

Executive Director Report

January 7, 2017

1. Jeep Sponsorship – Discussions with Jeep continue to progress. They are still making plans for their 2017 advertising campaigns. At the present time they appear favorable to an April – June digital campaign with KTA and sponsorship of the Trail Challenge in September.
2. Brokerage Account – A KTA donor has asked to get ready to receive a gift of stocks. He currently contributes cash but would like to switch to stocks sometime soon. The paperwork to open the account is at the office and needs signatures of KTA Officers.
3. Website – The new website is virtually complete. We anticipate redirecting visitors to the new site around February 1st. To view the new site visit: keystonetrails.weebly.com
 - a. Sara’s Program Administrator addendum for the website: end of document.
4. Sunday Hunting – The PGC has invited stakeholders to a meeting to discuss possible compromises on January 20th at PGC headquarters. Sara and I plan on attending.
5. User fees for SGL’s – We have been informed that user fees for non-consumptive users (hikers) is back on the table.
6. Trail Care 101 – A one day introductory course to trail care has been scheduled for April 22nd at Whipple Dam. The course will be taught by Ed Lawrence.
7. Paul, Dave and Jim will be offering a backpacking 101 course this spring.
8. Bob and Wanda have agreed to help with a BFT slackpack. Details are yet to be finalized.
9. We’re still looking for hike leaders for the Spring Hiking Weekend.
10. DCNR – Sara and I met with DCNR on January 3rd. Topics of discussion included:
 - Grants – The idea of a marketing grant was warmly received. The idea of a grant for trail care equipment met some resistance. This type of grant would involve federal funding and requirements which makes the tracking and monitoring of small items (shovels, hand saws, etc.) problematic. Further, it appears as if KTA did not do a good job on this type of grant in the past. Further discussion with DCNR is needed.
 - Reports at spring and fall Weekends – both sides agreed better communication is needed in this area.

- Advertising on DCNR’s website: they offered promotional space in their banner, and the new GIS Specialist will also work to build PA Hiking Week with KTA this year.
- Letters of Authorization for hikes – blanket approvals can be given but communication with district forestry office is key.
- State Park Strategic Plan – KTA will be asked for input.
- I have been invited to address the Trails Advisory Committee to talk about the state of PA’s trails and other timely trail issues.

b. Program Administrator Report

- i. The new site includes a “Trail News Archive” with approximately 5 years of all Trails News posts from current site design. The new website will still feature trail news in a blog-style view, which you can peruse under “News,” which will look familiar for users of the old site. The button “TRAIL NEWS ARCHIVE” directs to the old articles.
- ii. In the old site, events were also posted in a blog style, meaning that the event would become buried, regardless of the calendar. In the new site, events are listed in chronological order, with their own pages linked by “MORE INFO” buttons. To check out the new format, try “KTA Trail Challenge.”
- iii. Navigating the pages and menu should be easier. Another function I’m learning is allowing users to click on a section and be directed down the page, rather than having to scroll. This is common on online FAQ forms. The “More About Trail Crew” page under “Trail Care and Crew” will be the best example of this navigation tool.
- iv. Ryan Drummond, the volunteer who has put in weeks’ worth of hours researching and developing the site, has imported GIS data onto the “Map our Clubs and Major Trails” page, so that the trails show up on a google map. He also took the information from our clubs and created a zip code search that will populate the map with clubs within a chosen radius.
- v. Developed out of comments from potential but reticent volunteers, the Trail Care 101 Workshop page has preliminary information for this new program, linked through Events and Trail Care and Crew.
- vi. Once the website is launched, Tom Kelliher will handle all costs associated with hosting and the website service. At that time, more

bells and whistles will become available, like embedded video and a calendar feature.

Other News:

PayPal has offered us a discounted rate as a non-profit.

The Keystone Hiker readership maintains healthy levels.

With the West Shore Young Professionals, Sara is promoting KTA and planning another hike for October.