



Great Outdoors Incoming Corporate Board Meeting

Sat, January 21, 2011 @ Home of Matthew Dubois

Meeting Minutes

Attendees Present:	Brian Miller	SB
	Chris Fava	SB
	Steve Sisneros	LA
	Jay Crowley	OC-LB
	Richard Debner	SB
	George Lapole	SD
	Mark Chandler	SD
	Roy Ragle	SB
	Richard Rice	LA
	Joe Domingos	SB
	Matt Dubois	LA

CALL TO ORDER

Meeting started at 11 am

Chapter board reps to distribute chapter rosters to everyone present.

Chairman's Address - Chris Fava

- exchange of keys to storage unit

Read and approve minutes from Board Meeting October 2011

- Friday, October 14th meeting minutes
- Saturday, October 15th meeting minutes
- All minutes approved as written

OLD BUSINESS

COMMITTEE REPORTS

Financial Officer - Richard Rice

- Financial Report
 - 2010 – 2011 membership dues came in during 2012 altering budget

- membership should be sent in monthly
- paid 3-months of storage (not sure how long we'll keep it)
- current balance is \$1900
 - reduction due to jamboree's but will be replenished
 - spikes in revenue march, june and august due to trips
- renewed non-profit status
 - board reps accepted financial report as written

Chair - Brian Miller

- All chapter calendar up and very robust! Thanks Brian!
 - Confusions of notification of trips vs. trip notes
 - Brian only gets trip notes (not notices, Ed gets those)
 - Standardized forms for trip notes in progress
 - **Brian, Chris to make template**
 - **All chapters to make sure link is up on website**
 - If new overlaps occur, all trip leaders will be notified (trips scheduled for that weekend)
- Jamboree (Steve Snireos)
 - Kern River Valley June 7-10
 - Group camp rate of \$6/night per person
 - Group site – Frandy Camp
 - Guided Rafting \$54/person (looking to reserve 20 spots – can be added to with Sierra South)
 - Self Rafting available too – very mild rapids
 - RV's are very limited and must be reserved independently
 - 1-888-372-6399
 - to be charged a separate Great Outdoors activities fee
 - Possible carpool to Sequoias day hike (Saturday Trip)
 - **Trip notes pending**
- Jamboree (Brian Miller)
 - Big Bear August 11-13
 - Group camp at Oso Campground
 - Member cost TBD
 - Reserved and activities being planned
 - 100 individual capacity
 - **Trip notes pending**
 - **Want to really get San Diego people (intentionally having near SD this year)**

Webmaster - Ed Emond (via Chris Fava)

- Read email at end of minutes (sorry, link is not working)
- Moved to GO-Daddy - A-net service ended
 - A-net's final bill is being dealt with

- Send more action-oriented pics to Ed

Awards Committee

- Chris to organize
- On agenda for next meeting

Outdoors Experience - Chris Fava

- Everything is reserved
- Chris Fava appointed as official Outdoors Experience Chair
- Phase I – March 10-11th Day Hike Leader Certification
 - La Jolla Canyon Group Camp in Malibu
 - Up to 50 people
- Phase II – April 28-29th Trip Leader Certification
 - Malibu Creek State Park
 - Up to 8 people – planning to reserve more
 - New people without equipment welcomed – have extras
- Trip notes are published – passed out and asked to be promoted
- Instructor will receive their sections soon to prepare
- Pipeline includes updating program (format okay) and literature
- Trip notes have been out for a month
- Have about eight instructors, working on assigning everyone sections so they can study beforehand.
- Have five registrations and lots of interest via email and Facebook
- Keep promoting!

Archives - George Lapole

- Visit storage unit and assess what we have to move forward on how to organize information
 - Value and volume
- Decide how to store older material
- LA chapter has two keys and Chair has a key
- **LA needs to clean their portion of the storage unit**

NEW BUSINESS

- **Steve to look at ordering T-shirt – research logo merchandise**
- Possible new San Luis Obispo chapter
 - There is presence there and currently falls under SB/VC
 - Asked the guy who requested to come to SB/VC events to see if it's appropriate to consider adding
- GO Film Festival (to be shown at conference)
 - Each chapter makes a short ~2-5 minute film to promote GO, footage should be of actual GO trips
 - Promote now, take videos and we'll iron out details later

- Chapter board rep promotes to their chapter

CHAPTER ROUND ROBIN

- Board meeting administrative reminder
 - core group roster – chapter officers with contact info to all board reps
 - full membership roster quarterly emailed to Chair
- San Diego
 - New President – Matt Schriener
 - In a transitional period
 - Get trip notes for the year of trips for San Diego
- Palm Springs
 - Absent
- OC/LB
 - Steady membership – 15/20 per meeting
 - Successful trips
 - All positions filled
- SB/VC
 - Membership a little low – contacting old membership for boost and renewals
 - All positions filled
 - Exciting trips planned
 - Monthly meetings at pizza place – a little low
 - Social outings successful
 - Discussed promoting trips in a timely manner
- LA
 - Membership good, new members still coming in
 - \$13,800 balance
 - Social outings a success
 - Exciting trips planned
 - All positions filled
 - Looking to do monthly socials, community service, donate for name visibility, selling schwag
- Next meeting April 14th, location TBD
- Adjourn 2:15pm

Post Meeting

- Group went to GO storage unit, cleaned up a bit and started assessing what we have. A few boxes went out to financials, corporate archives and memorabilia to start organizing and moving forward. Good job everyone!

From: EdEmond<edemond@gmail.com> **Subject:** WebmasterReport
Date: January 18, 2012 1:57:16 PM PST **To:** board@greatoutdoors.org
Cc: "Walt Anderson (gmail)" <palmspringswalt@gmail.com>

1 Attachment, 108 KB

Hi Gang,

I won't be able to attend the upcoming Corporate Board Meeting. I'll be with the Rainbow RV Club on our annual trek to Quartzsite, AZ, for the annual RV Show and one hell of a HUGE swap meet.

As most of you are aware, we made the transition from our Domain Registration and Hosting site from aNet over to GoDaddy.com. I believe it was a pretty painless endeavor for Great Outdoors users...

I had to recreate our distribution lists when we switched sites and hopefully all of the kinks have been worked out. If any of you have any changes, new officers, etc., just send me an email and I'll be happy to update the information.

I've attached a log of some of the things I've done since taking over as Corporate Webmaster.

I'm open to suggestions for website improvements as my time permits. Personally, I see the Corporate site as an entry point into Great Outdoors and as a portal to reach our individual Chapter websites. It also serves as a place for corporate events such as the Outdoor Experience program, provides some overall history for our viewers, etc.

One thing that you might want to discuss is the future role of the Corporate website. Where should it be headed in the next couple of years? What are the desires of the Chapters for a "Corporate" site. E.g., there have been discussions over the years to create a single website vs. the six we now have, a combined calendar database for all events so trip leaders could post their own trip information, etc. As stated when I accepted this position, I'm not a graphic artist so my work on the Corporate Website will be pretty plain and simple. I also accepted the position on a temporary basis until GO finds another webmaster. I won't have any heartburn when the Board finds another person who is willing to take on the duties. Until then, I'm willing to continue what I'm doing if you like what you see.

Ed

[_webmaste....pdf \(108 KB\)](#)

EMAIL ATTACHMENT:

GREAT OUTDOORS "CORPORATE" WEBSITE Submitted By Ed Emond

- - Consider adding a "Links" page
- - Additional content needed ?
- - Need to update financial information page
- - Store archives (newsletters, minutes, etc.) on website?

2012-01-xx – updated home page calendar

2012-12-xx – Added links to chapter Facebook pages on Local Chapter page.

2011-12-xx – added an animated photo display to home and Wilderness Ed pages. Added content to the wilderness ed page. Removed "Feature Trip" page. Centered and added a background logo to all pages.

2011-12-xx – ran all pages through W3 validation service to ensure no HTML coding errors

2011-12-xx – created a new CSS style sheet to standardize the main pages, removed old scripts and code from pages; fixed borders so they would be consistent across all pages and not broken

2011-12-xx – created 90+ email forwarding tables on GoDaddy site for our distribution lists

2011-12-xx - moved our Domain Name registration and hosting site to GoDaddy.com 2011-11-09 - standardized top/bottom navigation buttons across all pages

2011-11-08 - Posted Brian Miller's All Chapter Calendar, cleaned up Calendar page a bit. 2011-11-05 - Added Facebook button on home page

2011-10-28 – Removed Burning Man from Featured Trip page. Awaiting new content. 2011-10-27 - Updated home page content – it's now generic. Needs graphic or photo 2011-10-27 -

Updated all .html main pages to .shtml pages

2011-10-26 - Started process with web hosting site – ANET – to update our "Whols" information

2011-10-26 - Should we change domain and/or hosting site from ANET to another host such as GoDaddy. Need to determine cost (currently \$100 for both Domain Name and Hosting with ANET) and capabilities prior to switching companies. Need to make sure SSI's (server side includes) are supported.

2011-10-26 – Our domain name registration is currently locked and cannot be changed if we decide to move either domain name registration site and/or hosting site.

Ongoing Issues

Revision History / Notes

As Of: 1/18/2012 Page 1

2011-10-26 – changed the All Chapter Calendar page – per Brian's request, removed the old calendar until he can compile the new one.

2011-10-25 – completed updating the email forwarding lists for the Board and all 5 Chapters. Changed all Chapter "outings-xx" emails to "vpo-xx" to match Chapter elected position title.

Updated the Board page. Chris' title changed by removing the "man" in Chairman to be more women friendly.

Started process web hosting site – ANET – to update our "Whols" information

2011-10-23 – changed all of the main pages: index, calendar, feature, chapters, board, admin and about to .SHML pages vs. .HTML pages to incorporate include a `<!--#include file="index_footer.html"-->` statement. Removed old footers from each page to allow a standardized footer.

2011-10-22 – email sent to all Chapter Presidents and Secretaries requesting current Core Group information in order to update the email forwarding tables

2011-10-22 – Richard Rice will send URL, username and passwords in order to update the email forwarding tables.

2011-10-22 – Emond updated the Overnight Outings on the Home Page and Removed the Burning Man content