

VICTOR HIKING TRAILS
VICTOR TOWN HALL
JUNE 15, 2023

PARTICIPANTS: Dave Wright, Chauncy Young, Ruth Rugaber, Paul Knerr, Jeff Hennick, Jeff Miller

Meeting was called to order at 6:37 p.m. by Dave.

MINUTES: Ruth made a motion to approve the April minutes, Jeff M. seconded, approved.

TREASURER'S REPORT: Ruth Rugaber

Assets as of April 2023:

Checking \$10,102.51

Savings \$1,024.60

PayPal \$317.00

Total \$1011,444.11

Bills paid:

Credit card: \$521.15 -- Trail Boss \$309.07, Fuel \$45.97, Trail work supplies \$166.11

Frontier message line: \$22.77

Saxby: \$240.65 - chainsaw repair

Dave Wright: \$44.78 Annual Victor Awards Luncheon

Larry Fisher: Trail Boss \$19.82

Notable Donations:

\$101 William & Eileen Kuchta

\$500 Jeff Hennick --THANKS!!

\$500 Susan Lasher

Donation Boxes \$.00 Maple Ave.

\$21.00 Old Dutch

\$1.00 Fishers

Misc. Donations:

Ad Revenue: Twin Elder \$60

Amazon Smile: \$37.27 plus \$10.84, probably final payments

Travelers \$50

Other Notes:

1) American Hiking Society renewed 06/06/23 actual contribution level \$125

2) 10 Total paid attendees for Bird Watching event

3) Discussion of the new Meetup policy of charging a service fee when we have an Educational hike fee. If we charge the participant \$5.00, Meetup tacks on another \$1.62.

Motion by Jeff M. to charge \$4.21 plus \$.79 Meetup fee for a total of \$5.00. Seconded by Dave. Approved with 4 yeas.

Jeff M. made a motion to approve the financials, Chauncy seconded, approved.

GOALS

- Four bird houses installed at Lehigh Crossing Park (LCP) on 5/26/23

- Removed invasive Autumn Olive bushes from the edge of the LHP on 5/30/23
- Barb Starr gathering information for a native plant garden at LCP.

Lisa Roberts is investigating the possibility of adding historical information to the kiosks along the Auburn and Lehigh Crossing trails.

- New signs for Domine Woods- Mimi was not present. No update.

MEMBERSHIP: Larry Fisher, absent

- Membership is at 274 with 112 due to renew.
- Meetup is at 843 members.

	Jan	Feb	Mar	Apr	May	Jun
VHT Members	269	272	274	272	273	274
Meetup	790	800	811	827	836	843

PUBLICITY & NEWSLETTER: Dave Wright

- The next VHT newsletter is coming out on June 28. Lisa has submitted an article about the small park projects. Scott has submitted an article about the VHT/HOF and another about the AARP grant.
- Chauncy will update Meetup for the next monthly guided hike.
- Dave will send a press release and update the phone line.

SOCIAL MEDIA:

YouTube:

	Jan	Feb	Mar	Apr	May	June
No. of videos	33	42	46	50	59	63
No. of views	2289	3073	4119	5254	6123	6.6k
Views in last 28 days	412	784	1046	991	869	476
Watch time total (Hrs)	79.2	98.5	119.7	148.4	176.8	188.7
Subscribers	44	54	59	64	71	70

To qualify for advertising income, need 1000 subscribers and 4000 watch hours in past 12 months. If anyone has ideas for new videos, let Dave know. If you take a video, send it to Dave.

	Jan	Feb	Mar	Apr	May
FB people reached	3840	2753	2704	N/A	6038
FB post engagements		695	459	N/A	1828
Insta followers	427	456	470	505	524
Insta accounts reached	534	440	273	448	454
Insta accounts engaged	87	88	51	96	94

VHT Web page - top visited pages:

	Jan	Feb	Mar	Apr	May	Jun
Some Trail Detail Map	2279	1646	1255	1919	3846	1970
Home Page	1077	1201	941	1185	1067	1129
List of Guided Hikes	538	557	411	433	1296	869
System Map	475	356	261	331	291	395
Auburn Trail descrip	144	161	126	261	233	265
VHT Trail List	120	151	131	149	177	213

EDUCATION: Jeff Miller

- 13 birders went to MFBH and saw many different birds.
- Next Educational Tour will be June 25th at the C.E.K. Mees Observatory at 6604 Gannett Hill Rd in Naples. Starts at 8:00 p.m. Optional hike and picnic from 5:30 p.m. to 7:30 p.m. Meet at Jump-off in Ontario County Park. Bring your food, utensils and a lawn chair or blanket.

VOLUNTEER COORDINATOR: Paul Knerr

- National Trails Day June 3rd at Victor Parks and Rec had good volunteer turnout.
- ADK Outdoor Expo on June 10th at Mendon Ponds Park went well.
- Volunteers for the Zero SPF race on July 8th will be directed to sign up on the race website and Meetup.
- Victor Music & Food Festival – August 12th, 4 to 10:00 p.m., Mead Square
- Twisted Branch - Aug 19th
- Hometown Day in the village – Sept 9th, 10 a.m. to 4 p.m.
- Climb Aboard Victor - Sept 16th, 9 a.m. to 3 p.m.

TRAILMASTER: Scott Reinhart

- AARP Capacity Building Microgrant - Walkability – Official announcement will be on June 28th. There will be a webinar on Thursday June 29th from 3:30 p.m. to 5:00 p.m. in the Veterans Memorial Room at town hall to explain our task and share our goals. Board members are encouraged to attend.
- VHT Hall of Fame – 2023 inductees are Jeff Hennick, Larry Fisher, Chauncy Young and Dave Wright.
- Friend to VHT for 2023 – Brian Emelson and Rick Williams have been notified and will be invited to the fall dinner on 10/16/23.
- The HOF and Volunteer Appreciation dinner is scheduled for October 16, 2023 at Fire on Main restaurant.
- Trails and Rails project- The Victor Village has hired a grant writer to look at grants like Main Street and NY Forward to help vitalize the village.

TRAIL BOSS: Chauncy Young

- Maintenance is on schedule. First round is complete.
- Working with Brian Emelson to create a trail to connect Helen's Way with Village on the Park.
- Will meet with Brian to get permission to connect Helen's Way with the Town "Water Tower" hill.

- Stone Brook project with Genesee Land Trust is delayed. Might be able to flag trails by the end of 2023 or early 2024.
- One Billy Goat mower is down due to bad tires.
- Our donated string trimmer has died. Need replacement.
- One hedge trimmer was serviced by Saxby and is back and working. Third unit is still on loan to GROC.
- Trailer is 20 years old and will need to be replaced in future. Looking at an enclosed trailer, \$5-7k.
- Still looking at ideas for storing all of our equipment; rent storage unit; purchase a used shipping container; build a new pole type building; rent space in a barn; shared use with parks and rec.
- Discussed needs and priorities for our equipment.
- Chauncy made a motion to purchase an Echo SRM 2620 String Trimmer for \$360. Seconded by Jeff Miller. Approved.
- Chauncy made a motion to purchase two solid rubber tires and wheels for a Billy Goat for \$600. Seconded by Jeff Hennick. Approved.
- Chauncy will also need to purchase spare parts for the equipment, not to exceed \$250.

LAST MONTHLY HIKE:

- Chauncy led 7 hikers on a hilly, six-mile hike at Mendon Ponds Park.

OLD BUSINESS:

- The Elisha Kasinskas donated items were given away at National Trails Day.

NEW BUSINESS:

- New project at 606 County Road 9 (south corner of Coyler Crossing) called Coyler Park consisting of 5 new homes on 1.85 acres each plus existing home on corner. The back half of each lot will be conservation easement consisting of thick woods and steep hills. The property does not connect to Hundred Acre Woods (town property) or Village on the Park (town property). Not large enough for a loop trail. Dave will send an email to Brian Emelson stating that VHT is NOT recommending a trail on the property.
- A resident of Proximity Lane would like to create a painted rock garden on the Auburn Trail between Maple Ave. and Proximity/Ketchum St. Dave recommended that she talk to the village and town for permission and that it not be placed where the town mows.
- Discussion of printing brochures vs a card file (3" x 8") with a QR code pointing to our map showing all of our trails. Maybe print 1000 brochures to hand out at events and put the card in the brochure boxes. Maybe have a decal on the front of the boxes with the QR code. No decision was made.

NEXT MONTHLY HIKE:

June 8th – Bike ride on the Ontario Pathways from Canandaiqua for an hour and then return.

2023 VHT MONTHLY HIKES & EVENTS

June 25th – Hike and picnic at Ontario County Park, prior to educational event at CEK Mees Observatory

July 8th – Ontario Pathways bike ride

Aug 12th – Genesee Land Trust, Walworth

Sept 2nd - Ring of Fire, evening event at Bare Hill, Middlesex

Sept 9th – Village of Victor

2023 MONTHLY EDUCATIONAL WALKS (All are from 2:00 p.m. to 4:00 p.m. unless otherwise noted)

June 25 - CEK Mees Observatory 6604 Gannett Hill Rd, Naples **THIS EVENT IS FROM 8:00 PM TO 10:00 PM**

July 30 – Geology, East Bethany, NY

Aug 27 - Cemeteries of Canandaigua

Sept 30 - Bird Lecture at The Bird House, Monroe Avenue

Oct 29 - Old Village Cemetery gravestone rubbings, Victor

NEXT MEETING:

The next regular meeting will be on Thursday, July 20, 2023, **at 5:00 p.m.** at Victor Municipal Park, so we can listen to the music in the park at 7:00 p.m.

Meeting adjourned at 8:26 p.m.

Respectfully submitted by Dave Wright