

**NEW YORK STATE TRAILS COUNCIL MEETING**  
**Saratoga Spa State Park**  
**Administration Building, Gideon Putnam Room**  
**September 20, 2014, 10:30 A.M. - 3:00 P.M.**  
**FINAL MINUTES**

**Call to order**

**Introductions**

**Correction/Approval of Minutes of March 22, 2014 Meeting**

Motion to Approve: Ivan Vamos                      Second: Peter Fedorick

**Attendance:**

4- Wheel Drive – All-Terrain vehicles – Equestrian – Carol Schmelz, Dan Gruen (new delegate) Hiking- Jane Daniels Nordic Skiing – Jim Underwood Off-Highway Motorcycles - Off road Bicycling – Michael Vitti, Craig Fury On Road Bicycling – Ivan Vamos, Samantha Langton Running - Snowmobiles – Dominic Jacangelo, Anne O'Dell, Bob Bryant Snowshoeing – Peter Fedorick Universal Access – Denis Livsey (new delegate) Water Trails- Tom Casey	FHWA – National Park Service – HRV Greenway – Canal Corp. – NYSDEC – McCrea Burnham NYSOPRHP – Diana Carter NYSDOH – PTNY - NYSDOT - Visitor: Anwer Qureishi (presenter), Josh Wilson (NY Bicycling Coalition), Rachael Pflieger (Southern Adirondack Independent Living Center), Anthony Duncan (off-road bicycling)
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**Introduction and approval of new delegate:**

Dan Gruen, representing Equestrians (replacing Sharon Young Slate)

Motion to approve Mr. Gruen as Delegate: Dominic Jacangelo    Second: Bob Bryant

**Presentation by Anwer Qureishi - *Promoting Your Organization Via Social Media:***

Mr. Qureishi said he will e-mail his presentation to the delegates.

He discussed the modern meaning of "brand" as a set of expectations, memories, stories and relationships that, taken together, account for a customer's decision to choose a product. The object is to progress from an unknown brand to brand awareness, then acceptability, preference and finally loyalty.

He described a seven-step process:

1. What's your pitch? Should be a short, succinct statement.
2. What's the point? Are you seeking awareness, sales or loyalty?
3. What is your current relationship with your audience? How well do they know you?
4. How does your audience use social media?
5. What is your one "thing"? For examples, Apple=Innovation, Volvo=Safety
6. How will you be human? Building a brand is about people, not logos.
7. Measuring success, including financial and non-financial outcomes. The focus should be on getting people engaged in your cause so they add value to the group.

He cautioned against reacting to negative comments, which will always exist, and said the entire process takes time.

**By-laws - Recommended Change:**

Jane Daniels reviewed proposed changes to the by-laws.

Anne O'Dell read an e-mail from Len Howard, who could not attend. Len objected to the proposal to exclude user groups for lack of attendance. Carol Schmelz suggested the Trails Council should notify user groups if there is a need for a delegate. Dan Gruen pointed out that this provision is already in the by-laws. Dominic Jacangelo pointed out that removal of a group would be inconsistent with Article II Section 1, which specifies which groups are to be represented. Jane Daniels noted that the wording in Section 2 that is the subject of disagreement is not a revision but an existing provision.

Motion to accept all changes except Article II, Section 2: Bob Bryant      Second: Ivan Vamos  
Motion passed unanimously.

Anne O'Dell will rewrite Article II, Section 2 for the next meeting.

**Nominations:** Jane Daniels said the Council needs a three-person Nominating Committee. Dominic Jacangelo and Tom Casey volunteered. Jane indicated that she would run for another term as chair.

**New Delegate:** Jane Daniels introduced prospective delegate for Universal Access, Denis Livsey from the Southern Adirondack Independent Living Center.

Motion to Accept: Mike Vitti      Second: Dan Gruen  
Motion passed unanimously.

**Implementation of the Statewide Trails Plan:**

1. Diana Carter reviewed the trails planning resource list. Nancy Stoner will continue to accept comments.
2. A trail user count will occur in 2015 on multiple-use trails.
3. OPRHP will gather data for a Statewide Trails Plan 2015 Update Report.

Delegates would like URL to survey or access to paper surveys to assist in distribution among their respective organizations. Delegates engaged in a wide-ranging discussion of trail count accuracy and various methodologies. Anne O'Dell observed that the counts still employ 1960s technology. Jim Underwood envisioned users someday carrying EZ-Pass-type sensors. Jane Daniels said the counts are valuable ammunition when making legislators aware of the value of trails. Questions were raised about winter counts, water trail counts and using data from trail head registers (like NYS Department of Environmental Conservation's (DEC)).

Lunch Break

Jane Daniels announced that Ivan Vamos had agreed to be the third person on the Nominating Committee.

**Delegate reports and concerns:**

Ivan Vamos said NYS Department of Transportation will move its bicycle unit to its Traffic and Safety department, which is an improvement.

Samantha Langton mentioned various projects in the mid-Hudson area.

Michael Vitti discussed a person who had a heart attack in Trail View State Park and died because he gave the wrong location to 911. His group, Concerned Long Island Mountain Bicyclists (CLIMB), is working on placing identifiers at the many street crossings on the trail (needs permission from Parks). He is also working on having a chain-sawyer class.

Anthony Duncan, attending as a guest from the International Mountain Bicycling Association, introduced himself.

Dominic Jacangelo mentioned his snowmobiling group partnered with Allstate to post emergency-locator signs on trails; he suggested Mike Vitti contact them. He mentioned four events being planned for

various locations across the state to introduce people with snowmobiling. He also discussed a June 10-13 workshop in Niagara Falls on setting policy for multi-use trails, best management practices, and other topics.

Anne O'Dell mentioned the Adirondack Challenge event at Indian Lake this past summer as a great opportunity to meet and lobby various legislators and state officials.

Mark Wehnau discussed numbered location signs on trails in his area.

Carol Schmelz said she had asked for input from her users for this meeting but had no replies. She observed that we are missing an opportunity to advocate more effectively for trails on National Trails Day. Jane Daniels said the American Hiking Society is more than happy to publicize events, and when you sign up you have access to a kit for how to stage events.

Craig Fury said Fats in the Cats has completed two miles of new trail and read a message from the group's president. He thanked DEC for its cooperation.

Dan Gruen mentioned a high wind event on July 3 that closed trails in the Brookfield area. A cleanup ensued. He also mentioned a completed chain saw course.

Jane Daniels discussed the benefits of using Eagle Scout candidates for trail work. She also reported on workshops for swampers, assistants on chain saw crews. She said delegates should consider the economic benefits of trails and how to publicize them to visitors and officials.

Tom Casey said Suffolk County has extended canoe and kayak access to four more parks. He reported that the Long Island Greenbelt Trail Conference has cleared blocked trails in Muttontown Preserve and will work in Bethpage State Park on National Public Lands Day, Sept. 27. Also, a pitch pine die-off is occurring in Connetquot State Park Preserve, with the black turpentine beetle the prime suspect. He will ask trail groups to be on the lookout for other affected areas.

Josh Wilson discussed the work and function of the New York Bicycling Coalition. He said Congress had extended a funding bill that has resources available for trails.

## **Agency Reports**

### **OPRHP:**

Diana Carter said she is not sure yet if there will be an RTP grant round for 2015. Federal funding currently runs through May 31, 2015.

She reviewed various OPRHP Plans completed and in progress (hand-out). For example: The draft plan for Sunken Meadow will be out soon; Rockland Lake and John Boyd Thacher plans are completed; Bethpage and Trail View plans are in the works.

New York Works funding continues to help with trail plans, projects and implementation at many state parks.

The backcountry trails program with New York-New Jersey Trail Conference continues to be successful in constructing, maintaining and restoring trails in Sterling Forest, Hudson Highlands and Fahnestock State Parks.

OPRHP has employed an analyst to work on trails survey updates. Steve Lewis (director of OPRHP Snowmobile Program) has retired. Nancy Stoner has shifted into a new position as a park planner, but she will continue to be the Trails Council liaison for the time being.

### **DEC:**

McCrea Burnham said DEC has entered into an agreement with NY-NJ Trail Conference to train and recruit more volunteers for work in the Catskills. Trail maintenance is a significant issue statewide; resources are going down, not up.

Jim Underwood added that trail maintenance needs to be more consistent, so that we avoid situations where paths deteriorate to the point where more work is created.

McCrea Burnham noted that Grand Canyon has 27 people to maintain 40 miles of trail, while DEC has 5,000 miles and fewer workers. He said DEC wants to steer volunteers to places that have no one working.

**Hudson River Valley Greenway:**

No delegate was present. Jane Daniels encouraged delegates to take some part in the annual event (Hudson River Ramble).

**Parks and Trails New York:**

No delegate was present. Jane Daniels noted that I Love My Parks Day will be the first Saturday in May.

**Other Agencies**

Anne O'Dell said absent agency representatives should send written reports so we receive some information about what's happening. (National Park Service, NYS Canals, DOT, etc., have not been heard from in some time.)

Note: John DiMura from NYS Canal Corporation sent the following update to Nancy Stoner. Unfortunately it wasn't received until Nancy returned from vacation.

- The Pittsford to Fairport Erie Canalway Trail rehabilitation is complete. This is a very popular eight-mile segment in the Rochester area. Work included an upgraded asphalt and stone dust surface and safety improvements. The project cost was about \$2.5 million.
- In Rome a new three-mile Erie Canalway Trail segment is being constructed. It will connect to existing trail segments in Stanwix and at the Erie Canal Village. The work includes an asphalt trail, drainage and signage. The project cost is about \$2 million.
- NYS Transportation Bond Act funds were used to construct these projects.

**Speaker for the next meeting:**

Mike Vitti suggested someone from the state come to discuss such issues as why fire roads are considered trails. He was specifically interested in Sterling Forest. Diana Carter asked that he talk with her afterwards.

Samantha Langton suggested someone to discuss habitats, so that when we work on trails we know what we are working with.

Carol Schmelz suggested that Natural Heritage Program come speak to the group about the Long-eared Bat endangerment.

**Next Meeting Dates: March 28 and September 19, 2015.**

**Adjourn**

Motion to adjourn: Tom Casey Second: Bob Bryant

**Travel Vouchers**

Please mail to:  
Kathy Nahm  
NYS Office of Parks, Recreation & Historic Preservation  
Planning Bureau  
Albany, NY 12238

If you have questions about filling in the vouchers, please contact Kathy at 518.486.2909.  
Please submit vouchers within 90 days of the meeting!