

Friends of the Paint Creek Trail Meeting Agenda
August 30, 2022 6:30 pm
Paint Creek Cider Mill

- Welcome
 - > Members > New Members > PCT Commission >Guests >Public
- Approval of Agenda & June 2022 Meeting Minutes
 - Recorder(s) for the Meeting
- Financial Report-Clara Pinkham, Secretary-Treasurer
 - Bank Account
 - Invoices for Approval
- Tour de Trail & Expo
 - Results
 - Revenue and Expense Summary for Approval
- Trail Management Update: Melissa Ford
- Labor Day Bridge Walk
 - Friends Table
 - Volunteers
- Other Business
- December Group Meal, Board & Officer Elections for 2023

**Friends of the Paint Creek Trail is a 501(c)(3) non-profit organization, meetings are open to the public*

**Friends of the Paint Creek Trail
Held at the Paint Creek Cider Mill
June 2, 2022, 6:30-8:15 PM**

Attendance

- | | |
|--------------------|---------------------------|
| 1. Louis Carrio | Board President |
| 2. Clara Pinkham | Board Secretary/Treasurer |
| 3. Dan Butterworth | Board, Trail staff |
| 4. Jean McBride | Board |
| 5. Eva Carrio | |
| 6. Melissa Ford | Trail Manager |
| 7. Nancy Seitz | |

- ❖ Meeting called to order at 6:30 PM
 - Louis welcomed everyone
- ❖ Approval of Agenda and May Meeting Minutes
 - Motion to accept made by Jean McBride, second Dan Butterworth, approved unanimously
- ❖ Financial Report (Attached) – Clara Pinkham, secretary/treasurer
 - Motion to accept (inc. expenditures) by Dan Butterworth, second by Jean McBride, approved unanimously
- ❖ Trail Manager’s Report, Melissa Ford
 - Confirmed Paint Creek Junction has not yet opened.
- ❖ Tour de Trail: There was a general discussion about the Event and envelopes were stuffed for the June 4th participants. Volunteer shirts were distributed.
- ❖ 2022 meeting dates are:
 - August 11 to prepare for LDBW, Tuesday, December 6,7 or 8 for the annual meeting and elections. Members, in previous discussions, liked the idea of going out for the meeting and Oat Soda and Silver Shamrock were mentioned as possibilities.
- ❖ Motion to adjourn meeting at 8:15 PM by Dan Butterworth, second by Jean McBride, approved unanimously.

Respectfully submitted by Clara Pinkham, Secretary/Treasurer

Friends of the Paint Creek Trail Checkbook and Bank Balance as of 06/02/2022

05/12/22	Debit Card	Debit	Facebook Ad	Tour de Trail	\$35.00		\$19,730.85
05/13/22	Check Deposit	Credit	Several Sponsors	Tour de Trail		\$420.00	\$20,150.85
05/13/22	Checks Deposit	Credit	Donation: Doucet	Donations		\$200.00	\$20,350.85
05/13/22	Debit Card	Debit	Amazon	Tour de Trail	\$19.06		\$20,331.79
05/13/22	Debit Card	Debit	Amazon	Tour de Trail	\$16.95		\$20,314.84
05/14/22	Walgreens	Debit	Bicycle Helmet Program	Lids for Kids	\$16.94		\$20,297.90
05/16/22	Cash Deposit	Credit	Square Donation	Donation		\$4.67	\$20,302.57
05/16/22	Check Deposit	Credit	Builders Custom Flooring	Tour de Trail		\$500.00	\$20,802.57
05/17/22	Check Deposit	Credit	Graphic Takeover	Tour de Trail		\$50.00	\$20,852.57
05/17/22	Debit Card	Debit	Amazon (Refunded)	Supplies	\$62.52	\$62.52	\$20,852.57
05/17/22	Squareup	Debit	Purchase Square #2 for use at events	Supplies	\$62.54		\$20,790.03
05/17/22	Amazon	Debit	Amazon	Tour de Trail	\$14.05		\$20,775.98
05/18/22	Cash Deposit	Credit	Square Donation	Donation		\$1.85	\$20,777.83
05/18/22	PC Trailways Comm.	2007	Bridge Repair from Ludlow Fund	Miscellaneous	\$1,051.65		\$19,726.18
05/19/22	Walgreens	Debit	Tour de Trail Cards	Tour de Trail	\$9.13		\$19,717.05
05/20/22	PayPal Deposit	Credit	Spalding DeDecker & Global Consulting	Tour de Trail		\$200.00	\$19,917.05
05/20/22	Walgreens	Debit	Tour de Trail Cards	Tour de Trail	\$12.71		\$19,904.34
05/23/22	Check Deposit	Credit	Prime Time Comics	Tour de Trail		\$50.00	\$19,954.34
05/25/22	Debit Card	Debit	Amazon	Tour de Trail	\$9.30		\$19,945.04
05/25/22	Debit Card	Debit	Amazon	Tour de Trail	\$10.59		\$19,934.45
05/26/22	Check Deposit	Credit	EZE Bikes	Tour de Trail		\$100.00	\$20,034.45
05/27/22	Amazon Smile	Credit	Amazon Smile Donation Proceeds	Donation		\$9.96	\$20,044.41
05/28/22	Debit Card	Debit	Amazon	Tour de Trail	\$55.07		\$19,989.34
05/28/22	Debit Card	Debit	Amazon	Tour de Trail	\$9.53		\$19,979.81

BALANCE SUMMARY - AS OF 06/02/2022 06:35

Account 101163632 - Simple Business Checking

Account ID	101163632
Nickname	Simple Business Checking
Available Balance	\$ 19,979.81 As Of 06/02/2022 06:35
Current Balance	\$ 19,979.81 As Of 06/02/2022 06:35

Submitted: June 2, 2022

Clara Pinkham, Secretary-Treasurer

Friends of the Paint Creek Trail Checkbook and Bank Balance as of 08/27/2022

06/03/22	Debit Card	Debit	Facebook Ad	Tour de Trail	\$50.00		\$19,929.81
06/02/22	Certified Check	Debit	Fabiano Brothers-Beer & Cider	Tour de Trail	\$909.40		\$19,020.41
06/03/22	Cash Deposit	Credit	Heritage Spinning \$50 + \$20 Julie Sayers	Tour de Trail		\$70.00	\$19,090.41
06/06/22	Check Deposit	Credit	Trent Creative	Tour de Trail		\$100.00	\$19,190.41
06/06/22	Cash Deposit	Credit	Cash From Cash Box	Tour de Trail		\$521.00	\$19,711.41
06/07/22	Square	Credit	Beverage Sales	Tour de Trail		\$78.26	\$19,789.67
06/07/22	Square	Credit	New Belgium Brewing	Tour de Trail		\$300.00	\$20,089.67
06/06/22	Debit Card	Debit	Ice Purchase for Event (M Jahn Reimbursed)	Tour de Trail	\$59.88		\$20,029.79
06/09/22	Check Deposit	Credit	Oat Soda Donation	Tour de Trail		\$125.00	\$20,154.79
06/10/22	EFT	Credit	Eventbrite	Tour de Trail		\$750.00	\$20,904.79
06/13/22	M&B Graphics	Ck 2008	Purchase T-Shirts	Tour de Trail	\$600.00		\$20,304.79
06/16/22	Pay Pal	Credit	Donations Transferred	Donations		\$89.61	\$20,394.40
06/22/22	Merchandise sales	Credit	Post-event T-Shirt Sales	Tour de Trail		\$80.00	\$20,474.40
06/23/22	Check 2009	Debit	West Bend Mutual Insurance Company	Insurance	\$873.00		\$19,601.40
06/27/22	Check Deposit	Credit	Oat Soda \$276-\$96 PCT DtD \$180 shirts	Tour de Trail		\$180.00	\$19,781.40
06/28/22	Debit Card	Debit	Facebook Ad	Tour de Trail	\$20.00		\$19,761.40
07/15/22	Check Deposit	Credit	Fabiano Refund for Used Beer	Tour de Trail		\$608.15	\$20,369.55
07/15/22	Cash Deposit	Credit	Merchandise Sale in Office	Tour de Trail		\$15.00	\$20,384.55
08/20/22	Cash Deposit	Credit	Merchandise Sale in Office	Merchandise		\$85.00	\$20,469.55
08/23/22	Debit Card	Debit	State Non-Profit Filing	State Fee	\$20.00		\$20,449.55



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Welcome,
Louis Carrio ▾

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ADMINISTRATION ▾

QUICK LINKS ▾



ACCOUNT ACTIVITY

Use this page to view your account activity, including pending and processed transactions.



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BALANCE SUMMARY - AS OF 08/27/2022 16:42

Account 101163632 - Simple Business Checking ▾

Account ID 101163632

Nickname Simple Business Checking

Available Balance \$ 20,449.55 As Of 08/27/2022 16:42

Current Balance \$ 20,449.55 As Of 08/27/2022 16:42

Submitted: August 30, 2022

Clara Pinkham, Secretary-Treasurer

Tour de Trail & EXPO Recap

Graded Evaluation of Outcome vs Objectives (See feedback from participants)

1. Have a fun and safe event on National Trails Day A
2. Offer engaging informational and educational experiences B
3. Provide income for the Friends of the Paint Creek Trail A
4. Support businesses along the route and in the communities traversed D

Participation

About 140 visited the EXPO including 69 signed cyclists and other trail-users
Helmet distribution and fitting done for 39 youngsters

Financial Results

Profit from the Event \$3,093

Does not include donated services and materials:

- Event and Trail signage
- Music and PA system
- Registration Flag
- Meeting Materials & Support

Considerations for Future Events

- First week of June is a very popular event period to avoid
- Events should be focused on a single activity, e.g. cycle
- Start-to-end time for the event should be compact and iterated by time slot
- Focus on ACTIVITY-FOOD-FUN-DRINKS-MUSIC-AFTER GLOW

Participant Feedback

1, I initially heard about the event from Louis. The event was well organized. I think you could compress the time frame. Perhaps from 0900 till 1300. Having both alcoholic and nonalcoholic beer was a great idea. Perhaps an additional food truck to add variety would be good. My wife Cheryl had registered, however, did not attend as she ended up with a schedule conflict.

2. Thanks for having this event. My wife and I love this trail and all the enhancements that are being made. Answers to your questions below:

1. How did you learn about the event? My wife saw it on her Facebook feed. She said we're going
2. If you attended, what did you like, not like, or suggest be changed? We attended and enjoyed it. We didn't register in time for to buy T-Shirts, so if there was any improvement it would be to sell the T-Shirts at the event.

3. Learned of event through Facebook & Jason at Oatsoda.

Did not attend as I had previous trip planned, but wanted to support the trail. Have attended most of the previous rides.

4. I learned about the event from email. I attended and it was a nice day on the trail. One thing that didn't seem right was having alcohol that early in the day. I am OK with alcohol, even though I don't drink much myself. So in summary - if you want to have an alcohol-type event, in my opinion later in

the day. The mid-ride snack of oatmeal from Silver Sneakers was Great! It was really delicious and they were very nice folks. The expo was nice also, and the exhibitors were friendly. My hope for the future would be more attendees. I signed up last minute and I did not have anyone to ride with. Do keep it up though, I like to see the support of the trail, which is a jewel for Lake Orion/Rocheste

5. I heard about the event through The Friends of the Paint Creek Trail by email. I attended an event a few years back and must be on their email list. I very much enjoyed the event. It was well organized and I had fun. I was surprised how few people showed up though. It was a reasonable cost to participate and even included a beer. I would do it again

6. Thank you for holding the event. I enjoyed it.

I learned about the event via the Paint Creek Trail Facebook page.

I liked everything about the event. I just wish the crowd was bigger as in years past.

7. I was so sorry to miss the event. I had registered but am a pastor and had a pastoral need come up at the last minute.

8. Great event! Hope you were pleased with the results of it all.

Got a lot of positive feedback from the attendees and can only imagine that it'll be bigger next year.

We fitted 39 helmets on Saturday--not bad for a first time event.

Thank you for all you did to support our helmet program and we'll do it again next year!

9. We learned about the event from an email received from "Friends of the PCT" on April 30. We registered a few weeks afterwards. We used to participate in the "Cruisin' for the Trails" events on a pretty regular basis before the pandemic. Remember some "treasure hunts" that we had to get cards stamped at different businesses, that was wild.

We also remember one where you stopped at certain places and drew cards and it was a poker hand.

This ride was better, since it was just a ride and not a gimmick.

Liked that the distance was up to us, we didn't want to overdo, since this was our first ride this year.

What we liked--not too crowded, lots of parking, friendly support, Vegetarian/healthy options. Ice Cream for sale! (it was so good after the ride)

Liked that we got some "free" food/drink tickets included so we could get something to drink after the ride. Glad you had water as an option.

Liked that buying a t shirt was optional--we have so many that we don't need any more.

Good value for the price and felt we were helping with the maintenance of the trails

Nice pleasant trail, lots of "nature" to see, although there were some suicidal chipmunks out there

Suggestions: Start in Rochester so the return trip isn't uphill back to Lake Orion. More varied food trucks--maybe someone that sells grilled wraps

Thanks for a great ride--you couldn't beat the weather. We will be glad to participate again next year.

11. I learned about the event on Facebook I liked how friendly everyone was. It was fun to be entered into a raffle but it was not convenient to need to be there in person to win. It would have been nice to have the option of submitting my name and number and being contacted if I won.

Tour de Trail Finacial Results

Revenue

Sponsors & Donations		\$3,040.00
Quasi-Cash Donations		\$458.00
Non-Reimbursed Expenditures		\$246.00
Event Fees Online		\$660.00
Event Fees On-Site		\$45.00
Raffle Net Proceeds		\$113.00
Merchandise Sales		\$335.00
Beverage Sales-Cash		\$328.00
Beverage Sales-Credit		<u>\$78.26</u>
		\$5,303.26

Event \$60, Post-event sales: 6/21 \$80. \$180 from Oat Soda sales received 06/25, 1 sale 7/15

Expense

Licenses		\$40.00
Facebook Ads		\$155.00
Printing at Vistaprint, Walgreens & Paper		\$69.04
Event Support Materials from Amazon*		\$125.02
Event Support Materials- Zip Ties & Tickets		\$45.22
Soda & Water Purchases(Jason)		\$177.34
Gift Certificate for all day helper		\$25.00
Rack & Business Cards		\$153.98
Registration Flag, Info Cards, Thank You Cards, Postage		\$246.00
Shirts (60)		\$600.00
PayPal Fees		\$5.00
Ice		\$59.88
Doughnuts		\$68.00
Door Prizes		\$140.00
Beer & Cider		<u>\$301.25</u>
		<u>\$2,210.73</u>

Profit

\$3,092.53

*Drink, Raffle, and Door Prize Tickets

Envelopes, Stamp, and Pad

Over 21 Wrist Bands

Ticket Collection Boxes

Beer & Cider

Purchased \$909.40

Tour de Trail Financial Results

Refund	-\$608.15
Net Cost	\$301.25

Notes about CASH receipts at the end of event

Cash Box	\$521.00
Merchandise Sales	-\$80.00
From Raffle	-\$113.00
Beverage	\$328.00

Updated 7/25/2002

	In Kind	Actual Amt
Builders Custom Flooring		\$500
Haney Ins		\$500
New Belgum		\$300
Cookies & Cream/		\$250
Donni Steele		\$250
Goodison Vet Center		\$250
Silver Shamrocks		\$250
Oat Soda		\$125
EZE Bikes		\$100
Global Solutions LLC		\$100
ProTex(Reighard)		\$100
Spalding DeDecker		\$100
Trent Creative		\$100
Eds Broadway (COE)		\$50
Graphic Takeover		\$50
Heritage Spinning & Weaving		\$50
Prime Comics		\$50
Jason Heist		\$20
Julie Sayers		\$20
Total Cash Contributions		\$3,165
Quasi-Cash Contributions		
PCT Contribution		\$68
Orion DDA		\$250
Hollywood Market	Gift Card	\$100
Cookies & Cream	Gift Card	\$20
Oat Soda	Gift Card	\$20
		\$458
Non-Cash Contributions		
M&B Graphics	Signs, Posters, Flyers	\$500
Cookies & Cream	Services: PA & DJ	\$250
Main Street Bicycles	Mechanics, Repair Station	\$250
Joe Burns-Back to the Beach Runners	Start Arch & Clock	\$150
Orion Art Center	Bike Rodeo Graphics	\$100
Ockerman State Farm	Literature	\$100
Paint Creek Cider Mill	Doughnut Discount	\$32

Checkbook Entries from Tour de Trail Sponsor Deposits

04/15/22	Check Deposit	Cookies & Cream	\$250
04/24/22	Check Deposit	Goodison Veterinary	\$250
04/27/22	Checks Deposit	Haney and Donni Steele	\$750
05/13/22	Check Deposit	Several Sponsors	\$420
05/16/22	Check Deposit	Builders Custom Flooring	\$500
05/17/22	Check Deposit	Graphic Takeover	\$50
05/20/22	PayPal Deposit	Spalding DeDecker & Global Consulting	\$200
05/23/22	Check Deposit	Prime Time Comics	\$50
05/26/22	Check Deposit	EZE Bikes	\$100
06/03/22	Cash Deposit	Heritage Spinning \$50 + \$20 Julie Saye	\$70
06/06/22	Check Deposit	Trent Creative	\$100
06/07/22	Square	New Belgium Brewing	\$300
06/09/22	Check Deposit	Oat Soda Donation	\$125

\$3,165

Sheet1

Date	Item	Amount
03/31/22	Registration Flag	\$95.37
05/13/22	Raffle Tickets	\$19.06
05/26/22	Waist Aprons & Ticket Boxes	\$55.07
05/24/22	Paper	\$9.30
05/24/22	Envelopes	\$10.59
05/27/22	Door Prize Tickets	\$9.53
05/13/22	Stamp for Tour de Trail Imprints	\$21.19
05/16/22	Stamp Pad	\$14.05
06/11/22	Thank You Card	\$1.27
05/12/22	Over 21 Wrist Bands	\$16.95
06/12/22	Postage for Thank You Cards	\$14.50
06/12/22	Thank You Cards	\$20.25
04/14/22	Information Cards for Participants	\$116.31
06/03/22	Zip Ties for fencing	\$35.73
06/03/22	Raffle Tickets	\$9.49
06/03/22	Soda & Water	\$177.34
06/03/22	Beer & Cider (\$909.40-648.15)	\$261.25
06/08/22	T-Shirts	\$600.00
06/04/22	Gift Certificate to all-day helper	\$25.00
		\$1,512.25