



Organization & Goals for 2012

April 10

Gould Barn

Topsfield

Thank You!

- Dorothy Stookey – Board Member
- Heidi Adam – Board Member
- Judy Gregg – Membership Volunteer

- Alex Van Alen – Executive Director
- Pam Mansfield – Newsletter/PR Volunteer

Directors 2012



Chair – Peter Campot

Vice Chair – Susan Lawrence

Treasurer – Liz Wheaton

Susie Banta

Felicity Beech

Susanna Colloredo-Mansfeld

Ann Getchell

Deb Hamilton

Rob Martin

Joe Sandulli

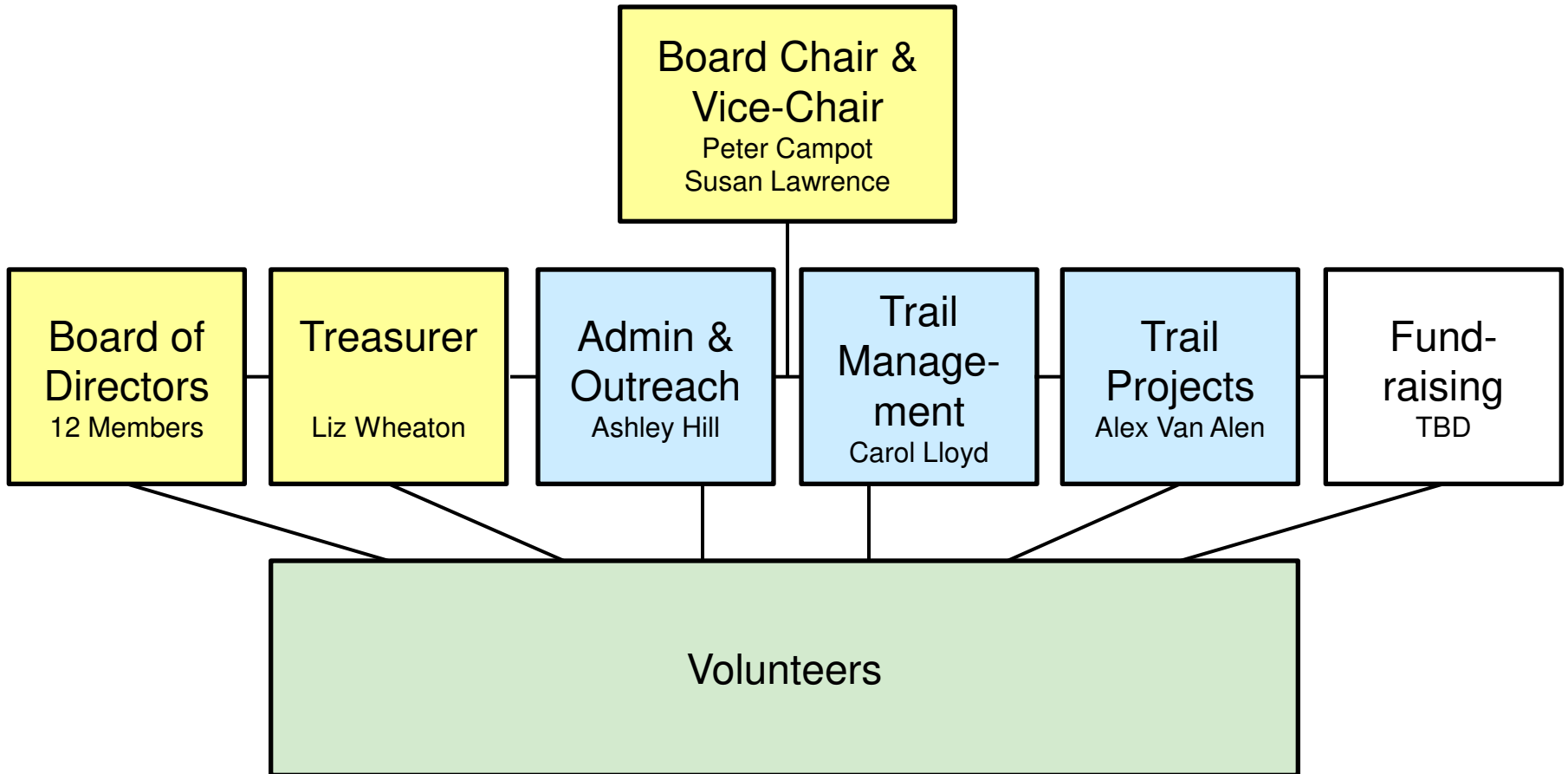
Rick Silverman

New Members

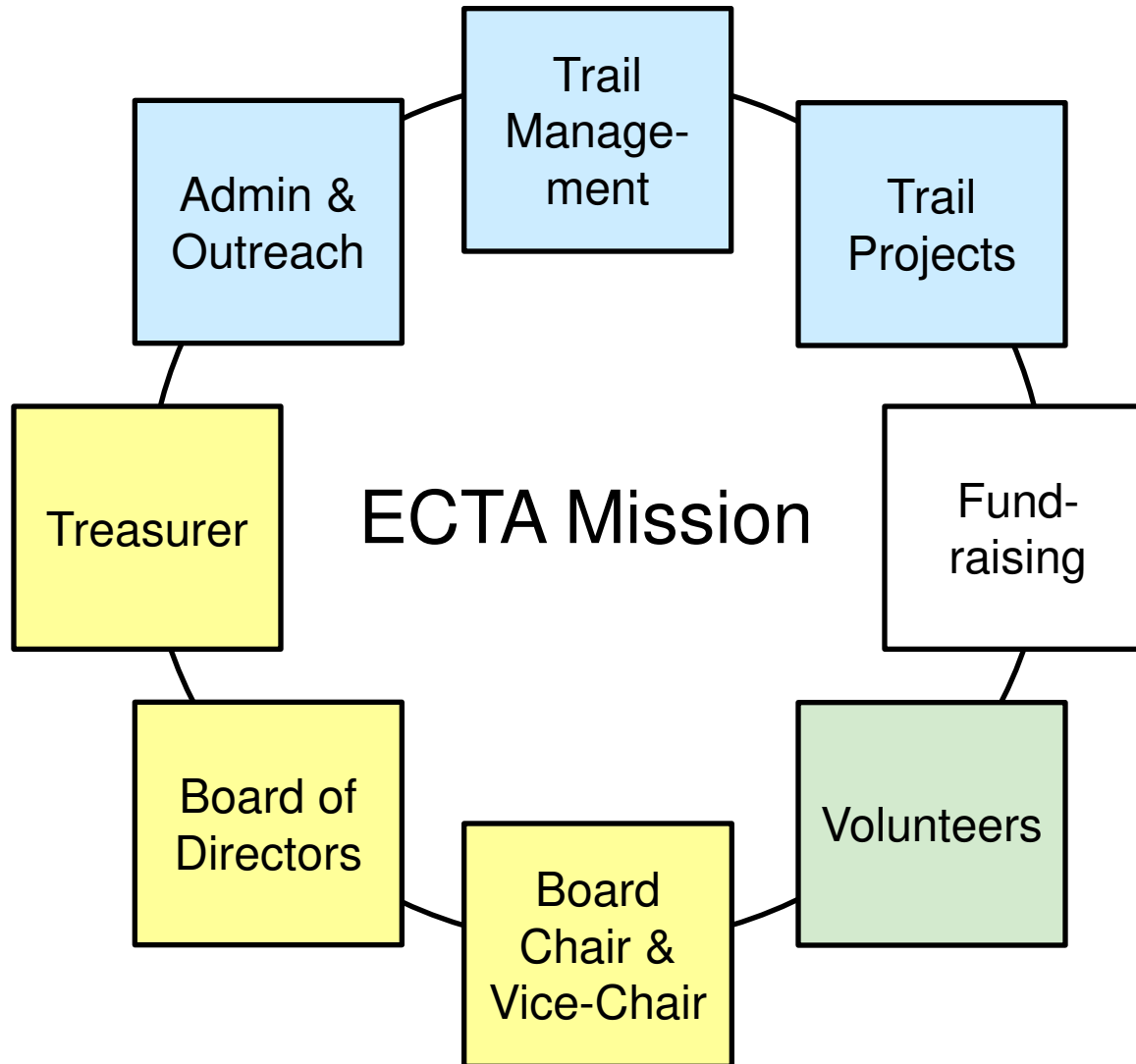
Haskell Crocker

Dan Mayer

ECTA Organization



ECTA Organization



Board of Directors

Peter Campot, Susan Lawrence, Liz Wheaton, Susie Banta,
Felicity Beech, Susanna Colloredo-Mansfeld, Haskell Crocker, Ann Getchell,
Deb Hamilton, Rob Martin, Dan Mayer, Joe Sandulli, Rick Silverman

- Trail Committee
- Executive Committee
- Development Committee
- Nominating Committee
- Events Committees
 - Pan-Ipswich Challenge, ECTAthlon,
Myopia Horse Show Event, Run for the Trails,
Holiday Party

Treasurer

Liz Wheaton

- Accounting
- Annual Budget
- Financials
- Taxes

Administration & Outreach

Ashley Hill

- Office Administration & Board Support
- Membership Management
- Grant Writing & Administration
- Marketing / Public Relations
- Events Planning & Management
- Trail Maintenance Coordination
- Communications
- Website / Social Media



Trail Management

Carol Lloyd

- Essex Trail Mapping
 - Maplecroft Trail
 - Discover Hamilton Trail
- 
- A portrait of Carol Lloyd, a woman with light brown hair pulled back, wearing a white zip-up jacket. She is smiling and looking towards the camera. The background is a dark, textured surface, possibly water or a wall.
- Bradley Palmer Trail Projects
 - Willowdale Trail Projects
 - Trail Permitting (Management Plans)
 - Designated Trail Easements
 - Run for the Trails Event

Trail Projects

Alex Van Alen

- Discover Hamilton REI Bridge Project
- Donovan/Sagamore Hill Trail
- Donovan Ballfields & Woods Trails



- H-W Riverside Preserve
- New England Biolabs Trails
- Routine Trail Mowing Management
- Designated Trail Easements
- Pan-Ipswich & ECTAthlon

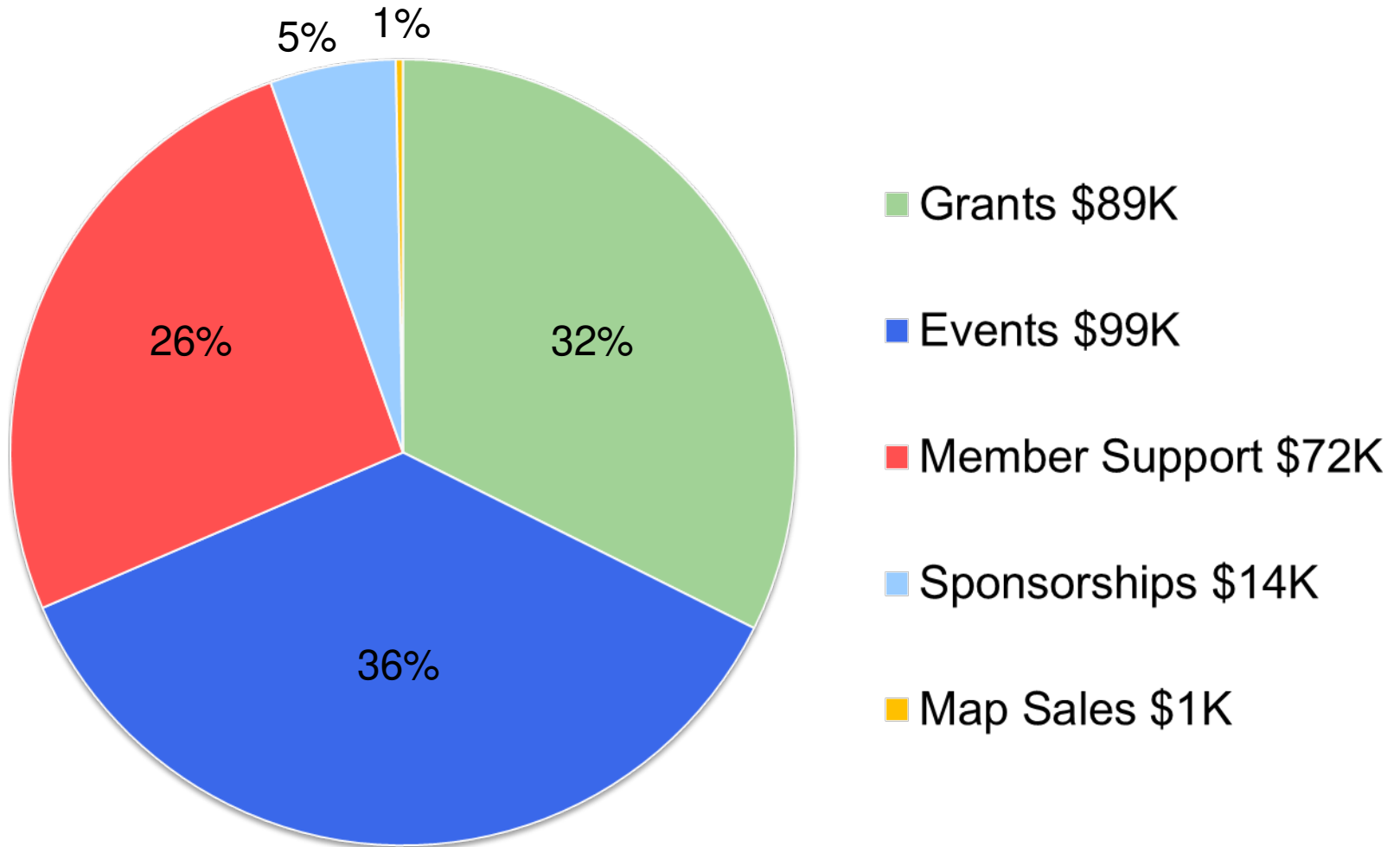
Fundraising

New Hire

- Increase Annual Appeal
- Solicit Corporate Sponsorships
- Identify & Target Major Donors
- Maximize Events Income
- Develop New Strategies & Programs

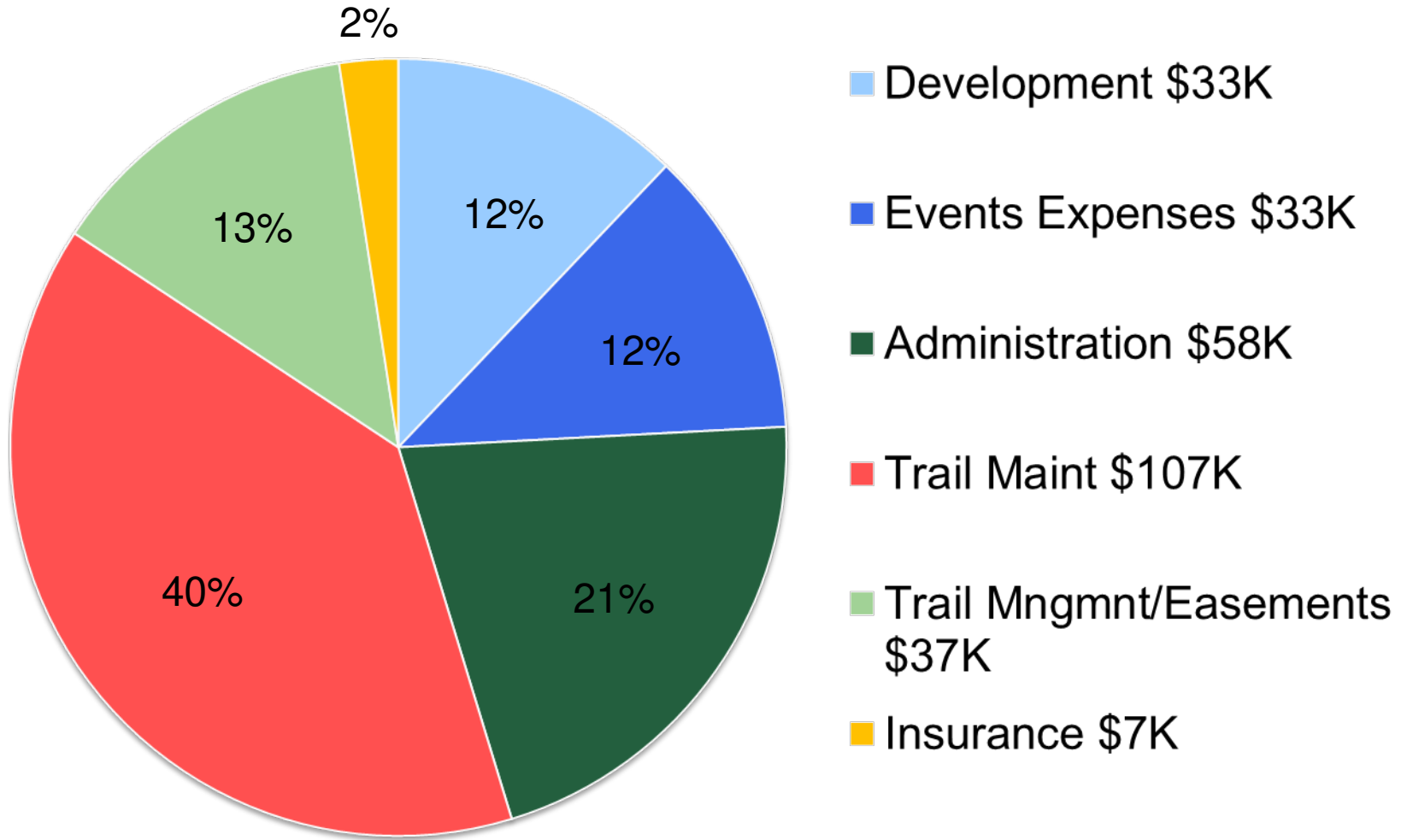
2012 Predicted Income

\$275,000



2012 Expenses

\$275,000



Accomplishments in 2011

- Secured Easements
 - Donovan/Sagamore Hill
 - DePiero (West Newbury)
- Completed Trail Projects
 - Bradley Palmer
 - Maplecroft Trail
 - Hamilton/Donovan Woods
 - Linebrook Woods
 - Willowdale
 - Donovan/Sagamore Hill



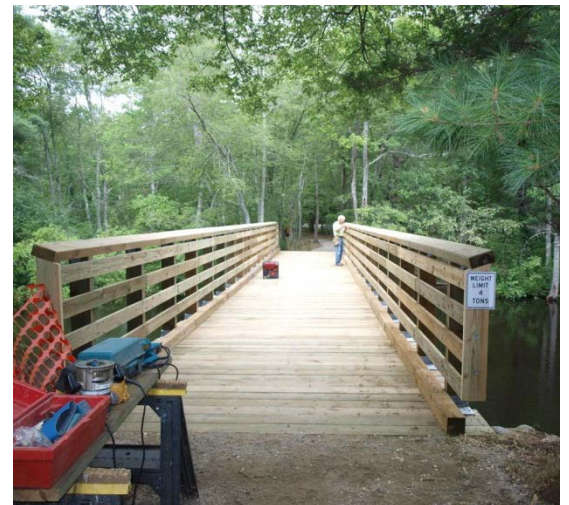
Accomplishments in 2011

- Held Annual Events
 - NE Sled Dog Races (Volunteers)
 - Equine Expo
 - Pan-Ipswich Challenge
 - Run for the Trails
- Created First Ever ECTAthlon
- Held Volunteer Work Days



Accomplishments in 2011

- Received \$69,000 in Grant Funding
 - DCR, REI, EnTrust, HW CPA
- Increased Trail Mowing
- Bradley Palmer Bridge Completed by DCR
- Updated Trail Management Plans
- Launched Online Membership Database



Primary Goals for 2012

- Broaden Base of Support
- Improve Visibility
- Increase Trail Maintenance
- Complete Trail Mapping
- Acquire New Trail Easements



Broaden Base of Support

- Increase & Diversify Membership
 - Goal of 900 Members by End of 2012
(Currently 600 Members)
 - 100% Participation From Trail User Groups
 - Horse Stable Recognition Program



Broaden Base of Support

- Identify & Target Major Donors
- Promote Corporate Sponsorships



INSTITUTION FOR SAVINGS

BUILDING STRONGER COMMUNITIES TOGETHER SINCE 1820.



Broaden Base of Support

- Increase Volunteer Opportunities
 - Trail Work Days
 - Trail Maintenance
 - Info Booth
 - Events
 - Internships



Broaden Base of Support

- Increase, Improve & Diversify Events
 - NE Sled Dog Races
 - Equine Expo
 - Pan-Ipswich Challenge
 - ECTAthlon
 - Myopia Horse Show Event
 - Run for the Trails
 - Trails & Sails Event
 - Holiday Party



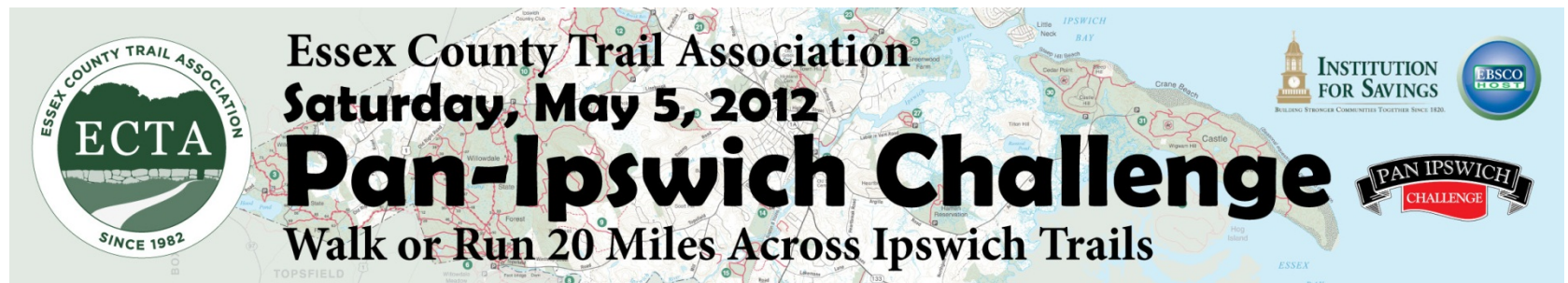
Improve Visibility

- Friend-raisers
 - Monthly Trail Walks, Guided Trail Rides
 - Celebrations, Volunteer Days



Improve Visibility

- Event Promotion & Marketing
- Regional Event Participation (Trails & Sails)



The banner features a map of Ipswich in the background with red lines indicating a 20-mile trail route. On the left is the circular logo for the Essex County Trail Association (ECTA), established in 1982. The central text reads: "Essex County Trail Association Saturday, May 5, 2012 Pan-Ipswich Challenge Walk or Run 20 Miles Across Ipswich Trails". On the right side, there are logos for the Institution for Savings and EBSCO.

Essex County Trail Association
Saturday, May 5, 2012
Pan-Ipswich Challenge
Walk or Run 20 Miles Across Ipswich Trails

ESSEX COUNTY TRAIL ASSOCIATION
ECTA
SINCE 1982

INSTITUTION FOR SAVINGS
BUILDING STRONGER COMMUNITIES TOGETHER SINCE 1820

EBSCO

PAN IPSWICH CHALLENGE

Improve Visibility

- Info Booths, Kiosks
- Social Media



Essex County Trail Association
402 likes · 10 talking about this

▼ Liked Message * ▼

Non-Profit Organization
The ECTA exists to protect access to the trails and open lands throughout the 6 towns we work in. We partner with both public and private landowners to ensure that the experience of open trails is positive for them as well for the trail users.

About

Photos Likes 402 Events

Improve Visibility

- Trail Signage
- Trail Sponsorship Program



**THIS TRAIL
GENEROUSLY
SPONSORED
BY**

**THE JONES
FAMILY**

**TO LEARN MORE AND
SUPPORT THESE TRAILS,
VISIT
www.ectaonline.org**

Increase Trail Maintenance

- Carry out funded trail projects
 - DCR: Maplecroft, Biolabs, Donovan/Sagamore Hill
 - Fields Pond: Beaver Deceivers (Biolabs, Disc Ham)
 - REI: Discover Hamilton Trail Boardwalk



Increase Trail Maintenance

- Seek out funding for non-funded projects
 - Public: Grants, Town Funding
 - Private: Landowner & Trail User Contributions



Increase Trail Maintenance

- Increase Trail Mowing Program
- Seek out funding for Trail Mowing Program



Increase Trail Maintenance

- Maintain Prioritized List of All Trail Work
 - Completed
 - Funded
 - Public Not Funded
 - Private Not Funded - Easement
 - Private Not Funded - No Easement

Trail Project List

- 2012 Completed
 - New England Biolabs Beaver Deceiver
 - Devon Glen Railroad Trail Beaver Deceiver
 - Aquila Farm Trail Repair

Trail Project List

- 2012 Funded
 - Donovan/Sagamore Hill (DCR)
 - Maplecroft (DCR)
 - New England Biolabs (DCR)
 - Discover Hamilton Boardwalk (DCR)
 - Ocean Meadow (WNRDC – Partial)
 - Discover Hamilton Relocation (Hamilton CPA)
 - Donovan Ballfields Trail (Town of Hamilton*)

Trail Project List

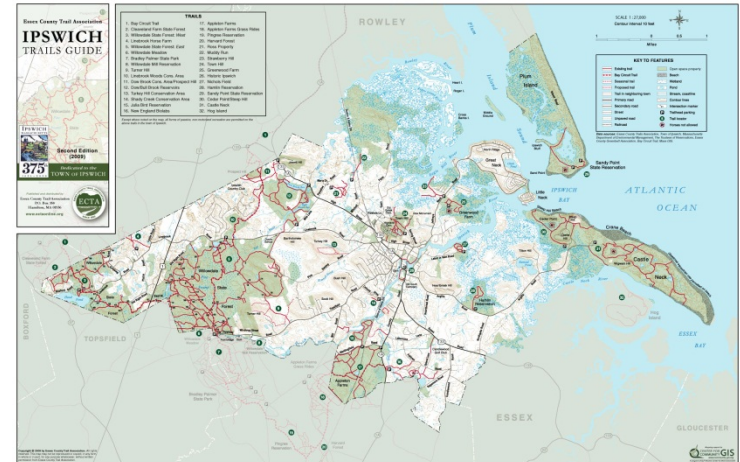
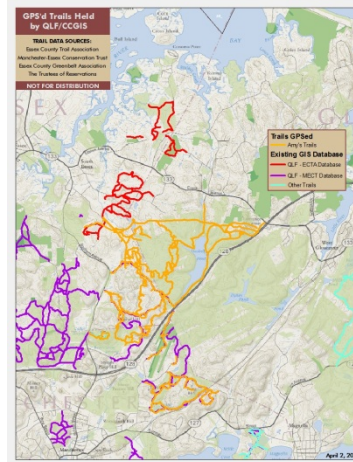
- 2012 Public Not Funded
 - Bradley Palmer State Park (DCR Grant Proposal)
 - Willowdale State Forest (DCR Grant Proposal)
 - Dow Brook Reservoir (REI Grant Proposal)
 - Appleton Farms Grassrides
 - Willowdale 3 Pipes Trail
 - Riverbend Conservation Area (West Newbury)
 - Greenbelt Indian Hill (West Newbury)
 - Greenbelt Storey Property (Essex)

Trail Project List

- 2012 Private Not Funded - Easement
 - DePiero (West Newbury)
- 2012 Private Not Funded - No Easement
 - Rich (Hamilton)
 - Pingree School to Black Brook Rd (Hamilton)
 - Minogue Property (Hamilton)
 - Cloutman to Iron Rails (Hamilton)
 - Patton (Hamilton)
 - Dunn Property (West Newbury)
 - Little/Hinton Property (Ipswich)
 - Bird Field River Crossing (Ipswich)

Complete Trail Mapping

- Create Essex Mapping Team (Completed)
- Map Public & Private Trails in Essex (Started)
- Print Essex Trail Maps
- Update and Print New Ipswich Trail Maps



Acquire Trail Easements

- 1 Easement Near Completion
- 7-8 Easements Currently in Pipeline
- Utilize Hamilton CPA Grant



Member Q&A

- Comments/Questions
- How are we doing?
- Trail Project Additions