**DJTA Steering Committee**

**Minutes 1/16/2014**

Cooperative Extension Conference Room Jarvis Office Bldg

5:00 pm Meeting called to order

In attendance: Lisa, Mindy, Ellen, Judy, Andrea, Ellie M. and Brandy (arrived a little later), Wendy

1. Outreach— article was not published yet in Delta Wind. Will submit 1st two articles (intro to “Trail Talk” and “Pets and Trapping”) together

--ask Delta Wind what size article would work best for the space allotted

--send feedback from pets out of traps workshop to Lisa and Heather

b) Revised survey – use Survey Monkey. Request free survey service as community organization

j) Website – seek intern Sean’s assistance

--**Contact Us** email will be delta junction trails gmail account

--maintain **Facebook** presence. Confusion exists over Facebook distinctions between “group” and “association.” Ski Club and DJTA event postings appear differently. One you “like” and the other you must ask to join?

--currently Andrea and Sondra are meeting requests to join within 24 hours

--**FAQ’s** need quality questions with definite answers Send to Andrea to post. Work on this at next Work Group Meeting. FAQ’ should be positive type questions that are common to almost any organization such as “How can I become involved?” Issues should be discussed at public meetings. Encourage concerned doubters to participate in discussion of issues to work out public solutions to problems/concerns

--**Events**- need to get more events posted, past included. Delta Wind does not have good links to past articles at this time. Photos. (Judy leaves 5:50 p.m.)

--need more **tags** linking to our website. Action verbs such as “biking in AK” “skiing AK”

--**meeting minutes** from Work Group Meetings should be posted under Resources: misc.

--**About Us** needs visual image for Action Plan

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Additional notes taken by Wendy Gerry (who arrived late)…

* Discussed flagging of Quartz Lake on Sunday at noon.
  + Bring snowshoes/skis.
* Prioritizing of Trail Projects to exclude the general population for now. The Steering committee will work on this.
* Ellen is working on the DJTA organizational structure definitions. Wendy recommended that each committee member email Ellen what their current duties are to define this a little better. We are still working on the hierarchy and how it flows.
* Membership drive in full swing.
* January workgroup meeting
  + Outreach with articles
  + Promote trapping event
  + Membership drive
  + Not participating in Festival of Lights this year
* Quartz Lake Events
  + Ice fishing
  + Snowshoeing
  + Intro to skate skiing
  + Bonfire
  + Food
  + Skijoring
  + Dog mushing exhibit ?
    - Need to name the event
    - Donations needed
    - Work group discussions to be had
    - Judy’s wish lanterns
    - Should we order shirts or provide tote bags with logo on it
    - Shirts (Wendy recommended that we add Delta Junction, AK to the logo)
* Alaska Trails Conference in Anchorage in April
* Upcoming Dates (please confirm)
  + February 20 Steering
  + February 27 Work Group
  + March 13 Steering
  + March 27 Work Group
  + April 10 Steering
  + April ? Work Group Meeting

Meeting adjourned at about 7:15 p.m.