

Clinch Valley Trail Alliance

2/24/18

2:00p

Crafters Brew

Meeting called by: Brad Spears

Type of meeting: Informational

Facilitator: Brad Spears

Note taker: Cassie Meitner

Timekeeper: Brad Spears

Attendees: Brad Spears, Rachel Spears, Tiffany Bale, Jeff Bale, Mat Stanke, Steve Barber, Doug Cloclasure (sp?) Larry Creech, Chris Freshour (?), Aaron Seagle, Events guy (?) Cassie Meitner, Steve Meitner, Natalie Graham

Minutes

Agenda item: Introductions, history of need for creation of CVTA and plans moving for the organization **Presenter:** Brad Spears

Discussion:

After brief introductions of attendees, Brad broke down the need for creation of the CVTA. Legacy Parks M.O. was explained and cited as to what role they play in the big picture in terms of facilitation land acquisition and development for Oak Ridge, TN and the surrounding areas. Discussion of the current plans (some not public knowledge, some that are able to be discussed) and their foreseeable impact. After explanation of projects, it was brought full circle as to what role Clinch Valley Trail Association will play in all of it, and why the creation and organization of CVTA is so important to the development and success of these projects moving forward.

Conclusions:

Here we all are.

Action items	Person responsible	Deadline
✓ Get excited!!		
✓ Don't feel overwhelmed		

Agenda item: Mission Statement and review of Vision and Values, Requirements for obtaining SORBA chapter status, current CVTA development status (current Board of Directors and Vacancies that need to be filled) **Presenter:** Brad Spears

Discussion:

Dissolution of Friends of Haw Ridge, rolling over bank account into CVTA. Discussed goal of CVTA as multi-trail use community, not specific to only mountain bikers despite IMBA (International Mountain Bike Association) and SORBA umbrella. Requirement for obtaining chapter status and expectations explained. Financial report - existing funds donated as well as anticipated funding for 2018.

Conclusions:

It's happening.

Action items	Person responsible	Deadline
✓ Establish a Logo	Natalie	In progress

Action items	Person responsible	Deadline
✓ Edit and finalize Mission Statement and V&V	Group	In progress/complete
✓ Work on Branding, Facebook and Instagram presence.	Brad created pages	
✓ Tag, tag and tag. Broaden awareness of organization	Group participation	

Agenda item: Membership Drive **Presenter:** Brad

Discussion:

Development of Event for establishing a strong membership base. Where to hold it, what to do, and how to advertise to attach the diverse member group that CVTA is going to be representing

Conclusions:

Crafters Brew seems a reasonable location for some groups, but maybe not all. Meet and Greet is great, but maybe needs another layer of draw.

Action items	Person responsible	Deadline
✓ Set a date for drive	Jeff Bale spoke on it, not sure assigned specifically	By Next meeting
✓ Possibly swag for new members		
✓ Decide location	Group	By next meeting

Other Information

Observers:

Wives and children (need names)

Resources:

Special notes:

Will need to pass around an All-in attendance sheet next go round. My apologizes for misspellings or missing of names- please email me corrections and I will gladly edit them in!! I am new the formalities of meeting specifics, so I am open to suggestions and evolution of notes taking (and transcription).

Logo consensus made, some minor adjustment suggestions- completed for final approval.

Website domain obtained (since meeting), Instagram and facebook pages active and need content

Many ideas, but not solid plans made for membership drive. Goals are to be specified to be advertised and planned.

General discussion and conversation made- ideas for different events for different demographics, new member swag.

No set date/time for next meeting made