

**Erie to Pittsburgh Trail Alliance – Strategic Planning Committee
Report to EPTA Board – April 17, 2019 meeting**

The committee met by conference call on April 2, 2019.

On the call: Barney Scholl, Leah Carter, Courtney Mahronich Vita, Deb Frawley, Kim Harris

The EPTA Strategic Plan, adopted January 17, 2019, focuses on four Key Issues. The committee began by discussing Key Issue I during this call. **Key Issue #1** is “Organizational and Financial Sustainability and Success - Building sufficient capacity to fulfill the EPTA’s Vision”.

Strategy A - Refine the role of the Board of Directors

The committee suggests determining who from the Board and/or trails groups will begin intentional outreach about the EPT. Point people will be located within each area to contact (county, MPO/RPO, legislator, etc.). The committee will develop talking points to assist with this.

The strategic plan committee and marketing committee will also develop a "Foundation Document" to assist in integrating and coordinating all kinds and levels of planning from a single, shared understanding of what is most important about the network. The core components of the foundation include a description of the EPT; the purpose, significance, fundamental resources and values; interpretive themes; administrative commitments; and an assessment of issues, planning and data needs.

The EPTA is already promoting the corridor. The Marketing Committee will report feedback and analytics to the Board. Each of these will be shared to the member groups who are encouraged to forward them on and integrate the information into their outreach.

- Newsletter will be bi-annual, first one being produced
 - Marketing committee is collecting more information
 - Using Mail Chimp for people to sign up
 - Collecting zip code data from subscribers
- 90 by 90 campaign to start
- EPT brochure being created
- Instagram account started
 - ~100 followers already

Strategy D - Create a focused and intentional partner engagement process for the raising of sufficient funds.

The committee is requesting clarification of the various terms used officially and in meetings including Board Member, Member, Partner, etc. Barney S. will review the by-laws to determine the legal status of the organization as a Member organization (or not) and the power of the “members”. It is suggested that the Board now be referred to as Directors.

The membership committee was asked to review and refine the current membership tiers.

Currently:

- General – but has different price points (basic, family, business, etc.)
- Board
- One-time donor

Question:

- Should we keep the general (friend) level – too much competition with trail groups?
- Just keep higher level donors, businesses, etc.?

Strategy E - Ensure Operational accountability to members, partners and users

In addition to the Board annual meeting, it is suggested that the EPTA hold an annual gathering to celebrate accomplishments, report details, and present future plans to bigger donors and also for trail groups' memberships and others to hear updates. Such a gathering this year may be difficult to plan so maybe the first will be in 2020.