



Program Administrator Report

Saturday, July 28, 2018

Mechanicsburg, PA



I. PROGRAMS

- a. Prowl the Sproul Cancelled
 - i. 2017: 35 full weekend packages and 80 total
 - ii. 2018: 8 full weekend packages and 14 total
- b. Quehanna Elk Quest (20 participants) and Gettysburg (12 participants) are both full.
- c. Fall Hiking Weekend has 26 people registered already.
 - i. VIP Donor Reception invites went out this week.
- d. KTA Trail Challenge
 - i. 2016: 263 vs. 2017: 313 vs. 2018: 322
 - ii. Volunteers: every position needed! Especially water marshals.
 - 1. Working with Jim Stickney on increased safety on the bridge.
 - iii. Met with Daniel Boone, the new ham radio operator leader.
 - iv. Glitch with Pretzel City Sports on their end made it look like one man registered 8x, so they overpaid us and we had to pay them back.
 - v. By negotiating with a couple different shirt companies, I was able to save KTA \$1,075 on the TC shirts, ~\$425 on Volunteer shirts, and secure a \$300 sponsorship for a total savings of **\$1,800**.
- e. KTA Leftovers 10-Mile Run/Hike on the Cumberland Valley Rail Trail: November 24, 2018
 - i. Working with Jim Mader, of Cumberland Valley Rails-to-Trails Council to get the required permit and for advertising once details are finalized.
 - ii. Low cost: won't need buses, catering, port-a-potties, flagging, etc. Any supplies we need, we already have.

II. OFFICE ADMINISTRATION

- a.** Website revamp – streamlining, condensing, making more user/reader friendly
 - i.** Finished pages include: KTA Bookstore, Membership, all of the 6 donation pages, three of the Trail Care pages, News & Advertising, Kids Trail Ambassador, and other updates as they come.
- b.** Received positive feedback from several members on the new newsletter format.
- c.** Major office cleaning and reorganization.
- d.** Constant Contact sometimes suspends people from receiving our emails for whatever reason even though they shouldn't be. Worked with them to get people back on our mailing list and remove others. No way to prevent this issue.

III. MERCHANDISE SALES

- a.** New patch: Allegheny Front Trail Patch
- b.** In 2016-17 we had 271 total sales. From 10/1/2017 – 7/27/2018 we've had 316 sales.
- c.** Loyalsock Trail Guide sales make up 21% of all sales this year as opposed to 9% for 2016-17.

IV. OTHER

- a.** Gail Brossman of SATC had 6 hikers complete and receive our PA AT award.
- b.** Advocacy day at the Capitol distributing information on Sunday hunting in June.
- c.** Attended two trail webinars in Carlisle about urban trails and engaging elected officials – interesting, but more helpful for networking than the content.
- d.** 100 Mile Trail Challenge Patch: an incentive and a way to give back to the people raising money for KTA.