



Annual Meeting

April 1, 2014

Gould Barn

Topsfield, MA

Thank You!

2013 Lead Sponsors

EBSCO Publishing
Institution for Savings

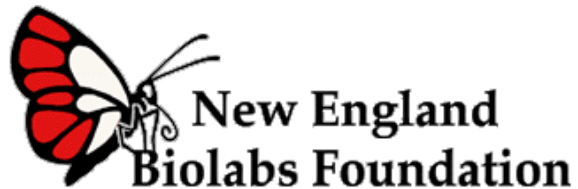


INSTITUTION FOR SAVINGS

BUILDING STRONGER COMMUNITIES TOGETHER SINCE 1820.

Thank You!

2013 Sustaining Sponsors



Welcome

**To our new 2014
Sustaining Sponsor**



LAND ROVER PEABODY | MA

Thank You!

2013 Event Sponsors

Ipswich Bay Glass
Mark Richey Woodworking
TGI/Cross Insurance
Back in the Saddle
Equine Journal
Essex County Co-op
Farm Family Insurance
Hagstrom Co, Inc.
Just Horses
NE Horse Talk & Beyond
RB Strong Excavation
The Farm Bar & Grill
Essex River Basin Adventures
Fox Floral Design

New England Running Co.
Pinnacle Bike Shop
REI of Reading
Salem Five Bank
Turkey Shore Distilleries
First Ipswich Bank
Manchester Athletic Club
Coastal Greengrocer
Mayer Tree
Donald Curiale
Susanna Colloredo-Mansfeld
Foster Dykema Cabot
Town of Hamilton Parks & Rec
Beauport Ambulance Services

Thank You!

Volunteers

Zach Abruzzo

Ellen Alden

Emilie Baillie

Bryn Barror

Cami Beckman

Tom Belford

Jennifer Berryman

Sophiea Bitel

Amy Blondin

Robin Bornstein

Deborah Breen

Bea Britton

Peter Britton

Charles Brunault

Terry Burns

Catherine Carney-Feldman

Wayne Castonguay

David Chechik

Disa Cheston

Lois Cheston

Gretel Clark

Tricia Coffey

Liz Coigley

Bruce Conrad

Ellen Connors

Ray Cook

Tim Creamer

Chris Cullen

Diane Curr

Kim Cutler

Kate Day

Karen Delfucco

Ray Denis

Julie DePaolis

Andrea Ebinger

Jennifer Eddy

Janet Egan

Zack Even

Faith Evans

Sharon Elliott

David Feldman

Andrew Fay

Tammy Gardner

Joe Geller

Lee Given

Kevin Gmyrek

Cathy Gove

Steve Greason

Judy Gregg

Maddie Gregory

Caroline Gregory

Thank You!

Volunteers

Tig Gregory
Saundra Guadagno
Bonnie Gulick
Kim Hackett-Ort
Scott Halstead
Eve Hamlin
Sam Hamlin
John Hart
Connie Hashem
Joan Henderson
John Hendrickson
Robert Henrici
Nathaniel Hevelone
Will Holton
Heather Hull-Colby
Byron Johnson
Kay Joseph

John Kastrinos
Martha Keeley
Pam Kentley
Susan Koso
Holly Kosten
Jack Lawrence
Rich LeBoeuf
Molly Lister
Dave Lloyd
Rick Loomis
Bruce MacDonald
Arlene Maginn
Rachel Mahoney
Tom Mailhott
Pam Mansfield
Sue McLaughlin
Eugene McKay

Rick McNeill
Judy Milano
Debra Milasincic
Mary Milgrom
Bill Montville Steve
Morris
John Morrow
Phil Murphy
Jean Murray
Beth O'Connor
Coltin Omasta
Maureen O'Neil
Emily Paras
Kim Pedersen
Mat Perry
Marlene Pippins
Kate Prestero

Thank You!

Volunteers

Holly Pulsifer
Nat Pulsifer
Elisabeth Pundt
Conna Randall
Betty Redstone
Joshua Regula
Paul Rizk
Elaine Robson
Phil Sachs
Debra Sager
Susan Sandler
Chris Sandulli

Ryan Scanlon
Robert Scherer-Hoock
Kelly Scott
Allyson Seinfeld
Nick Snow
Linda Shuksteris
Deborah Stanton
Bill Steelman
Ruth Stellatella
Diane Stewart
Lily Stewart

Martin Sullivan
Ann Teele
Kat Tremblay
Alex Van Alen
Landi Van Alen
Jillian Wall
Jennifer Wall
Ralph Williams
Frederick Winthrop
Wendy Wood
Claudia Woods-Estin

...That's 135 volunteers plus many more who aren't on this list and our board of 15 directors! **Over 1,000 volunteer hours! (\$26,000)**

Thank You!

Liz Wheaton, ECTA Treasurer

Dave Pancoast, Ipswich ConCom

Zack Even & Rachel Mahoney,
ECTA Interns

Directors 2014



Chair – Peter Campot

Vice Chair – Susan Lawrence

Treasurer – Chris Pulick

Nominating Committee Chair – Susie Banta

Felicity Beech

Susanna Colloredo-Mansfeld

Haskell Crocker

Ann Getchell

Caroline Gregory

Deb Hamilton

Rob Martin

Dan Mayer

Joe Sandulli

Rick Silverman

Liz Wheaton

Advisory Committee

Heidi Adam

Jim Berry

Peter Britton

Wayne Castonguay

Lois Cheston

Al Craig

Don Curiale

Chris Davis

Linda Donovan

Jennifer Eddy

Judy Gregg

Katrina Hart

Joan Henderson

Jeff Hubbard

Dale Johnson

Kay Joseph

Larry Kaplan

Gerry Kenney

Brian Kiely

Victoria Kunzer

Carolyn Lackey

Jim MacDougall

Sue McLaughlin

Nancy Merrill

Barbara Ostberg

Lucy Pingree

John Pingree

Marlene Pippins

Holly Pulsifer

Ted Raymond

Lily Rice Hsia

Camilla Rich

Cheryl Riley

David Santomenna

Scott Solombrino

Stu Thorne

Claudia Woods-
Estin

Trail Stewards

Essex

Kay Joseph
Julie DePaolis

Hamilton

Bea Britton
Diane Curr
Susanna Colloredo
Susan Lawrence
Sue McLaughlin
Judi Milano
Liz Wheaton

Ipswich

Joe Sandulli
Ralph Williams
Nat Pulsifer
Joshua Regula
Ashley Hill
Alex Van Alen

Topsfield

Kathie Tremblay
Elaine Robson
Joe Geller

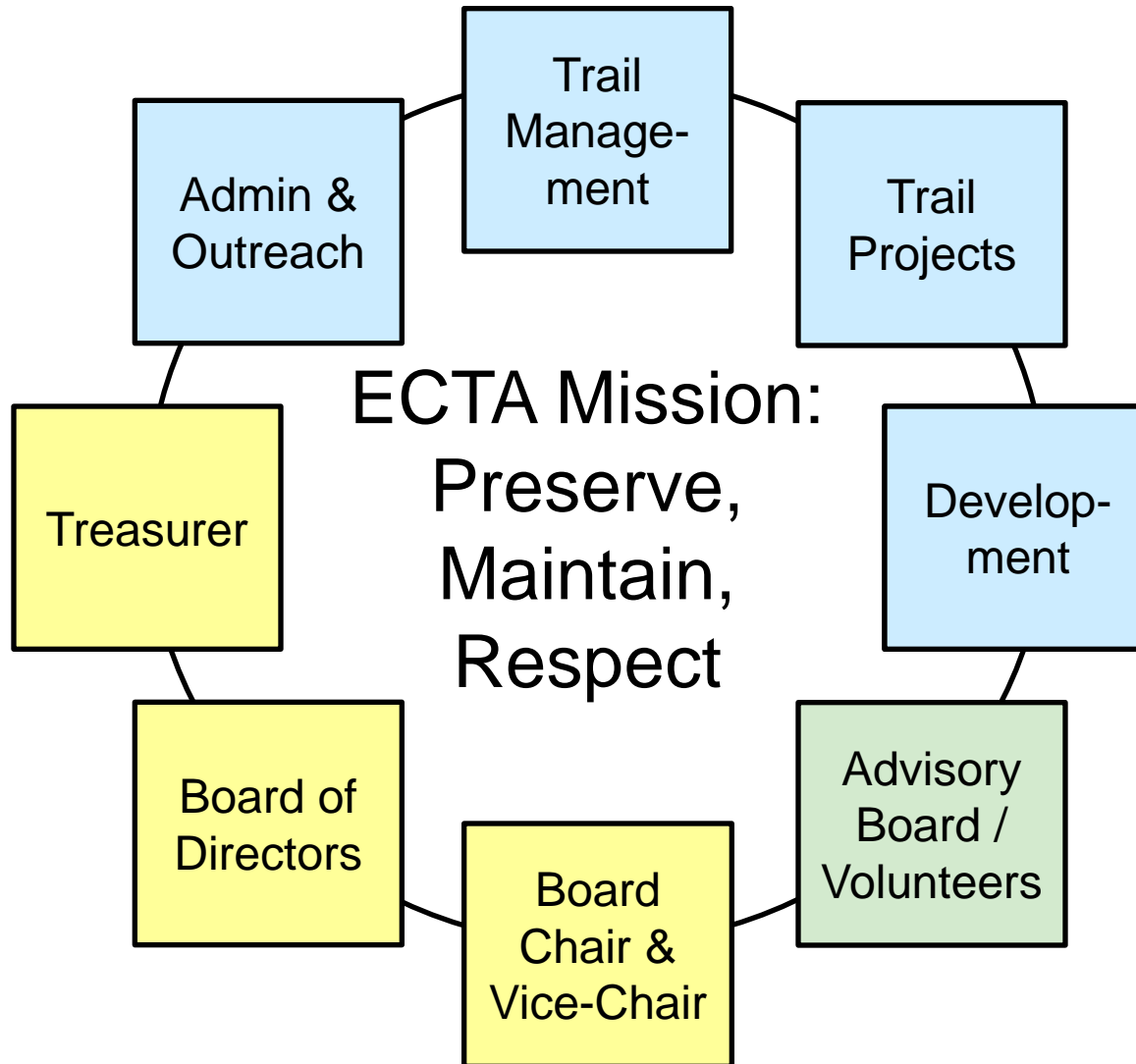
Wenham

Deborah Stanton
Sue McLaughlin

West Newbury

Ellen Alden
Felicity Beech
John Dodge
Deb Hamilton
Coltin Omasta

ECTA Organization



Administration & Outreach

Ashley Hill

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

Trail Management

Carol Lloyd

- Trail Mapping
 - Trail Project Development & Oversight
 - Trail Easement Negotiation
- 
- Trail Work Permitting
 - Townwide Management Plans
 - Run for the Trails Event
 - Trail Mowing Management

Development

Ray Denis

- Leadership & Major Gifts, Contributions & Stewardship
 - Engage Corporate & Business Sponsors
- 
- Maximize Event Attendance & Revenue
 - Annual Appeal & Matching Gift Challenge Management
 - New Strategies & Campaigns

2013 Completed Trail Projects

- Black Brook Road/Pingree Woods Reservation



2013 Completed Trail Projects

- Discover Hamilton Trail
 - Trail Rerouting & Signage



2013 Completed Trail Projects

- Ocean Meadow Boardwalks
 - New Railings Added to sides



2013 Completed Trail Projects

- Donovan/Sagamore Hill
 - Repaired muddy section of trail
 - Added rubber matting to bridge



2013 Completed Trail Projects

- Foster Crossing Trail at New England Biolabs
 - Repaired section of trail heading north to Fellows Road
 - Designed & installed Michael Updike granite bench
 - Held trail dedication ceremony



2013 Completed Trail Projects

- Maplecroft
 - Created drainage trench
 - Improved trail surface



2013 Trail Projects - Ongoing

- Ipswich River Watershed Association
 - Permitting of Trail Improvements & Canoe Launch Area Restoration



2013 Trail Projects - Ongoing

- Yellow House Field
 - Permitting of Trail Improvements & New Trail Connection to Brackenside/Gathering Farm



New Easements

- Ipswich River Watershed Assoc (Ipswich)



New Easements

- Lisa & Bill Eaton (Hamilton)



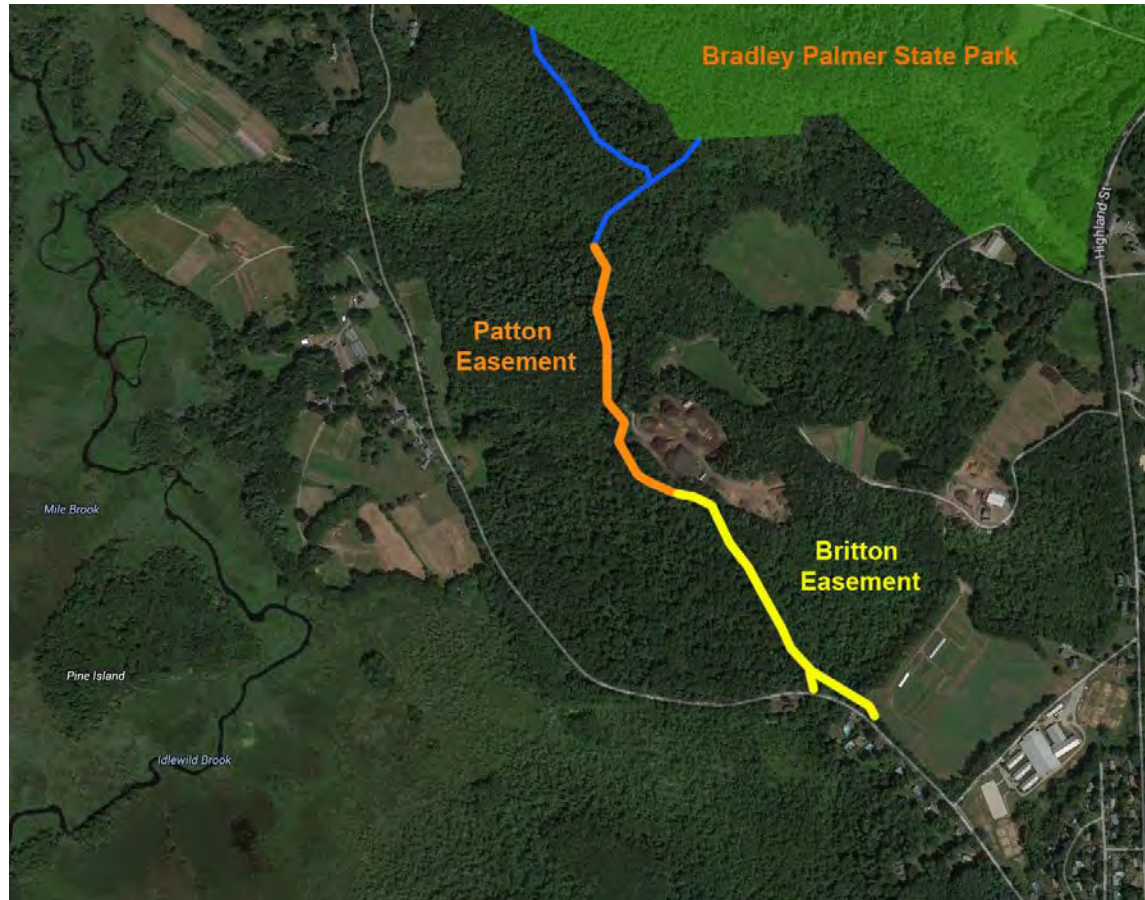
New Easements

- Bobby & Carol Clark (Hamilton)



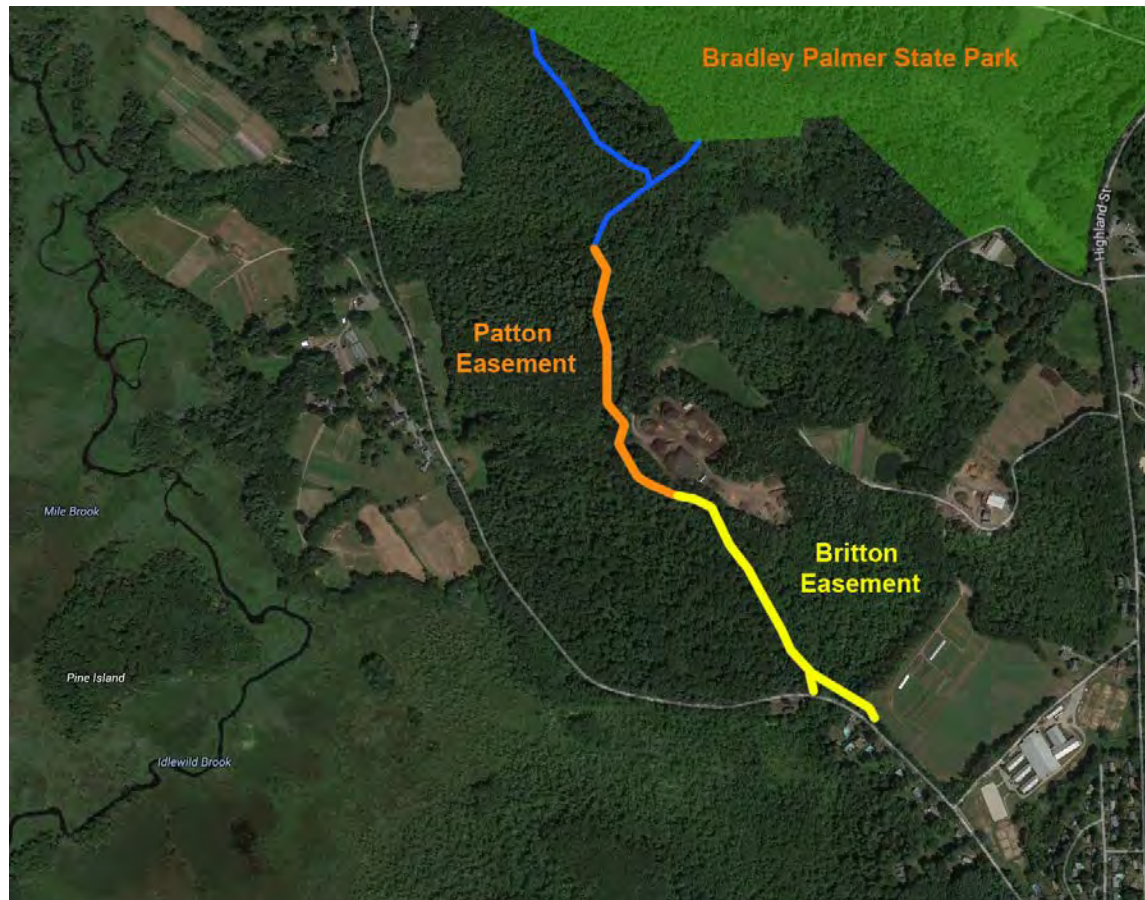
New Easements

- Peter & Bea Britton (Hamilton)



New Easements

- The Patton Family (Hamilton)



New Easements

- Linda & Ray Gosselin (Ipswich)



New Easements

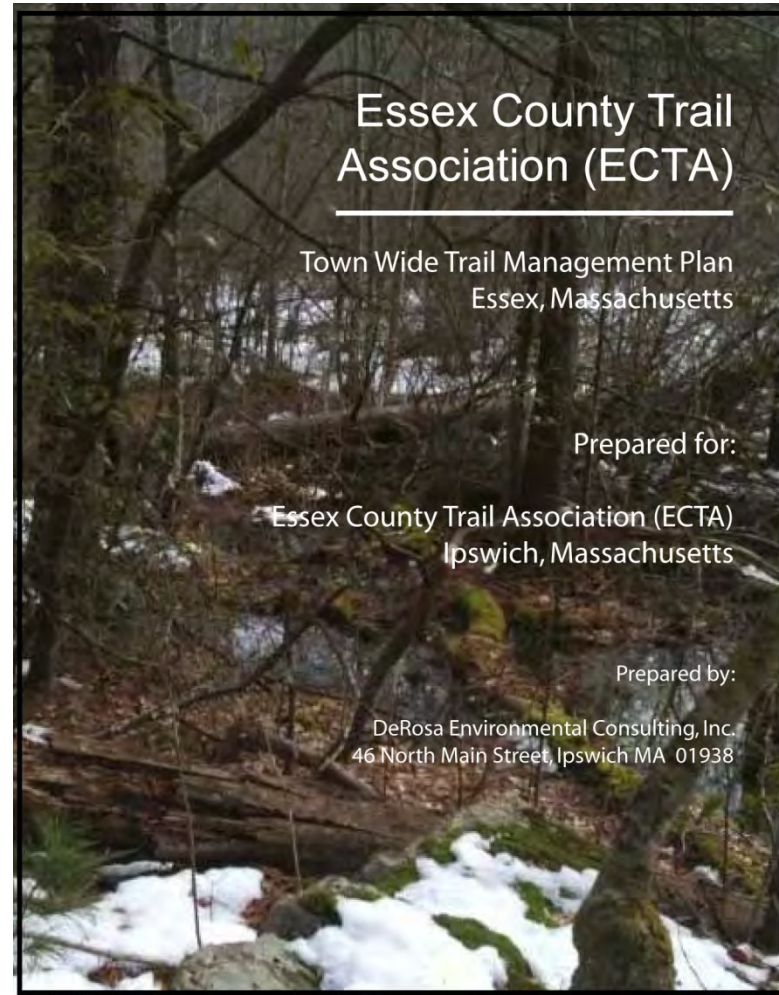
- Kathy & Richard Feehery (West Newbury)



Recorded
in 2013

Specialized Expertise

- Permitting & Trail Management Plans
- Boardwalk Design
- Beaver Deceivers



Fundraising Events

- Equine Expo
 - 550 Attendees
 - \$7,300 Raised
 - 30 Volunteers



Fundraising Events

- Equine Expo
 - April 26, 2014, 9-3
 - Topsfield Fairgrounds Arena Building
 - Donations & Volunteers Needed!



Fundraising Events

- ECTAthlon
 - 25 Teams in 2013
 - 47 Volunteers
 - \$3,000 Raised



Fundraising Events

- ECTAthlon
 - June 7, 2014
 - New in 2014
 - Individual Awards
 - Corporate Challenge



Fundraising Events

- Myopia Polo Day
 - 22 Volunteers
 - 75 Attendees
 - \$1,500 Raised
 - 2014 Date TBD



Fundraising Events

- Run for the Trails
 - 130 Competitors 2013
 - Part of the North Shore Trail Series
 - \$3,500 Raised



Fundraising Events

- Run for the Trails
 - September 20, 2014
 - Myopia Schooling Field
 - 5 Mile & 10 Mile Races



Fundraising Events

- Pan-Ipswich Challenge
 - Walk/Run 18 mi Hood Pond to Crane Beach
 - Sun, October 26, 2014
 - \$100 in Pledges to Participate



Fundraising Events

- Annual Fundraiser Party
 - 2013 “Winter Tracks”
 - 200 Attendees
 - \$5,000 Raised



Fundraising Events

- Annual Fundraiser Party
 - June 21, 2014 at GHF
 - Summer Solstice Festival & Land Rover Peabody Touring Adventure



LAND ROVER PEABODY | MA



Volunteer Work Days

- 2013
 - Ipswich River Watershed Assoc
 - New England Biolabs/
Foster Crossing Trail
 - Prospect Hill/Dow Brook



Volunteer Work Days

- 2014
 - April 19, Turkey Hill (Ipswich)
 - IRWA TBD (Ipswich)
 - Yellow House Field TBD (Hamilton)



Monthly Trail Events

- 12 Events in 2013
 - 7 Trail Walks
 - 65 Attended Discover Hamilton Trail Walk
 - Average 15-20 guests



Monthly Trail Events

- 12 Events in 2013
 - 3 Bike Rides
 - 1 X-Country Ski
 - 1 Horseback Ride

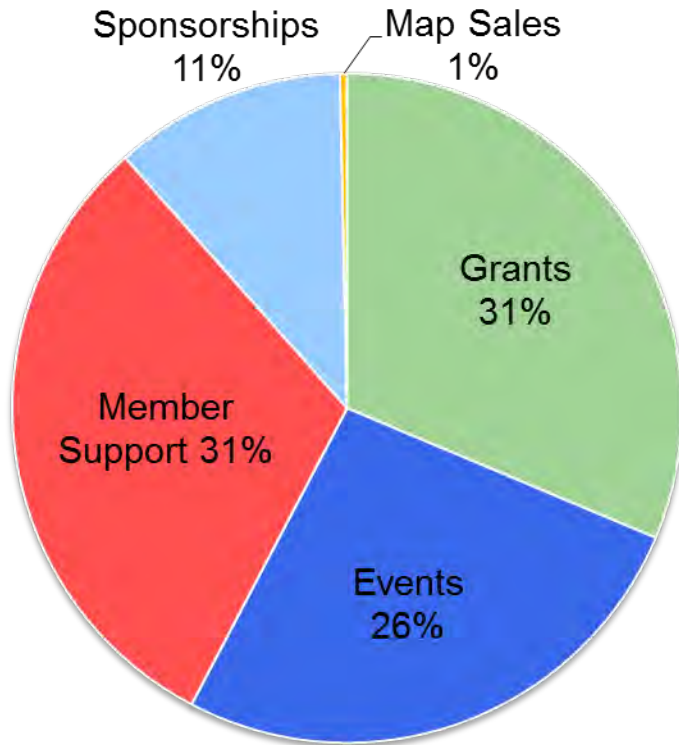


Monthly Trail Events

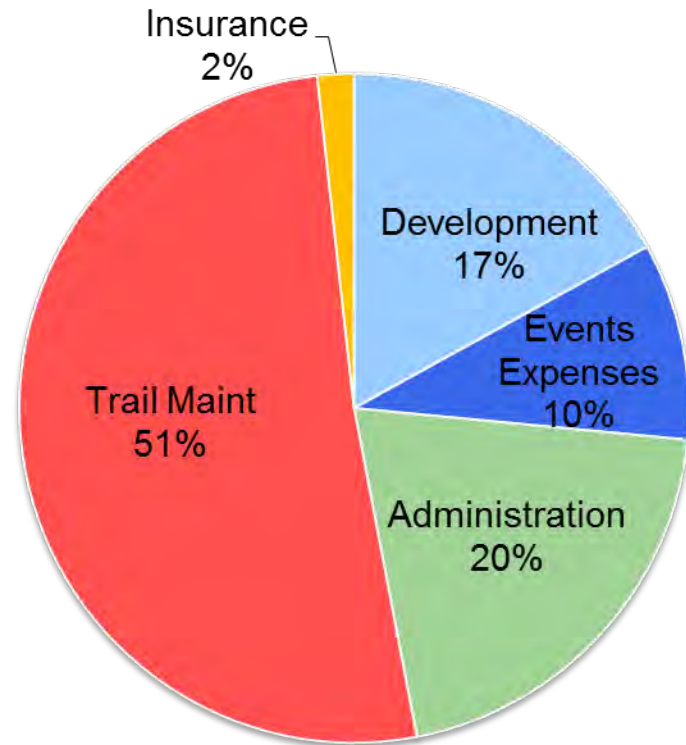
- Upcoming Events
 - Rail Trail Bike Ride
Sat April 12th
 - West Newbury
Magnolia/Woods Walk
Sun April 27th
 - Ipswich River
Tree ID Walk
Sat May 10th
 - Willowdale Mountain
Bike Ride
Sat May 24th



2013 Projected Income & Expenses

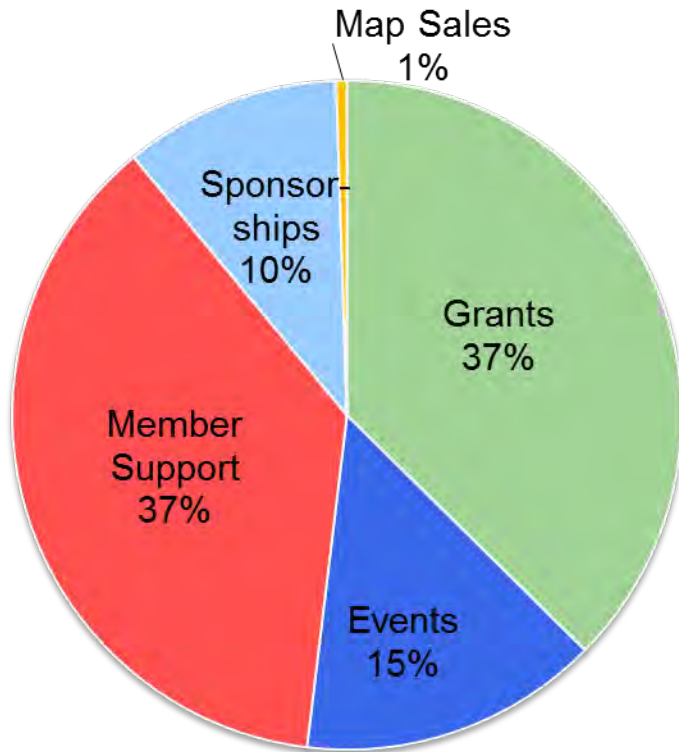


\$294,405

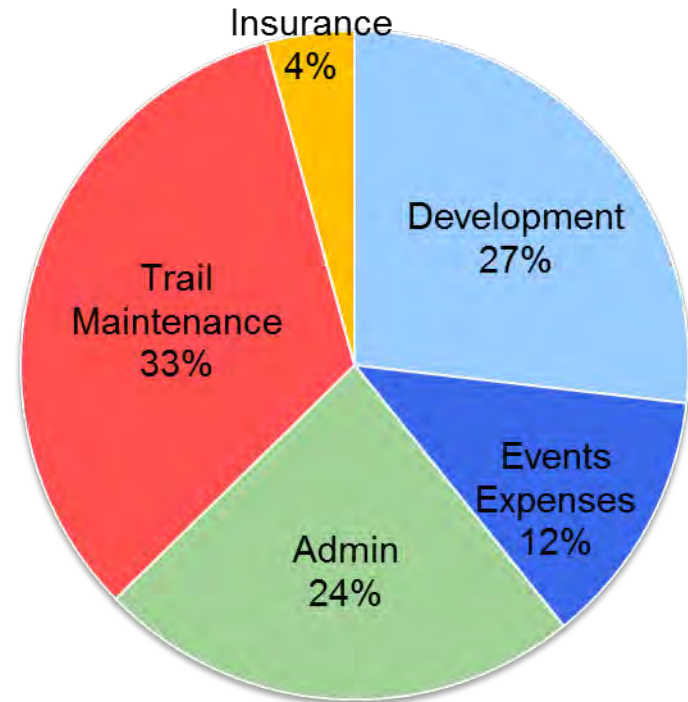


\$294,305

2013 Actual Income & Expenses

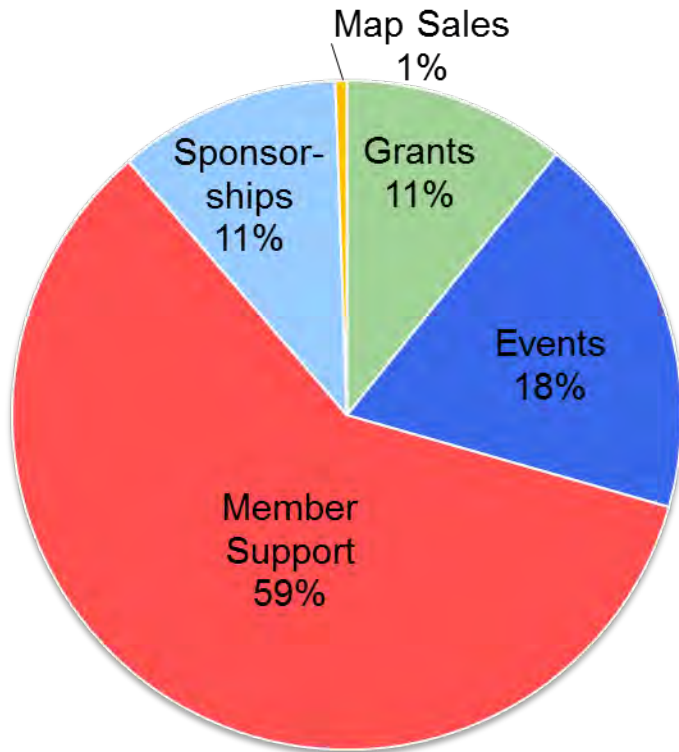


\$302,064

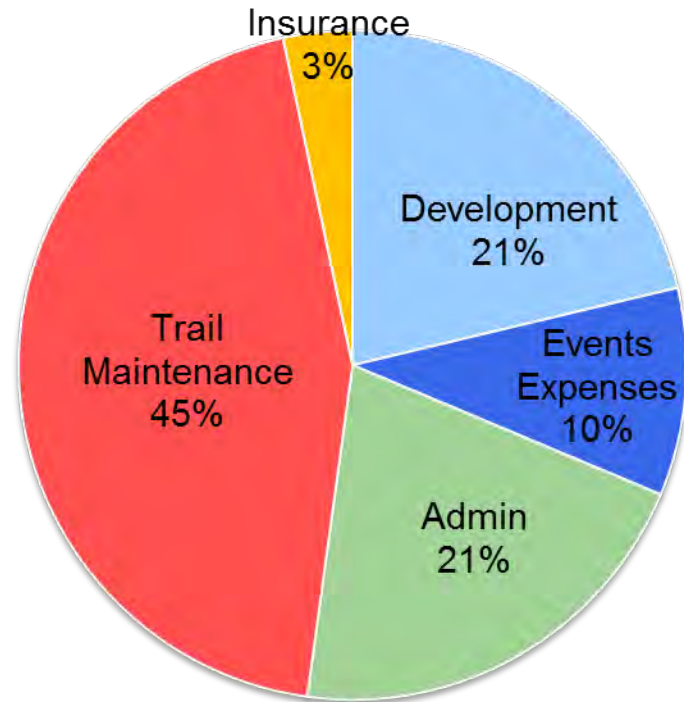


\$223,407

2014 Projected Income & Expenses



\$278,752



\$278,752

Review of Goals for 2013

Increase Membership & Participation

- Increased from 560 to 620 members
 - Offered 3 volunteer work days
 - Increased from 9 to 12 monthly trail events, with over 200 participants
-
- Goals for 2014
 - Grow to 1,000 Members
 - Hold 20 free trail events & work days
 - Increase Volunteer Hours

Review of Goals for 2013

Develop & Strengthen Partnerships

- Cape Ann Trail Stewards
- New England Mountain Bike Assoc.
- Ipswich River Watershed Assoc.
- Essex Heritage
- The Trustees of Reservations
- Essex County Greenbelt Association
- Town of Ipswich Open Space
- Town of Hamilton Parks & Recreation
- West Newbury Open Space
- Friends of Topsfield Rail Trail
- Department of Conservation & Recreation

Review of Goals for 2013

Improve Visibility

- Newspaper Article on ECTAthlon
 - 835 Facebook Likes, 48 Twitter Followers
 - 330 Meetup Followers
 - Trail Signage Increased
- Goals for 2014
 - Increase print media opportunities
 - 1000 “Likes” Facebook Campaign
 - Increase Twitter Followers to 400
 - Convert more Meetup followers to members

Review of Goals for 2013

Identify At-Risk Trails & Pursue Easements

- 7 new easements obtained in 2013
- Goals for 2014
 - Several areas targeted for easement discussion

Review of Goals for 2013

Expand Trail Maintenance

- Restructured Trail Steward program
- Created trail inventory & prioritized work list

- Goals for 2014
 - Increase Trail Steward involvement
 - Create inventory of all trails routinely maintained by ECTA, update regular maintenance plan & work with other groups & individuals ensure that we do not overlap or miss areas

Trail Project List

- 2014 Approved
 - IRWA (DCR Grant/REI Grant)
 - Greenbelt County Road (REI Grant)
 - Yellow House Field (AQHA/Tractor Supply Grant & Neighborhood Fundraising)
 - Permitting for West Newbury Open Space Riverbend Boardwalks project (ECTA)
 - Topsfield Rail Trail Improvements (ECTA)
 - Bradley Palmer Highland Street parking area & Trail head (DCR Partnership Matching Grant)
 - Emery House in West Newbury New Trails (SSJE)

Trail Project List

- 2014 Proposed
 - Sagamore Hill cross trail (Hamilton)
 - Black Brook Road to Pingree School connection (Hamilton)
 - Bird Reservation river crossing (Ipswich)
 - Prospect Hill Bay Circuit Trail relocation (Ipswich/Rowley)
 - Many other smaller trail projects

Review of Goals for 2013

Secure Financial Sustainability

- Met & Exceeded 2013 Budgeted Income
- Increased Corporate Sponsorships
- Expanded Grant/Foundation Funding
DCR, NE Biolabs Foundation & Corporate, REI, AQHA/Tractor Supply
- Exceeded Matching Gift Campaign Goal
- Held Project Specific Fundraising Campaigns
- Goals for 2014
 - 10% Increase of Individual Contributions, Corporate Sponsorships & Fundraising Events

Member Q&A

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