

## **ENFIA Board Meeting Minutes**

September 16, 2020

The regular meeting of the Eldorado National Forest Interpretive Association took place on Wednesday, September 16, 2020. This was a video conference meeting with President Larry Moore, Vice President Frank Tortorich, Secretary Karen Heine, Membership Chairman Bruce Odelberg, Treasurer/Retail Coordinator Keli Gwyn, and Webmaster Carl Gwyn. Also, in attendance was USFS liaison Kristi Schroeder. Carson Pass Manager Dennis Price was absent.

1. Meeting was called to order at 10:01 a.m., PST.
2. The Agenda was approved with the next Board meeting scheduled for Wednesday, Oct. 21, at 10 am via Zoom.
3. The Minutes from the July 21, 2020 (not voted on at the last meeting) and August 19<sup>th</sup> were approved unanimously.

### Management report:

4. Larry spoke about the EDC Western Slope Small Business Relief application which has been submitted to cover the loss of revenue. The grant request was for \$22,000 for impacts felt by COVID . Kirstie Martin helped in the writing of this grant.

### Retail Coordinator Report:

5. Online sales have been slowing, with the end of the season, as expected.
  - a. Keli revealed the winner of the Desolation hiking book cover contest.
  - b. The judges for this competition were Desolation Wilderness Rangers Tim Excel and board president Larry Moore.
  - c. The publishers approved the use of a contest to provide a photo for the cover.
7. Membership report
  - a. Bruce reported that there are currently 86 members
  - b. There are 34 families and 41 individual memberships
  - c. Carl and Larry talked about ways to increase membership and perks of membership
    1. Nurture
    2. Manage contact list
    3. Welcome new members
    4. Contact members who have not renewed
    5. Review renewal emails for next year-- timeline should be reviewed by the Board—when their membership lapses.
    6. Oversee memberships for Carson Pass
      - a. Usually 6-10 people designated as docents do not become members. Need to inform CP manager.
      - b. Contact docents and follow up that they are removed from docent list if they do not become members.

Pass Report:

1. Dennis Price is on vacation, so there was no report.
2. Frank and Bruce plan to help Dennis put the plywood on the station on Sept. 20th
3. A discussion about how the manager's job might look was proposed by Frank. Frank proposed placing an ad for the manager's position to current docents to see what kind of interest exists. Frank and Bruce feel a manager, one person overseeing all duties, is better. Carl, Larry, and Karen expressed support for Kristi's idea of a team, working together, dividing the job of manager into retail, facilities, personnel with a possible coordinator among these team members. No salaries are possible, although we are looking into a possible stipend of no more than \$699 for any one person. This will be added to Old Business for the next meeting.

9. USFS report on the Fork Fire

- a. Kristi gave details on the Fork fire
- b. She talked about resources and management

10. Website update

- a. Jason updated Software.
- b. We had 30-40 hits a day, mostly on the map pages.
- c. We are working on getting more pictures.
- d. The newsletter will be called the Interpreter, suggested by Chuck Lowie, not Gold Runner or Interpreter II.
- e. Robyn would like board members to submit articles (bio's) for newsletter.
- f. The newsletter will be published quarterly.

11. Treasurer's Report:

- a. Total in the general fund stands at \$27,050.28 which is above the minimum.
- b. Total for the Donation funds is \$20,424.95.

Old business

11. Diana Steele referred a lawyer George Applebaum to look over the updated Bylaws and found that things were mostly in order. Some minor changes were suggested and Carl will email those out to board members later this week.
12. Discussion on advertisement for Carson Pass Manager, Calendar Coordinator, Retail Coordinator, Cash Manager and Webmaster that outline responsibilities without remuneration was deferred to the October meeting.
13. Development of an expanded list of membership benefits was deferred to a future meeting.
14. There was some discussion on the revitalization of Highway 50 and 88 programs.
  - a. We would like to have volunteers to work at Forest Service Placerville and Desolation information stations and at the Wrights Lake kiosk.
  - b. Lester Lubetkin, Carl Gwyn, and Dee Owens have expressed interest in this project.

New Business

15. Discussed maintenance issues on Silver Lake cabin, if roads were open. This issue was tabled until a decision has been made regarding the manager (or team) for Carson Pass. It will be Old Business for next meeting (maintenance team) or manager duties to be discussed then.

16. Discussed going up to do plywood on station, Sept. 20, depending on smoke issues. Dennis, Bruce, and Frank will take care of this.

17. Discussed adding Blue Lakes/Hope Valley pictures to Facebook or creating a new page. No decision was made, and it will be added to Old Business next month.

Next Board meeting will be on October 21, 2020 at 10:00 a.m. and will be an online meeting. Agenda and meeting information will be posted on the Board page of the website one week before the meeting. The meeting time will be posted on the calendar on the website.

Meeting was adjourned at 12:07 p.m.

Respectfully submitted,

Karen Heine  
New Secretary