



Annual Meeting

April 9, 2013

Gould Barn

Topsfield, MA

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Thank You!

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Coastal Greengrocer

Mayer Tree

Donald Curiale

Susanna Colloredo-Mansfeld

Brinck Lowery

Directors 2013



Chair – Peter Campot

Vice Chair – Susan Lawrence

Treasurer – Liz Wheaton

Susie Banta – Chair, Nominating
Committee

Felicity Beech

Susanna Colloredo-Mansfeld

Haskell Crocker

Ann Getchell

Deb Hamilton

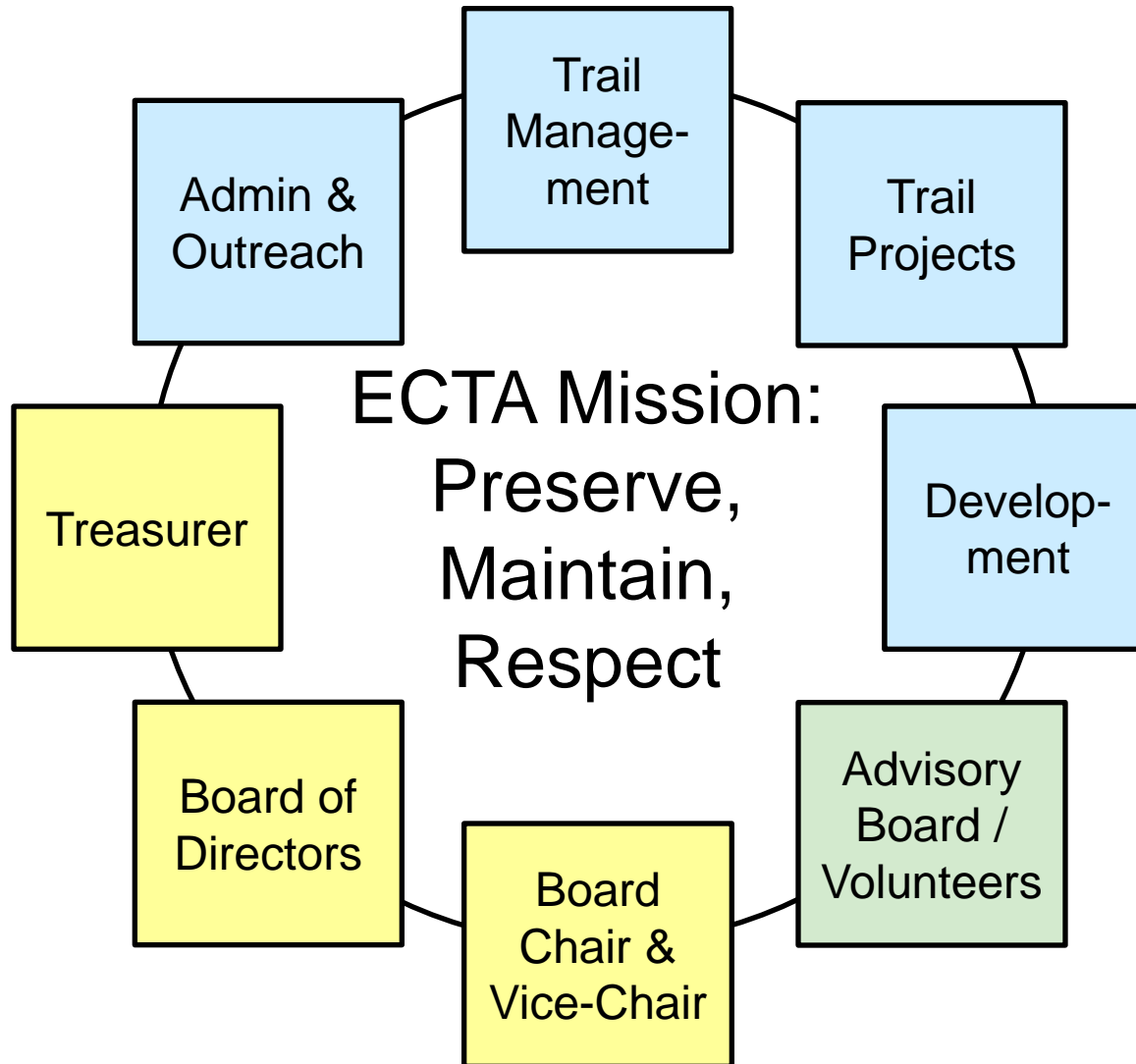
Rob Martin

Dan Mayer

Joe Sandulli

Rick Silverman

ECTA Organization



Trail Committee

- Joe Sandulli, Chair
- Deb Hamilton
- Ann Getchell
- Susanna Colloredo
- Susan Lawrence
- Linda Donovan

Development Committee

- Susan Lawrence, Chair
- Susie Banta
- Liz Wheaton
- Haskell Crocker
- Rob Martin
- Caroline Gregory
- Claudia Woods-Estin

Membership Committee

- Heather Hull-Colby
- Lois Cheston

Partnership Relations Committee

- Susanna Colloredo-Mansfeld, Chair
- Dale Johnson
- Jeff Hubbard
- Judy Gregg
- Ann Getchell

Volunteer Recruitment Committee

- Felicity Beech, Chair
- Byron Johnson

Events Committees

- Equine Expo
(Kay Joseph & Sue McLaughlin, Co-Chairs)
- ECTAthlon (Rick Silverman, Chair)
- Polo Day (Claudia Woods-Estin, Chair)
- Run for the Trails (Carol Lloyd, Chair)
- Annual Fundraiser Party (Haskell Crocker, Chair)
- Pan-Ipswich Challenge (Alex Van Alen, Chair)


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

- 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 Work Permitting & Management Plans
 - Trail Easements
 - Run for the Trails Event

Trail Projects

Alex Van Alen

- Donovan/Sagamore Hill Trail
- Ipswich River Watershed Association Trail Work



- H-W Riverside Preserve
- New England Biolabs Trails
- Trail Mowing Management
- Trail Easements
- Pan-Ipswich Challenge Event

Development

Ray Denis

- Develop New Strategies & Programs
- Stewardship of Contributions, Leadership & Major Gifts



- Maximize Event Attendance & Revenue
- Enlist Corporate & Business Sponsorships
- Increase Annual Appeal Response

2012 Completed Trail Projects

- Bay Rd/Bridge St Connection (Aquila Farm)



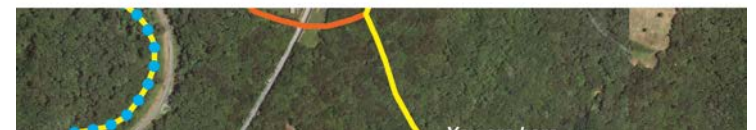
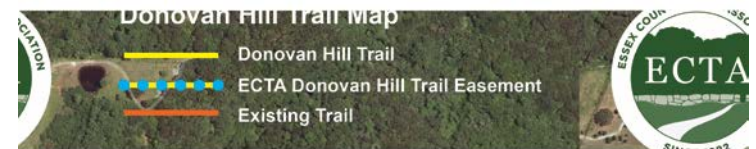
2012 Completed Trail Projects

- Discover Hamilton Trail
 - Boardwalks, Trail Rerouting & Signage



2012 Completed Trail Projects

- Donovan/Sagamore Hill
 - Trail Repair
 - Trail Rerouting
- Donovan Ballfield Trail



2012 Completed Trail Projects

- Ocean Meadow Boardwalks
 - with West Newbury Open Space Committee



2012 Completed Trail Projects

- New England Biolabs & H-W Open Lands Trust Riverside Preserve



2012 Completed Trail Projects

- Willowdale Three Pipe Trail



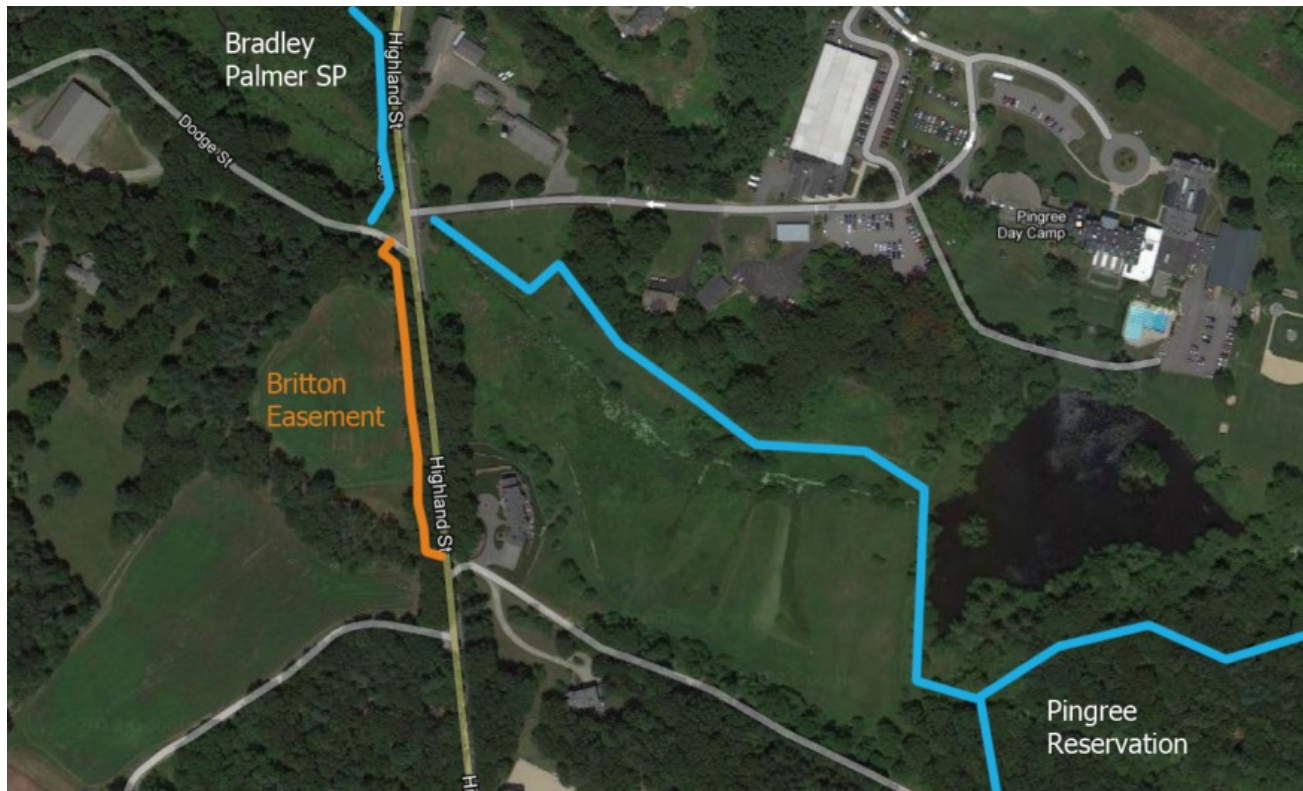
2012 Completed Trail Projects

- Dow Brook Conservation Area (Ipswich)
 - Boardwalk & Trail Work



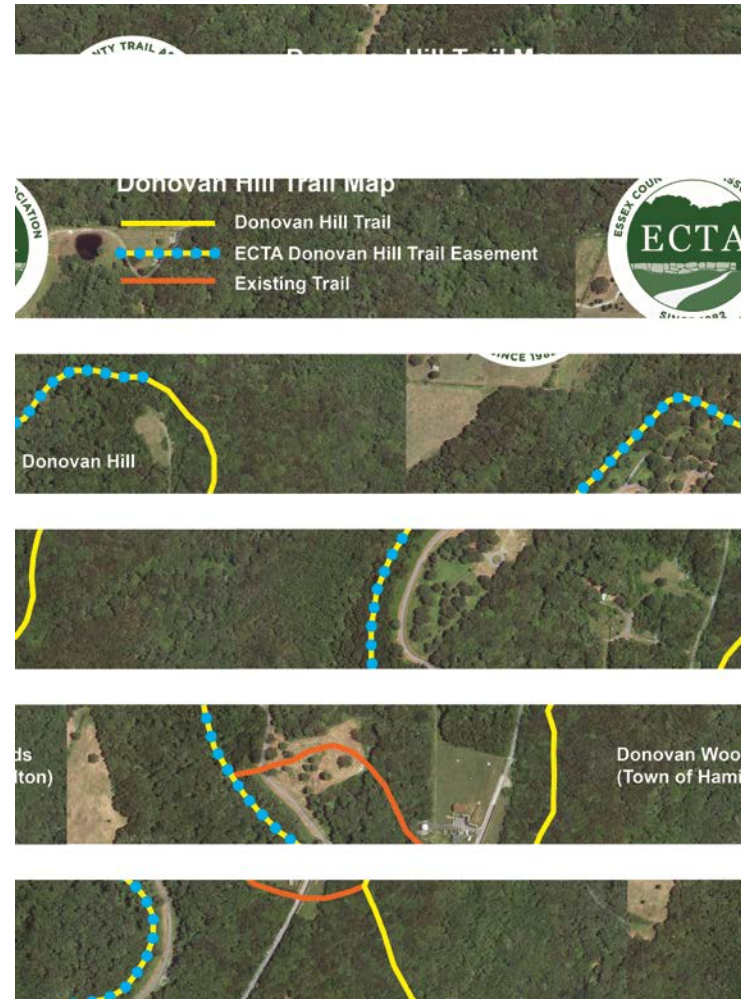
New Easements

- Peter & Bea Britton (Hamilton)



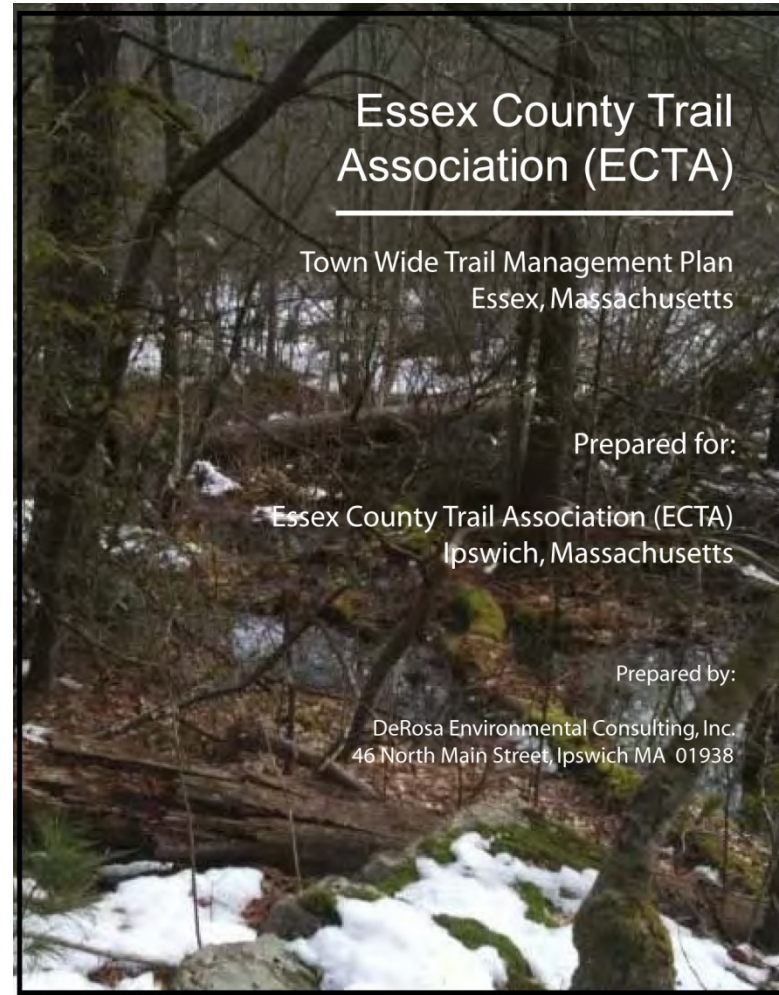
New Easements

- Donovan/
Sagamore Hill
(Hamilton)
- Windover/
Sagamore Hill
(Hamilton)



Specialized Expertise

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



Volunteer Work Days

- 2012
 - Bradley Palmer
 - Dow Brook
- 2013
 - May 11,
Turkey Hill, Ipswich



Fundraising Events

- Equine Expo
 - April 27, 2013
 - 9 am – 3 pm
 - Topsfield Fairgrounds Arena Building



Fundraising Events

- ECTAthlon
 - June 1, 2013
 - Team Relay:
Run-Bike-Ride-Paddle
 - Bradley Palmer State
Park to EBSCO, Ipswich



Fundraising Events

- Myopia Polo Day
 - June 23, 2013
 - Neil Ayer Cup



Fundraising Events

- Annual Fundraiser Party
 - “Endless Summer”
 - Stay posted for 2013 details



Fundraising Events

- Run for the Trails
 - September 21, 2013
 - Myopia Schooling Field
 - 5 Mile & 10 Mile Races



Fundraising Events

- Pan-Ipswich Challenge
 - October 26, 2013
 - Hood Pond to Crane Beach
 - 20 Mile Walk/Run

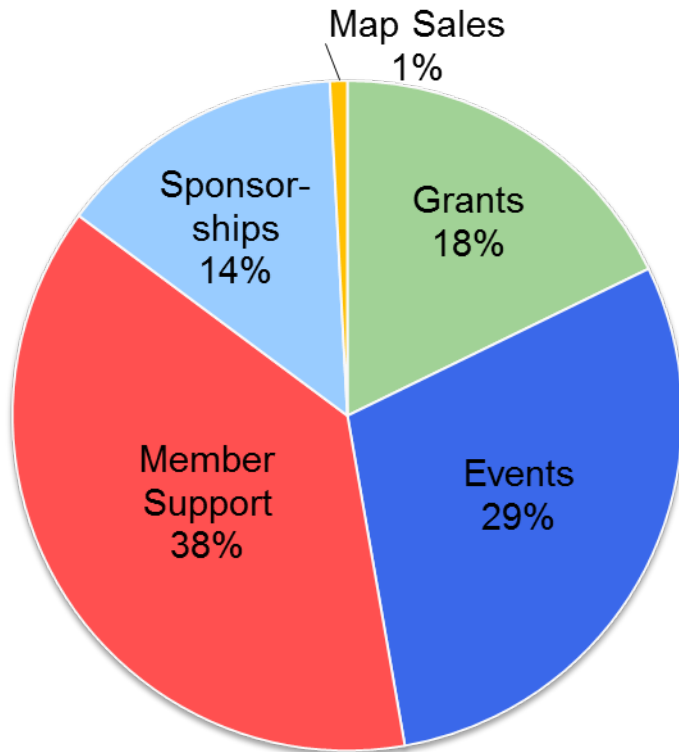


Monthly Trail Events

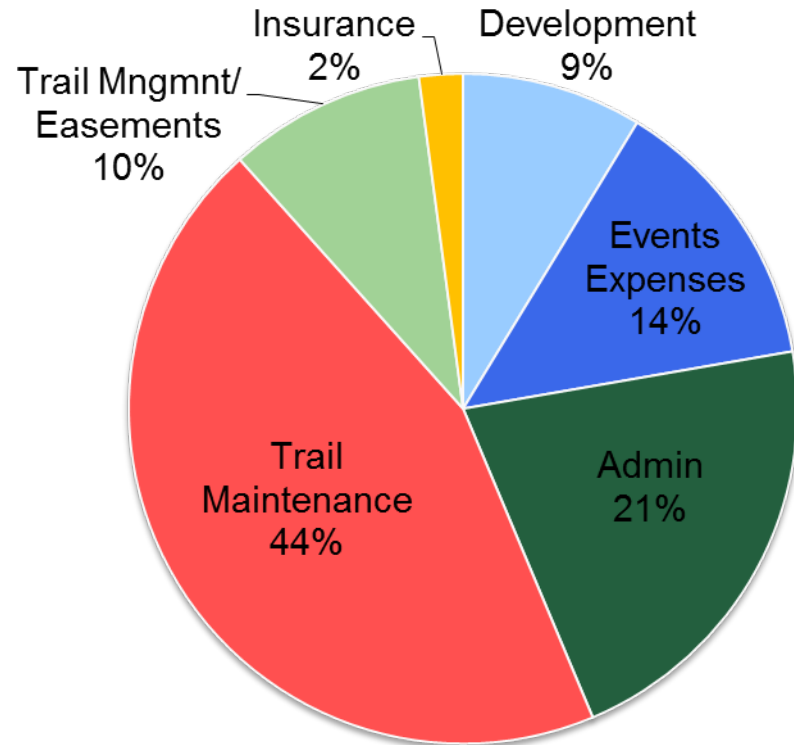
- Upcoming Events
 - Rail Trail Bike Ride
Sun April 14th
 - Discover Hamilton
Trail Walk Sat May 18th



2012 Income & Expenses

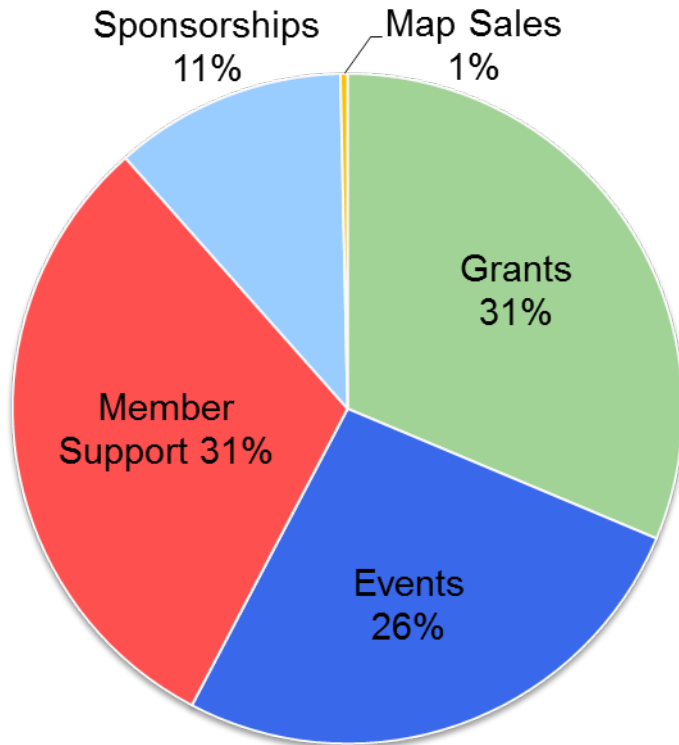


\$209,730

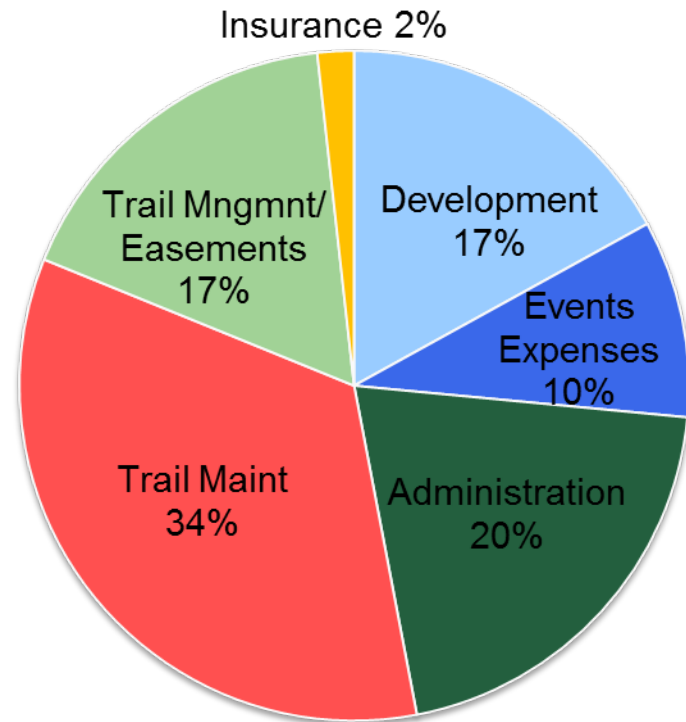


\$263,889

2013 Projected Income & Expenses



\$294,405



\$294,305

Primary Goals for 2013

- Increase Membership & Participation
- Improve Visibility
- Expand Trail Maintenance
- Identify At-Risk Trails & Pursue Easements
- Secure Financial Sustainability



Increase Membership & Participation

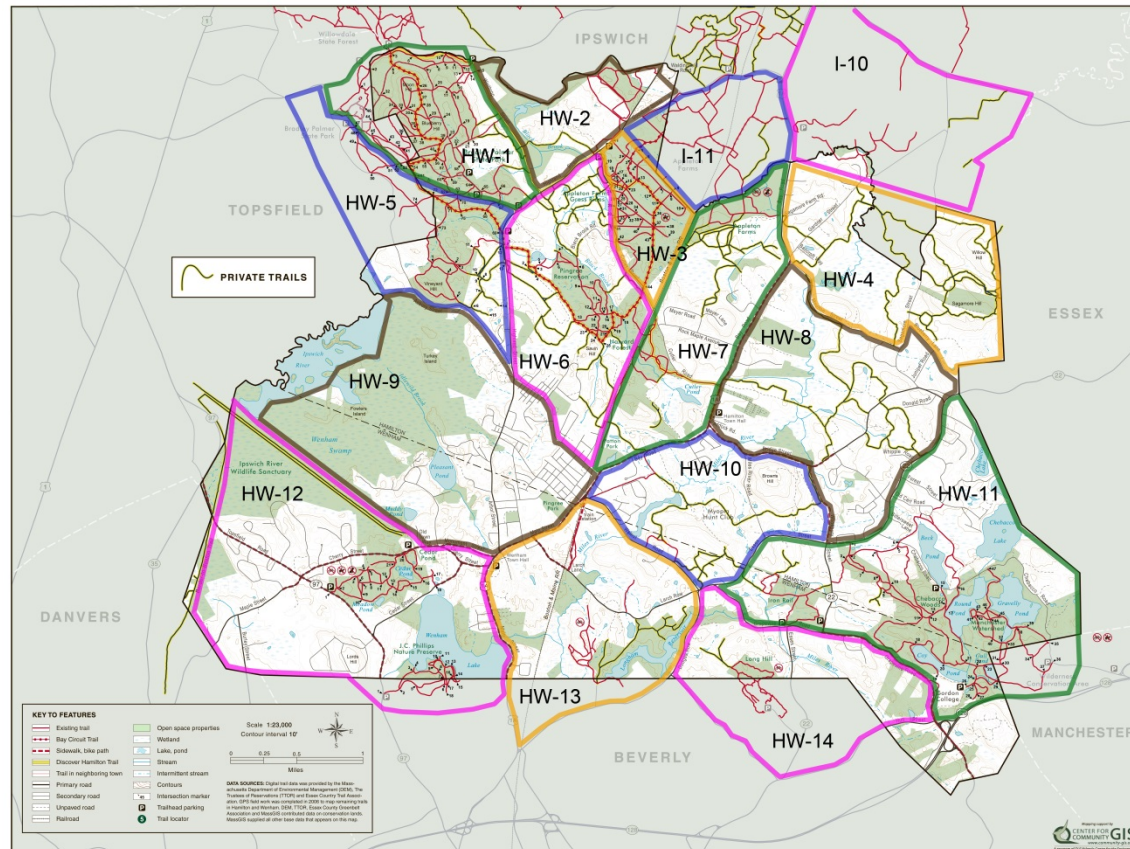
- Membership Drive
 - 560 Current ----- > 900 Goal
- Increase Volunteer Opportunities
- Expand Monthly Trail Events
- Strengthen Partnership Relations

Improve Visibility

- Print & Web Media
- Person to Person & Word of Mouth
- Social Media: Facebook & Meetup.com
- Trail Signage / Trail Sponsorship Program

Expand Trail Maintenance

- Restructure Trail Steward Program



Expand Trail Maintenance

- Expand Trail Mowing Program
- Seek out funding for Trail Mowing Program
- Maintain Prioritized List of All Trail Work



Trail Project List

- 2013 Funded
 - Donovan/Sagamore Hill Trail Repair (DCR)
 - Maplecroft Trail Repair (DCR)
 - Pingree Reservation Trail
 - Turkey Hill Trail Extension, Ipswich (Volunteer)
 - Foster Crossing (New England Biolabs, Inc. & New England Biolabs Foundation)

Trail Project List

- 2013 Public Trail Work Pending Grant Funding
 - IRWA Trail Work (DCR/REI Grant Proposals)
 - Greenbelt County Road Trail (DCR Grant Proposal)
 - Dow Brook Reservoir
(American Hiking Society Grant Proposal)

Identify At-Risk Trails & Pursue Easements



Secure Financial Sustainability

- Engage Volunteer/Advisory Board Committees
- Increase Networking with Corporations, Foundations & Individuals
- Initiate Pledged Giving Program
- Introduce Planned Giving Program

Thank You

Kay Joseph & Sue McLaughlin

Steve Greason

Charles Brunault

Member Q&A

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