

**Friends of the Paint Creek Trail
Held at the Paint Creek Cider Mill
December 9, 2021, 6:30-8:41 PM**

Attendance

- | | |
|----------------------|---|
| 1. Louis Carrio | Board President |
| 2. Mike Jahn | Board Vice-President |
| 3. Clara Pinkham | Board Secretary/Treasurer |
| 4. Dan Butterworth | Board, Trail staff |
| 5. Eva Carrio | |
| 6. Chris Gray | Trail Asst. Manager |
| 7. Joe Burns | |
| 8. Tom Fisher | |
| 9. Frank Della Torre | |
| 10. Ella Della Torre | |
| 11. Dave Mabry | |
| 12. Don Fenton | |
| 13. Donni Steele | Chair, Paint Creek Trailways Commission |
| 14. Linda Moran | Polly Ann Trail Manager |

- ❖ Meeting called to order at 7:15 PM following the Potluck at 6:30 PM
 - Louis welcomed everyone and acknowledged guests and new members
- ❖ Approval of Agenda and August 12, 2021 minutes
 - Motion to accept made by Mike Jahn, second Anne Jahn, approved unanimously
- ❖ Financial Report – Clara Pinkham, secretary/treasurer
 - Motion to accept made by Mike Jahn, second Anne Jahn, approved unanimously
 - Release of restricted funds (PCJ and Ludlow Bridge) was discussed and approved
 - Ludlow fund release is contingent upon a proposed grant
- ❖ Trail Manager's Report¹, Chris Gray
 - Wayfinding signs have been installed; remaining gateway and PCJ signs this month
 - Road crossing signs to be done by spring
 - Two grant proposals prepared to obtain needed engineering analysis for 31.7 bridge
 - Letters of support written by the Friends
 - PCJ restrooms to be done this month, signs installed afterwards
 - Trailways Commission to honor Clara Pinkham and Dan Simon for prior year service
- ❖ Elections
 - Jean McBride was elected to the Board for 2022-2023
 - Louis Carrio was elected as President and Mike Jahn as VP for year 2022; Sec-Treas open
- ❖ Tour de Trail discussed extensively-see attached notes.
- ❖ Polly Ann Trail
 - Linda Moran announced the PA Trail will celebrate 25th Anniversary in 2022
 - Louis Carrio wished her luck; indicated the *Friends* may be able to help with event
- ❖ 2022 meeting dates are:
 - April 14 and May 12 to prepare for Tour de Trail; August 11 for LDBW, December 8
- ❖ Motion to adjourn meeting at 8:41 PM by Louis Carrio, second by Anne Jahn, approved unanimously.

Respectfully submitted by Clara Pinkham, Secretary/Treasurer

December 28, 2021

¹ A detailed summary of 2021 accomplishments by the Commission and Trail Management was developed after the Friends meeting, and is attached for reference.

Financial Report
Friends of the Paint Creek Trail
December 9, 2021 YTD

Revenue since August 6, 2021

AmazonSmile	\$ 27.46
Moutrie Garden	\$ 60.00
Other donations	\$ 22.66
Merchandise sales	\$478.27
Total	\$588.39

Expense since August 6, 2021

August 6 meeting pizza	\$ 57.39
Labor Day Walk water	\$ 31.45
Friends donation to Labor Day Walk	\$218.55
Trails magazine ad	\$375.25
Total	\$682.64

Revenue Minus Expense **-\$94.25**

Checkbook Balance as of December 6, 2021 \$24,360.08

Flagstar checking account also details two debit transactions made in error for \$8.14 on 10/21/2021 and \$238.26 on 10/9/21, and a deposit of \$246.40 on 11/5/21 to correct the error.

Restricted Funds

Paint Creek Junction*	\$3,085.00
Ludlow Bridge**	<u>1,051.65</u>
Total	\$4,136.65

Unrestricted Funds \$20,223.43

* Funds were donated in support of a drinking water resource and is expected to be disbursed in 2021.

**Funds were donated in cash at a Labor Day Event years ago and are being held pending a request for support when repairs are planned.

Respectfully submitted December 9, 2021 by Clara Pinkham, Secretary/Treasurer

Tour de Trail & EXPO (*Friends* Meeting 12/9/2021)

The *Friends* approved running the event assuming revenue would exceed expense. The motion by Louis Carrio, seconded by Tom Fisher, was approved unanimously. The following observations and suggestions were offered by participants in the meeting:

Name and Logo Design were liked by all. T-Shirts should be cotton-polyester (NOT a wicking shirt) and people liked the hunter green without a collection of sponsor logos. If there is a major sponsor the sleeve could be used for their logo.

The event should start around 8:30 am and participants should be released in this order:

- 1 Bikers
- 2 Runners
- 3 Walkers

Children's Park cannot be used as a beer area. Plan to use a fenced area of the parking lot. Rosemary Ford, City Parks and Recreation, should be consulted and may also wish to serve on the subcommittee.

For registration, Joe Burns suggested East Side Racing be considered along with Eventbrite. Joe will explore with ESR as Back to the Beach Runners use them. ESR can possibly provide an arch which is great for photos.¹ Note: Need a dedicated, full-time volunteer photographer.

Bike Rodeo to be organized by Tom Fisher. Possible to have a slow roll race, slalom course possibly by fire station, lessons, etc. Need adequate registration tables to avoid excessive lines and waiting. Participants could be directed to another location for helmet use education.

Sites to consider for participation could include the new Paint Creek Junction and Royal Oak Archers, which could provide some activity. Discuss partnership of some type. www.eze-bikes.com/shop/ Canterbury Village is a potential sponsor and participant. They do rentals and may be able to offer rental ebikes on event date.

Early event marketing will be important due to competing events by Leader Dogs Bark & Brew. (Is there a possible tie in?) Participant list from Steve Johnson is available for this purpose.

A committee will meet, starting in January, to work on the event plan developed to date:

- Louis Carrio
- Mike Jahn
- Jason Peltier (Will reach out to Rosemary, others in Lake Orion)
- Tom Fisher

Plus 1-2 others to be selected. Joe Burns is to talk with ESR about registration services and the arch.

¹ After the meeting Joe Burns reported, "Spoke with Deanna S and Bob Busquart and they can have not just a colorful Arch at the start but also a clock we can start that will run to give everyone an idea on their times at the finish. Fun news ... I did ask them to review options for on-line registration that can be offered as well."

An event on the Paint Creek Trail and in the Village of Lake Orion is being planned for June 4, 2022, National Trails Day. The event name is tentatively called **Tour de Trail & Expo**.

Vision and Objectives

The planned event would be family-oriented and appeal to cyclists, runners and walkers. Specific objectives for the event are:

- Have a fun and safe event on National Trails Day
- Offer engaging informational and educational experiences
- Provide income for the Friends of the Paint Creek Trail
- Support businesses along the route and in the communities traversed



-----Logistics-----



The event would start and end in Lake Children's Park, Lake Orion (permit required). A cluster of canopy tents would be used to create an environment for an EXPO that would support:



- Trails Day activities focused on fun and education
- Raffle ticket sales and prize presentations
- Vendor displays of interest to participants such as bike gear, running shoes, etc.
- Seating for food and beverage consumption
- Music suitable for the event
- Purchases of food¹ and beverages, including canned

beer. The area would be fenced using temporary orange fences, existing fences and buildings to control a single entry/exit point.

- Food offered for purchase by selected vendor(s) should not require utensils. Food trucks capable of offering quality food should be considered.



¹ Consider Hunter House, Lipuma, Paint Creek Cider Mill Restaurant, local restaurants. Check with Jason, PCCA A&A: [Ziffelsfoodtruck.com](https://deutschtroit.com)

Proposed Timing for the Event:

- Sign in starts at 7:30 am
- Runners and walkers start at 8 am (they will be spread out by the time cyclists depart)
- Cyclists start at 9 am
- Raffle prizes will be announced at noon and the event closes shortly thereafter

The EXPO would be open to anyone. A voluntary \$5 donation to be suggested to non-registered entrants at entry.

The route for the event would be Lake Orion to Rochester and back (19 miles). However participants will adjust their run/walk/cycle distance as desired. Stations will be established to encourage participants to visit areas along the route including towns. The motivation for such visits would be incentives, such as doughnuts, coupons, games, and toilet facilities.

Note on coupons: Coupons for participating businesses can be made valid for the day of the event, a longer time frame (e.g. the month of June) or both. Stations that involve businesses would be established in a way that does not interfere with normal business activities.

Registration for Participants

An entry fee for participants will be established once all components have been budgeted. All registrations will be in advance and managed electronically. There will be no day-of registrations. No rain date is planned.

Participants will receive:

- Information pertinent to the event (trail map, route, stations, coupons, ticket for EXPO, etc.)
- Goodies
- Beverage ticket(s)
- Ticket for EXPO
- A moisture-wicking T-Shirt² with an event logo, and without a sponsor or event date.

An alternative pickup arrangement for the above items will be made to accommodate those unable or unwilling to participate on the day of the event due to weather. For example, June 5, 2022 at Oat Soda, at a specific time. A volunteer would be needed on site for this purpose.

Revenue Opportunities³

These include:

- The fee for participating in the event would include a designated amount for the Friends
- Food and beverage vendors can be asked to pay a fee or commission to service the event
- Merchandise sales (Hats, T-Shirts, Hoodies) provide a modest profit
- Donations
- Raffle of items donated by sponsors and/or a 50/50
- Direct Sponsorship

² Only participants registering by a specified deadline will be offered a T-Shirt opportunity. The deadline for ordering a shirt will be based on a conservative production schedule. The shirt could be included as part of registration or as an option to purchase when registering.

³ In the past, the Friends have used funds raised to support a range of trail improvements and activities. Examples include the Moutrie Pollinator Garden, bike fix-it stations, water fountains, trail signage, bike racks, lids-for-kids, Trails Day and Labor Day Walk support. Overhead for operating the Friends organization includes insurance, Trail Magazine advertising, web services, and miscellaneous expense.

Potential EXPO participants and sponsors discussed include:

- Holy Spokes Bicycle Shop
- Main Street Bicycles
- Hansons Running Shop
- Cookies & Cream
- Paint Creek Trail
 - Management
 - Friends of the Paint Creek Trail
- Lake Orion Dragons
- Rochester Pollinators/Moutrie Pollinator Garden
- Beer Sponsor Tent
- Doughnuts & Coffee
- Food Vendor(s) selling food not requiring utensils
- Bike Safety Rodeo⁴

Event sponsorship at three levels with variable benefits will be offered once details have been finalized.
(*Event, Presenting, Contributing in prior years*)

[How to Set Sponsorship Levels and Benefits for Your Next Fundraising Event
\(thefundraisingauthority.com\)](http://thefundraisingauthority.com)

Participants and resources along the route and into Rochester to be considered:

- Beverage/snack station at the 5K point from Lake Orion
- Paint Creek Cider Mill Restaurant (Doughnuts)
- Moutrie Pollinator Garden Visit and on-site education
- Dinosaur Hill on-the-trail information stop
- Rochester Park Restrooms
- Beer/Pop Stop at Rochester Mills, Kruse's Paint Creek Tavern or similar facility
- Rochester Farmer's Market (coffee, doughnuts, Rochester Pollinators)

Notes:

- Although Trails Day Events have been held in Lake Orion these past years we need to be sensitive to Rochester and consider how to balance the benefits with future events.
- Displays and activities in the EXPO need to be engaging for adults and children, and fill the time gap between the the 8am start time and noon raffle prize awards.
- The process of acquiring required (LO) permits and licenses should be started early.
- Equipment displays and opportunities to try out running gear can be arranged through Hansons.
- Beer sponsors can be arranged through Jason Peltier.
- Friends 501 (c)(3) status and Jason Peltier's attorney can help to expedite needed permits.
- EventBrite and Eastside Racing Company are options for electronic registration⁵.
- Stations would include Paint Creek Cider Mill and Downtown Rochester locations TBD.

⁴ From Tom Fisher, Chair of the Parks and Path Committee for Orion Township "I would be happy to help with the planning for the National Trails Day event. I'm especially interested in a bicycle skills rodeo. I also have a few ideas with regards to signs & graphics to promote trail safety education. We could have pre & post event bicycle rodeo stations. After they register, cyclists could go to the bike & helmet fit stations run by local bike shops & groups. Then we could use the sidewalk in front of the fire station to practice riding in a straight line. Followed by a Slalom in the north driveway of the fire station using sponges or half tennis balls. After the ride we could have some more detailed stations requiring three volunteers per station. We could also run continuous slow races all day."

⁵ Need capability of registering couples and families.

Prior meetings:

Meeting September 21, 2021

A sub-committee of the Friends and Trailways Commission met to compile initial recommendations:

- Donni Steele 248-884-1134 dsteele@oriontownship.org
- Linda Gamage 248-931-1313 lindagamage@sbcglobal.net
- Jason Peltier 248-974-6103 jason@oatsodalakeorion.com
- Molly LaLonne 248-693-9742 director@downtownlakeorion.org;
- Keith Hanson 586-822-8607 hansonsodp@yahoo.com
- Louis Carrio 248-840-3190 paintcreektrailfriends@yahoo.com
- Mike Jahn 248-396-7109 jahnmf@gmail.com

Meeting of the Paint Creek Trailways Commission

At the October 19th meeting the Commission agreed to the date and concept. The event will be managed entirely by the Friends of the Paint Creek Trail. PCT Management's role will be limited to a Trails Day activity TBD. A suggestion was made to change the name of the Crawl as “crawl” is a term more often used with pub crawls than family events.

Meeting of select members of the Friends of the Paint Creek Trail

On Saturday, October 23, 2021, at Oat Soda, PCT Friends Carrio, Jahn and Peltier met to discuss next steps, select a name for the event, and identify potential EXPO participants.



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(248) 651-9260
Paintcreektrail.org

2021 Summary of Events and Accomplishments

The Commission approved Temporary Use Permits for the following events:

- Orion Veterans Memorial Day 5k – May 31, 2021 (Admin Approval)
- Run Michigan Cheap 5k, 10k, Half Marathon – June 27 and July 11, 2021 (Admin Approval)
- Leader Dogs Bark and Brew 5k – June 5, 2022
- Hometown Hustle – RCS Foundation – September 18, 2021 (Admin Approval)
- Brooksie Way Half Marathon – September 26, 2021 (Admin Approval)
- National Pancreas Foundation – November 13, 2021
- Griffin USA – Charity Fun Run – November 18, 2021

January

Meeting virtually, the Commission welcomed four new Commission members.

The Commission approved the Policy on Electric Personal Mobility Devices.

The Commission approved a review of License Agreements by the Trailways attorney.

Construction of Bridge 33.7 was completed in December 2020, a new trash can and recycling bin were installed at the site.

Trail Manager Ford and Amanda Harrison of Detroit Institute of Art selected three locations for the 2021 DIA Inside/Out art installation on the trail.

Michigan State University recognized the Moutrie Pollinator Garden as an approved site for MSU Master Gardeners.

February

Meeting virtually, the Commission approved an Eagle Scout project for the replacement of kiosks at the Tienken and Atwater trailheads.

The Commission discussed 2021 Goals.

The President of the Friends of the Paint Creek Trail, Louis Carrio, gave an update of the Moutrie Pollinator Garden and the Commission discussed a potential donor memorial bike rack at the site.

The Commission discussed the 2021 National Trails Day event options.

President of the Mill Valley Home Owners Association thanked the Commission for the new stairway at Bridge 33.7.

Artwork for DIA Inside/Out was selected for the sites on the Paint Creek Trail and was presented to the Commission. Trail Manager Ford attended the virtual orientation for the program, and the press release about the Trail's selection as a host for the 2021 installation was issued.

Trail Manager Ford and Commissioner Gamage attended the first meeting of the Rochester Master Plan Steering Committee. The meeting primarily focused on zoning and land use policy.

March

Meeting virtually, the Commission approved a Temporary Permit for Lutheran Northwest High School Boosters Fun Run and Walk. The applicant later canceled the event.

The Commission discussed a revised standard license agreement.

The Commission discussed the license agreement with Solaronics, Inc.

The Commission approved an online scavenger hunt using the GooseChase smartphone app for National Trails Day.

The Commission discussed Oakland County grant opportunities.

Four sites on the trail submitted by staff were accepted Oakland County/CISMA Invasive Species Management Treatment for treatment in 2021.

Trail staff submitted two applications for projects through US Representative Elissa Slotkin's office. Ten projects in her district were selected to submit to the Appropriations Committee. The projects submitted were the engineering of Bridge 31.7 in Rochester and for the development of the Southeast Rochester property.

April

Meeting virtually, the Commission approved the construction of angler access and installation of native plantings at the creek at Bridge 31.7 by Trout Unlimited.

The Commission received a presentation from Mr. Anthony Moggio for a proposed All Abilities Park in the City of Rochester adjacent to the trail.

The Commission approved correspondence from the Trail Manager to Solaronics, Inc. regarding the license agreement.

Louis Carrio, President of the Friends of the Paint Creek Trail, provided an update of the Moutrie Pollinator Garden progress.

May

Meeting virtually, the Commission approved a Temporary Permit for the 2021 Leader Dogs for the Blind Bark and Brew 5k.

The Commission approved entering an agreement with the trail attorney to formulate new license agreements based on the Licensing Ad Hoc Subcommittee's recommendations.

The Commission approved the Recognition Ad Hoc Subcommittee's recommendation for a Labor Day Bridge Walk Recognition Ceremony and a resolution to recognize former Commissioner Rock Blanchard's 24 years of service.

The Commission discussed trail surface grading after the spring thaw.

The Commission approved the 2020 financial audit performed by Mr. Ramie Phillips, CPA.

Mr. Louis Carrio, President of the Friends of the Paint Creek Trail, announced the Moutrie Pollinator Garden Ribbon Cutting will be held June 28, 2021.

A local Eagle Scout installed a replacement kiosk at the Tienken trailhead as an Eagle Scout project.

Trail manager Ford, Assistant Trail manager Gray and Bike Patroller Dan Butterworth attended CPR/First Aid training through the Oakland Township Fire Department.

A memorial bike rack and memorial Free Little Library were installed at the Moutrie Pollinator Garden.

June

The Commission discussed the Paint Creek Trail Signage Project with regards to wayfinding signage.

The Commission discussed the 2021 Labor Day Bridge Walk event and approved donations at the event be restricted for continued maintenance of the Moutrie Pollinator Garden.

The Commission approved the addition of an audio sign at the prairie remnant in the Oakland Township section of the trail.

The Commission approved a budget amendment for the cost of recognition gifts for the Recognition Ceremony.

National Trails Day, June 5th, was recognized with a scavenger hunt on the GooseChase app from May 30 to June 5th. Seventy-seven teams signed up to participate. Trail staff and members of the Friends of the Paint Creek Trail handed out bike bells, sold PCT hats and t-shirts, and greeted trail users. The scavenger hunt winner received a gift basket filled with items from local businesses.

The ribbon cutting ceremony for the Moutrie Pollinator Garden was held Monday, June 28th.

July

The Commission received an update on the Licensing Agreements.

The Commission approved the purchase of promotional items for the Labor Day Bridge Walk event.

The Commission discussed document scanning for the Paint Creek Trail records.

Five pieces of art from the Detroit Institute of Art Inside/Out program were installed on the trail the week of July 5th. The pieces are located at Adams Road, the Clarkston/Kern parking lot, along the new Clarkston Road connector path, at the connector path to Orion/Kern Roads, and at Newton Street. They were on display until November 2021.

August

The Commission approved Temporary Permits for the Lake Orion DDA Oktoberfest Run and Turkey Trot events. The events were later withdrawn by the applicant.

The Commission received an update from Friends of the Paint Creek Trail President, Louis Carrio.

The Commission approved the purchase of a Bike Fixit Station for the Paint Creek Junction trailhead in the Oakland Township section of the trail.

The Commission approved the budget for the Bridge 33.7 Ribbon Cutting and Recognition Ceremony to be held on September 21, 2021.

The Commission received an update from Trail Manager Ford and discussed the Paint Creek Trail Signage Project, road crossing signage.

The Commission approved a contract for the split rail fence at Foley Pond in the Orion section of the trail and timber rails at Bridge 32.3.

The Commission approved the purchase of 7,500 trail brochures from a local printing company.

Trout Unlimited completed the angler access steps at Dinosaur Hill. Jean McBride, from the Friends group and a Master Gardener assisted Trout Unlimited in selection and layout of native plants for the site.

September

The Commission held the Ribbon Cutting for Bridge 33.7 and a Recognition Ceremony for six former Paint Creek Trailways Commissioners.

The Commission honored Rock Blanchard for his 24 years of service to the Paint Creek Trailways Commission with Resolution #2021-001.

The Commission approved June 4th, 2022 for the tentative Paint Creek Crawl 2022 on National Trails Day.

The Commission approved a Temporary Permit for the National Pancreas Foundation 5k Walk.

Trail Manager Ford provided an update on the Paint Creek Trail Signage Project for Road Crossing Signage and sign installation.

The Commission approved invoicing Licensees with an explanation letter addressing new license agreements.

Herbicide treatment of phragmites and knotweed by Oakland County Cooperative Invasive Species Management Areas (CISMA) was completed at two locations on the trail.

A new Bike Fix-It Station was installed adjacent to JoAnn Van Tassel bridge by Orion Township staff.

October

The Commission approved a Friends of the Paint Creek Trail event to be held on National Trails Day 2022 in partnership with the Paint Creek Trailways Commission.

The Commission discussed the draft 2022 budget presented by Trail Manager Ford.

The Commission discussed updating the trail Memorial Bench policy.

The Commission discussed upcoming grant opportunities and trail capital improvement projects.

November

The Commission approved an updated Memorial Bench Policy.

The Commission approved Resolution 2021-03 establishing meeting dates for the Commission for 2022.

The split rail fence replacement at Foley Pond and timber rail approaches at Bridge 32.3 were completed.

New wayfinding signage was installed on the trail.

The Commission approved a Temporary Permit for Giffin USA's 5K Fun Walk/Run.

The Commission discussed capital improvement projects and upcoming grant opportunities.

December

The Commission maintained a positive social media presence with 7,951 Facebook followers, (an increase of 619 since December 2020), 1,605 Instagram followers, (an increase of 410 since December 2020) and 822 Twitter followers, (an increase of 29 since December 2020).