and Jose will compile a list of ~2 hour local hikes at a variety of locations rather than the same one every week.
- Interest in leading some urban hikes was also discussed, but not concluded

Discussion participants: Gina Shea, Deb Herlihy, Jose Schroen, Pat Flanagan, Mike Foley, Fred Mezynski, Steve Crowe, and John Grote

12:15 lunch

- Concluding
The three groups reported out and received feedback. Meeting concluded about 2pm.