Green Mountain Trail Collaborative  
Stewardship and Communication Work Group  
Meeting Notes  
September 23, 2010

Date: 9-23-10  Time: 2:00-3:30  Location: FPR, Watebury

Facilitator: Brian D. Cotterill  
Note Taker: Brian D. Cotterill

Committee Members in Attendance:  
Danny Hale  VASA, VTGC  
Sherry Winnie  FPR  
Alexis Nelson  VAST  
Jessica Ricketson  FPR  
Mark Maghini  FWS (input via email)  
Tony Pagani  Graphic Designer

Meeting Agenda for 9/24:  
• Brainstorm UTE Graphics

Meeting Notes
• Discussion on the three graphic examples led to the following consensus moving forward.  
  o A “final concept” will include a version of file “Trial_Ethic_B-4”.  
    Strengths of this version reflect a Vermont flavor that is important plus a simple brand that will be easily recognizable.
• Logo  
  o The word “Universal” will continue to be strongly linked to the language of the initiative, but not included in the graphic. When visually represented “Vermont Trail Ethic” is the clearest and most direct way to send the message.
  o A stand-alone logo will be developed. This could be used as an identifying brand by participating organizations and individuals separately from the ethic messages.
• Ethic Message  
  o The ethic message was revised and worded to reflect the following.  
    1. Share the trail and respect other users.  
    2. Respect landowners and private property.  
    3. Use good judgment and tread lightly; trail conditions are subject to change at any time.  
    4. Stay on marked trails.  
    5. Leave on trace with respect to natural resources, historic structures and wildlife.  
    6. Be prepared with food, water and first aid.  
    7. Pack out your trash  
    9. Plan ahead, be safe and have fun.
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10. Know the allowable and appropriate use of the trail you are traveling on.

- Host
  - This section will include Trails and Greenways www info and a space for the land/ trail manager to insert custom information including possibilities such as organization name, trail name, www or phone hot-line for feedback on trail conditions and user experiences.

- Allowable Uses
  - This section will not included in the “final concept”. The idea will be saved for future versions of the sign and as an option to be further developed for trails allowing a large number of diverse trail users.