

**Trail's End Camp Board of Trustees**  
**March 22, 2021 Meeting Minutes**  
**UWEX Conference Room**

**Present:** Tim Miller, Joe Baye (BlueJeans), CeCe Rudnicki, Steve Monday (BlueJeans), Heather Moreno (BlueJeans), Ron Weber (BlueJeans), Paula Carow, Michele vanDoorn (BlueJeans), Breanne Meyer, Andy Albarado and Charmaine Riddle, and Beth Schmucker (BlueJeans) at 6:30 pm.

**Absent:** None

**Meeting called to order:** Meeting called to order by Chair Miller at 5:00pm.

**Minutes:** Reviewed, *Motion to approve by Paula, second by Steve, all in favor – motion carried.*

**Public Comments/Correspondence:** - None

**Caretaker/Maintenance Report:** CeCe reported that she wants to GPS the trails before leaf out and create an online map that people can use with their phones. BruceTel is helping expand the WIFI throughout camp which will also include cameras. Received information on well water testing that needs to be done before camp opens.

**Coordinator Report** – Charmaine gave a financial recap so far for 2021. Revenue from security deposits does not appear as it is put in a separate account. Went over 2021 calendar which starts with DSPS training in April and ends with a wedding in early October. Spoke at a Chamber All-Member meeting about Trail's End and there was a lot of interest and a possible new group.

**Chair Report** - brought up at JYE committee meeting to have a County Board meeting out at camp – will check with County Board Chair to see if a day meeting could be held out there.

**Old Business**

- 2021 Programming & Projects: Put ideas on paper with potential dates and bring them to a meeting. Some ideas are a garden plan, merit badge weekend in April with Boy Scouts – work day with 4H.
- Hiking trails maintenance, upkeep, fundraising: Volunteers can help – just need to keep track of them for insurance purposes. Andy said volunteers can run power equipment if qualified. Discussed volunteer policy. Tim will try to find one he used before with park volunteers and Andy will check with the County's insurance company. Donations can be put in the non-lapsing account. CeCe will create a detailed list of trail needs so we can start soliciting donations. Conversation steered towards marketing camp to schools for art, history and science. Michelle mentioned Project WILD curriculum and teachers just need a place to host it. Discussed discounted rates to get schools interested. *Motion by Breanne with second by Paula to give a Rookie Rate discount of 50% for first time school groups for day use only. Motion carried.*

**Trail's End Camp Board of Trustees**  
**March 22, 2021 Meeting Minutes**  
**UWEX Conference Room**

- Spring Landowner Get-together: Will be for surrounding property owners to learn about camp, meet staff and trustees, provide feedback. May need to use their land for future projects. Planned it for Saturday, April 24 at 10 am with a meal afterwards.
- Friends of Trails End/ volunteer Core – Discussed under hiking trail maintenance, upkeep, fundraising. Will remove agenda item next month.
- Official name of camp: Camp has been called a variety of names including Trails End Youth Camp, Trails End Camp, Trail's End Camp, etc. Since we are creating a logo and ordinance it would be nice to have an official name. *Motion by Paula with second by Steve to have Trails End Camp. Motion carried.*
- Logo & Slogan: Andy had a company create 2 vintage style options to choose from. Trustees were tied. More discussion followed regarding use of logos and whether to include an apostrophe in Trail's. *Motion by Paul with second by Breanne to reconsider the previous motion. Motion carried. Motion by Paula with second by Steve to change the official name of camp to Trail's End Camp. Motion carried. Motion by Breanne with second by Paula to approve Concept B logo. Motion carried.* Charmaine would like assistance updating the brochures and if we had a slogan we could add it to the brochures. Bring slogan ideas to next meeting.
- Trail's End Camp Ordinance: Corp Counsel has reviewed ordinance and had a few questions regarding forfeitures and section for the ordinance in the County code. Trustees reviewed ordinance. Charmaine recommended changing use agreement to usage agreement. *Motion by Steve with second by Heather to send ordinance to Justice, Youth & Extension Committee for approval. Motion carried.*

**New Business**

- Nature Trail Open House Snowshoe Hike Recap: CeCe reported that over 60 attended, had door prizes sponsored by Rusk County Tourism, people came from all over, raised \$133 in funds. Event was well received.
- Canoes and/or Kayaks at camp: Leaders Council owns the canoes at camp. Charmaine asked if they minded if some of the canoes were sold and replaced with kayaks. Leaders Council doesn't mind what we do with the canoes and has some money to spend down so they may purchase some kayaks. There is currently 13 canoes and 2 trailers. Discussion followed regarding canoe usage, types of kayaks, having kayaks for adults to use while kids are on canoe trips, etc. Joe suggested we wait until we are out at camp to see what we currently have and make a decision out there.
- Chamber 5:05 May 11: Charmaine said there was an opening on May 11 for a Chamber 5:05 at camp which would be a great opportunity to market camp. Provide hors d'oeuvres, time to network with other chamber members, a short presentation about camp and possibly offer a hike. *Motion by Paula with second by Tim to host the Chamber 5:05 meeting at camp on May 11. Motion carried.*

**Trail's End Camp Board of Trustees**  
**March 22, 2021 Meeting Minutes**  
**UWEX Conference Room**

- Pamphlet Revisions: Charmaine handed out and will email to all members the pamphlet for youth group use and also private use. Bring update ideas to next meeting.
- County Board Meeting at Camp: Discussed under Chair Report.
- Food booth during fair: The Rusk County Jr Fair will be having a rodeo on Friday and Saturday of the fair and is seeking groups to use the OLS booth to sell food during the rodeo. Asked if the Trustees were interested. Consensus was that we didn't have enough members to do so. Paula will ask other groups she's involved with.

**Any other business relating to Camp**

- WRA is hoping to have Environment Challenge back in 2021 and there could be a possibility for them to do a project at camp. Paula said they won't know for sure about availability and/or funding until their banquet the end of June. CeCe will make a list of projects that could be done by kids in case this is a possibility.

**Next meeting:** Our meetings are planned for the 3<sup>rd</sup> Tuesday at 5 pm. Next meeting will be April 20 at 5 pm in the Law Enforcement Center and/or by BlueJeans.

**Adjourn:** Motion to adjourn by Steve. Meeting adjourned at 6:50 pm.

Minutes respectfully submitted by:

CeCe & Charmaine