

Virginia Creeper Trail Club Meeting
May 29, 2013
Washington County Public Library

Present: Carolyn Barry, Charles Barry, Jane Caldwell, Eliot Cannon, Linda Carder, Bo Catron, Kevin Costello, Tom David, I.B. Dent, Myrl Dunham, Lawrence Dye, Eleanor Grasselli, Larry Harrison, Gerry Henninger, Bob Horsch, James Lawson, Chris Lindeman, Steve Lindeman, Anne Maio, Peggy McKoan, Debbie Meade, Bunny Medeiros, Sharon Miller, Wayne Miller, Lisa Quigley, Roger Reynolds, Debbie Stern, Chris Sullivan, Jettie Sullivan, Jeff VanCleaf, Bob Widner

VCTC President Wayne Miller called the meeting to order at 7:00pm.

President's Report—Wayne Miller

- The Minutes from our previous club meeting of 24 April 2013 were approved on-line after the inclusion of spelling corrections.
- The Plum Alley event successfully yielded \$483 and 10 VCTC memberships thanks to the efforts of Jane Caldwell, Anne Maio, Charlie Barry, Carolyn Barry, and Wayne Miller.
- Prompted by the change in the Treasurer position, a volunteer is needed to perform an audit of the VCTC treasury records.
- The next VCTC event is August 3 Ride with the Legend.
- The May edition of the Rails-To-Trails Conservancy featured the VCT and Lawrence Dye.
- Trestle #7 update - The construction company has commenced to order materials. The Town of Abingdon is planning a ground breaking ceremony with details TBD. The VCTC would like to place an interpretative sign on location after construction conclusion.
- The next Trail Advisory board meeting is 10 July.

Elections for Board Members - Club Officers and Directors

Wayne Miller presented the slate for 2013-2015 Board election:

President - Wayne Miller
Vice President - Eliot Cannon
Secretary - Jeff VanCleaf
Treasurer - Gerry Henninger
Director - Chris Sullivan
Director - Kevin Costello
Director - Greg Meade

The slate also noted the following Service Opportunities:

Director - Chris Lindeman
Director - Belle Avery
Director - Lawrence Dye
Newsletter Publisher - Debbie Stern
Merchandise Coordinator - Lisa Quigley
Events Coordinator - Chris Lindeman
Membership Coordinator - Amy Sullivan
Work Projects Coordinator - Bob Horsch and Wayne Miller
Publicity Coordinator - Anne Maio and Greg Meade
Webmaster - Link Elmore
Program Coordinator -
Archivist - Jane Caldwell

There were no nominations from the floor. I.B. Dent made a motion that the slate be elected by acclamation. Charles Barry seconded the motion. VCTC vote carried the motion.

VCT Marketing Leverage Program—Kevin Costello

On behalf of the VCTC, Kevin has written an application to be submitted by 16 June for a matching grant to the Virginia Tourism Corporation for a VCT Marketing Campaign. Award is slated within 30 days of submittal. The VCTC will act as the fiscal agent, grant administrator and will partner with other groups with anticipated funding as follows:

\$2,500 VCTC
\$5,500 Town of Abingdon Convention and Visitors Bureau
\$1,800 Town of Damascus
\$1,200 Outfitters (anticipated 8ea x \$150)
\$10,000 Virginia Tourism Corporation
\$21,000 Anticipated total project funding

The project goal is to get more visitors to the VCT in both peak and off-peak times to stay longer and spend more money and will include (i) design and printing of an outdoor guide brochure, and (ii) print and online marketing campaign. The VCTC website traffic will increase through linking with others. Various metrics (traffic, sales, taxes, etc) will be collected and reported to the Virginia Tourism Corporation.

Bob Horsch made a motion for the VCTC to adopt the Marketing Leverage Program (MLP) in principle and for Kevin to move forward with submittal of the grant application with the VCTC as the fiscal agent for the grant and with VCTC anticipated funding of \$2,500. Charles Barry seconded the motion. The VCTC vote carried the motion.

State of the Trail—Lawrence "the Legend" Dye

Uprooted trees are leaning into the trail near mile markers 3.5 and 5.

The water runoff from the roof of the restroom at mile marker 0 is flowing through the garden and onto the trail.

The river diverting around the TVA water intake dam is potentially eroding the south river bank at trestle #12.

Misc

Initial discussions are proceeding for the potential new home for the VCTC. The Housing Authority has vacated their offices in the Finley House at the trail head in Abingdon. Wayne Miller and others will tour the house and continue discussions with Abingdon officials.

The Evergreen Community Charter School group of 48 children and 14 adults split into four groups to work various projects on the VCT on May 29th. They are welcome each year.

The repair of the closed portion of the trail near Green Cove is rapidly proceeding; the trail should be open soon.

Due to a bridge washout near Straight Branch, the Appalachian Trail traffic is diverted onto the VCT.

A new erosion prevention concept will be tested at trestle #24.

The safety of the VCT traffic crossing the road at the caboose remains a concern; voice concerns at the Damascus Town Council which meets at 7:00PM on the first Monday of each month.

Tom Blevins (USFS Mt. Rogers) will be the guest speaker at our next meeting discussing the history of the VCT.

The meeting was adjourned at 8:11 pm.

Respectfully submitted,

Jeff VanCleaf, VCTC secretary