Trail Summit Meeting
Catamount Trail Association
July 12, 2010
Gifford Medical Center, Randolph

Facilitator: Brian D. Cotterill
Note Taker: Brian D. Cotterill
Time: 4:00 – 6:00

Members in Attendance: Total # 7
Amy Kelsey
Bill Michels
Craig Hadden
Andy McIntosh
Paul Kendall
Kris Roomet
Lynn Fisher

The following are the outcomes of the Catamount Trail Association’s Trail Summit meeting. (** Indicates frequency and that the item was mentioned in a session more than once.)

**Trail Resources at Stake (What is at risk or vulnerable?)**
1. Access to private lands.
2. Snow! (Climate change as a driver.)
3. Erosion and overuse.
4. Lumbering issues.
5. Skier safety, aesthetics, noise.
7. Trail conditions.
8. Safety of others users.
9. Conflict with other user groups.
10. Established routes.
11. Quality of recreational experience.
12. Respect among user groups.
13. Infrastructure (bridges, culverts, etc.)
14. Maintenance sharing and coordination.
15. Number of active volunteers.

**Education and Stewardship Messages (Key elements of Vermont’s universal trail ethic?)**
1. Respect.
   a. Of environment.
   b. Of others.
   c. Of trail resource.
   d. Of restrictions on trail (user types, season, etc.)
2. Stay on trail.
   a. As appropriate (maybe different on public vs private land).
3. “This is your trail”
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1. Communicate sense of communal resource.
2. Leave no trace.
3. Report problems to …?
4. “Lend a hand when you can”.
5. Safety.
   a. Know where you are.
7. No trimming corridor for new routes.
   a. No rogue routes.
8. Clean up after pets.
9. Have fun!

Branding and Delivery (How to deliver the message?)
1. Audience.
   a. General VT public.
   b. Trail users of all types.
   a. Membership.
   b. Newsletters.
   c. Trailhead signs (blazes on trail).
   d. Websites & trail guides.
   e. Slogan message.
   f. Stickers.
   g. Public service message.
   h. Retailers.
   i. USFS, FPR land manager literature and signage.
   j. Schools and camps groups.
   a. Acronym that promotes the following
      i. Share the trail.
      ii. Care for the trail.
      iii. Fun on the trail.
      iv. Protect the trail.
      v. Responsibility on the trail.
   b. Thanks to the landowners.
   c. Purpose of the land.
   d. Thanks to the trail maintainers.
   e. Develop a logo as a brand.

Sustainability Indicators and Monitoring (What are the methods for measuring success?)
1. What is the baseline of info? Who establishes and creates this?
2. Fewer complaints and trail conflict reports.
3. Sampling and surveys to gauge awareness and compliance.
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4. Presence and frequency of the “message/logo” in the field and in association materials.
5. Financial health of trail user groups and associations as indirect measure of utilization.
6. Intensity of review process.
7. Fewer actual or threatened trail closings.
8. More easements.
   a. Landowner education and comfort with entering into easements.

These results along with other Trail Summit data will be used by the Stewardship and Communication workgroup to draft a Universal Trail Ethic message and brand for Vermont by early October 2010.

For more information on the Vermont Trail Collaborative:
https://www.uvm.edu/~snrvtdc/?Page=vttrailcollaborative.html

For more information on the Stewardship and Communication Workgroup:
http://groups.google.com/group/trails-collaborative-education-group

To give feedback and ideas to the Vermont Trails and Greenways Council Board Chair contact Danny Hale: director@vtvasa.org

To contact the Stewardship and Communication workgroup facilitator Brian D. Cotterill email: bdcotterill@gmail.com