



JULY 2, 2019 BOARD MEETING MINUTES
DOE MOUNTAIN RECREATION AUTHORITY BOARD

A meeting of the Doe Mountain Recreation Authority (DMRA) Board of Directors was held at 1:00 p.m. on Tuesday, July 2, 2019 at the Doe Mountain Adventure Center, Mountain City, Tennessee.

Chairman Reese called the meeting to order at 1:06 p.m.

I. Board Members Present

Dan Reese	Anne Marshall	Carolyn Hawkins
Gabby Lynch	Dave Jones	
Mike Taylor	Frank Arnold	
Don Hurst	Tim Sain	

Absent: Ron Ramsey, Mike Farmer, Kevin Parsons, Kristy Herman

DMRA Staff and Guests Present:

Tate Davis, Executive Director
Bob Richards, Bob's Trails, Trees, & Gardens
Gloria Griffith
Lynn Hicks
Dennis Shekinah

II. Minutes from the May 7, 2019 meeting were reviewed. C. Hawkins motioned for approval of the minutes. **F. Arnold seconded the motion. The motion carried unanimously.**

III. Public Comment Period

There were no public comments.

IV. Financial Report

F. Arnold reported that the DMRA cash position is \$2,590.02 as of June 30, 2019. The DMRA's Johnson County bank account's cash position is currently \$103,571.77. G. Lynch motioned to approve the financial report. **M Taylor seconded the motion, which was unanimously approved.**

V. Special Discussion Item: Draft FY20 Budget Review

T. Davis presented a draft FY20 budget based upon FY19 actual line item expenses, a projected user pass sales increase of 10% across FY20, and the additional revenue of \$117,000 from carbon credit revenue (this revenue was received in the DMRA's Johnson County Bank account in mid-June 2019). Particular discussion ensued around the need for more front desk help at the Adventure Center so that the Executive Director isn't spending a lot of time selling passes and can focus on more Executive-level tasks. G. Lynch motioned to approve the FY20 budget as presented. **C. Hawkins seconded the motion. The motion approved unanimously.**

D. Reese expressed his thanks to Tate Davis for the past year's successes and the increased stability that the Doe Mountain project is now enjoying funding-wise, after the past difficult year.

Special Discussion Item: User Pass Rate Changes

T. Davis has observed that charging user passes for hiking and biking has proven problematic, because those user groups do not want to pay for their recreation types but are willing to pay a parking fee at other public recreation areas. It is also becoming difficult to manage user passes that are categorized by user group. A. Marshall commented that "access fees" instituted at TN State Parks have been very well received by the general public once the users realized that the access fees were going directly back to the maintenance budget of the Parks. F. Arnold commented that advertising free hiking and bicycling could be a boon for local public relations.

T. Davis talked through his thoughts around increasing user pass fees for two primary reasons: 1) the current fees are not easy to make change for (\$3, \$18, etc.), and; 2) multi-rider vehicles are getting bigger and bigger and are creating more impacts on the trail system and should be charged commensurately. T. Sain and B. Richards noted that fee changes constitute a rules & regulations procedure that should involve public comment. D. Reese stressed the importance of the Executive Director immediately purchasing a point-of-sale automation, *e.g.*, Square or credit card terminal. **A. Marshall motioned that the Board approve the proposed user pass policies and rate changes in draft form, including soliciting public comment in a manner to be approved by the Board Executive Committee, by October 1, 2019. C. Hawkins seconded the motion. The motion carried unanimously.**

VI. Executive Director's Report

T. Davis reviewed project accomplishments including user pass sales, marketing and outreach, trail maintenance progress, government grants implementation. FY20 and beyond project priorities were also shared relative to Guest Experience, Infrastructure, Economic Impact, etc. T. Davis also recounted a recent meeting he had with the SW Virginia Spearhead Trails director during which sharing target markets for pass sales was explored.

VII. Individual Committee Reports:

- a. Executive Committee: G. Lynch informed the Board that all Board members will be asked via later email for feedback on T. Davis' performance over FY19 so that the Committee may undertake a performance review process with him. T. Davis also presented Civil Rights Act-related policies that the DMRA is required to adopt pursuant to government grant requirements. **M. Taylor motioned that the Board adopt the policies as presented by T.**

Davis via prior email and hard copies at this meeting. T. Sain seconded the motion. The motion carried unanimously. M. Taylor motioned that the Executive Director have Board approval to modify park hours or manners of operation of facility as written and presented to the Board. T. Sain seconded the motion. The motion carried unanimously.

- b. Marking & Outreach/Business Development: D. Shekinah reported. The Committee is recommending that the DMRA hire a media company from West Jefferson, NC, headed by Kelly St. Germain. D. Shekinah produced multiple letters of recommendation for Mr. St. Germain's business. The immediate need for a functioning website which includes on-line pass sales remains. G. Lynch noted that the Board approved a FY20 budget which includes funding for website improvements. D. Shekinah will continue discussion with Mr. St. Germain and will keep the Executive Committee apprised.
- c. Roads & Trails: Committee is requesting participation in the bid processes for upcoming trail work.
- d. Hunting & Shooting Sports: No report.
- e. Natural Resources: No report.
- f. Master Planning: No report.

VII. Other Business:

M. Taylor discussed an opportunity to work with local law enforcement officers on increased trail security and patrol. **F. Arnold motioned that free user passes be issued, pursuant to appropriate MOUs being executed between Johnson County and the DMRA, to current law enforcement officers of the Johnson County Sheriff's Department and Johnson County Emergency Management System. C. Hawkins seconded the motion. The motion carried unanimously.**

Discussion ensued about a Doe Mountain neighbor at the Morefield Branch entrance who experienced rock washing onto their yard after a major flood occurred and caused erosion at the base of the mountain where their residence is located. Multiple people suggested that the Board ask Brushy Fork Environmental Consulting, Inc., to assess the damage and hydrology and that a volunteer work day not associated with the DMRA.

VIII. Set Next Meeting Date/Time/Place

The next meeting will be set for Tuesday, September 10, 2019 at 1:00 p.m. at the First Tennessee Development District office in Johnson City, Tennessee.

IX. Adjournment

The meeting was adjourned by D. Reese at G. Lynch motioned to adjourn at 3:28 pm. D. Reese seconded.

Minutes Taken By:



Gabrielle K. Lynch
DMRA Corresponding Secretary

The mission of the Doe Mountain Recreation Authority is to transform Doe Mountain into a safe, fun, family-oriented, multi-use outdoor recreational destination that promotes local economic development while conserving and protecting its beauty, woods, water and wildlife.