Trail Summit Meeting
Vt. Off Highway Vehicle
Sept. 13, 2010
VASA Office, Barre

Facilitator: Brian D. Cotterill
Note Taker: Brian D. Cotterill
Time: 6:30 – 7:30

Members in Attendance:

Staff present- Danny Hale, Dani Davis and Steve McLeod

Visitors Present- Ethel Newland, Wayne Longer, Doug Weber, Tom Butland, Debra Church, Jeff McLaughlin and Sherry Smith

The following are the outcomes of the Vermont All Terrain Sportsman’s Association 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. Legal and managed public access ***
2. Funding ***
3. Motorized access to trails ***
4. Landowner relationships in general ***
5. Landowner relationships related to liability ***
6. Resources to maintain sustainable trail systems ***
7. Recognition of the value of motorized recreations
8. State revenue related to motorized recreation and tourism **
9. Handicap access to remote areas and outdoor recreation *
10. Law enforcement *
11. Access for persons wanting to ride legally
12. Loss of club membership
13. Loss of legal trails

Education and Stewardship Messages (Key elements of Vermont’s universal trail ethic?)
1. Respect all other trail user groups *
2. Work together to maintain trails **
3. Carry in – Carry out… everything *
4. Respect the land conditions *
5. Respect the wildlife and environment *
6. Share resources responsibly **
7. Work together to construct trails **
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8. Public relations with non-riding public **  
9. Respect opportunities provided by landowners *  
10. Be safe, prepared and informed *  
11. Obey all laws *  
12. Ride only in designated areas *  
13. Encourage collaboration across user groups *  
14. Provide and promote safety education *  
15. Provide enforcement of trail ethics and rules *

**Branding and Delivery (How to deliver the message?)**

1. WWW **  
2. Trail head signage *  
3. Points of interest on trails *  
4. Membership communications *  
5. Radio **  
6. Social events *  
7. Vt welcome centers, tri-fold flyers *  
8. Word of mouth *  
9. News paper add *  
10. News letter to all user groups *  
11. Bumper stickers *  
12. TV *  
13. State and national events, fairs and expos *  
14. Newspapers and magazines *  
15. Social networking sites like face book *  
16. General stores  
17. Brochure distribution to members and membership venders  
18. Non traditional partners (Wal-Mart, Home Depot, etc)

**Sustainability Indicators and Monitoring (What are the methods for measuring success?)**

1. Trail counters *  
2. Survey trail users **  
3. Measure miles of private and public trail access *  
4. Measure membership  
5. Measure landowner participation, satisfaction and concerns *  
6. Measure events with cross user group participation  
7. Standardize feedback mechanisms for all user groups (recreation satisfaction survey)  
   a. Complementary survey cards at trail head w/ drop box (low tech)  
   b. On-line survey option with www link at trail head (high tech)  
   c. Survey local businesses that interface with a cross section of user groups.  
8. Survey user group members at the end of the season to get feedback.
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For more information on the Vermont Trail Collaborative:
https://www.uvm.edu/~snrvtcd/?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