

**Friends of Snow Canyon State Park Directors' Meeting
March 13, 2025**

Place: Ivins City Hall

Attending Board Members: Lori Capshaw, Linda Neff, Barry Neff, Sandy Nelson, George Otott, Alan Risenhoover, Ellen Nathan, Phyllis Winkler, Jim Bily
Excused absence: Kristen Comella

The meeting was called to order by President Otott at 3:00.

Part I. Written / Oral Reports

1. Minutes: The minutes of the February 13, 2025 meeting were approved unanimously.
2. Treasurer's Report: No report but nothing unusual happened during the month. We have heard nothing further from the IRS about our fine appeal. Linda will follow up with them once a month.
3. Membership Report: Written report, approved. Barry noted that there were fewer new memberships than normal.
4. Trail Stewards' Report: Written report from Phyllis attached as addendum.
5. Web Report: Written report attached. Getting an easy to use distinction between donations and membership contributions is proving a challenge and is a work in progress.
6. Facebook: Special kudos were offered for the "poop fairy" post. That led to a discussion of ways FOSC could lead a campaign to encourage dog owners to pick up after their pets. Action was deferred until Kristen can participate.
7. Events: Written report from Lori attached
8. Fund-raising: New memberships are dropping so a campaign may be needed in the fall. One idea that resonated is to have trail stewards actively hand out FOSC business cards to visitors, encouraging memberships. Phyllis will check with Don Hite on the feasibility. Perhaps we could add a QR code linking to the "join" page. Phyllis applied for a \$30,000 grant to replace the vault toilet on West Canyon.

Part II. FOSC Business Updates.

1. Board and officers succession: One potential new board member has decided to wait a year before pursuing the position. Two other potentials could not make this meeting but intend to attend in April.
2. Membership list sharing: The Dinosaur Museum filled their need for help and so the question of forwarding their request to our members became moot.
3. Fund-raising: Contact with Black Desert is postponed until the fund-raising committee has a full complement.
4. Funds disbursement: The Board formally approved Kristen's request to release \$12,750 for various projects.

The meeting adjourned at 3:50

Next meeting on April 10 at 3:00 at Park Headquarters.

Written Reports

TRAIL STEWARD REPORT (Phyllis)

HIKE WITH JESSE: Monday March 24 9AM

This months hike will be a fun hike! Interspersed with education on "the importance of proper trail design and maintenance ".

TRAIL OF THE MONTH: Butterfly

With spring breaks here, Butterfly Trail will require trail alignment with rocks along the entire trail, in addition to the usual Meet and Greet 😊

SPECIAL PROJECT: Toe Trail

A hearty group rallied on Tuesday March 4th after the rain. Trimming along the entire trail was completed clearing the path for walkers and bicyclists

Web Report (Sandy)

Nice increase in the number of views over the last 30 days. The increase in sessions was 40%. 93% of visits to the sites are new users according to Monster Insights which tracks usage on our website.

Events is the page right now that gets many of the "hits", followed by our homepage. As we get further into Spring, I am sure the usage of the Flower and Critter pages will increase.

I am including the graph of usage below. I suspect that many of those peaks coincide with our emails and/or Facebook posts. Great way to increase usage.

Other updates:

1. Created a new page for posting our minutes. That page is accessed on the Tab "About Us". I will post minutes after they are reviewed and approved in our meetings. Thanks for Jim for providing them in PDF.

2. Working with Membership Works as well as Barry and Linda to make our Donation page more clear. Donations are to be donations only with separate entries for people who also want to join when they donate (ditto for those donating and wanting to

renew). We are close to some solutions. Membership works has some limitations in the software that we have to work around.

3. Will be adding new board members as they join us.

4. Will post some new info to News.

EVENTS: (Lori)

Previous Events summary:

1. **Illegal Trail Removal Round 1** Saturday, February 8, 2025; 9a.m. – 11a.m. @ East Berm Trail lot (14 participants and possible new members recruited)

2. **Ecosystems of Snow Canyon** Saturday, March 1, 2025, 10am - Noon @ Upper Galoot Picnic Area (12 participants and a couple of shout outs as to a good event)

Friends of Snow Canyon Spring 2025 Events and Volunteer Activities

Exploring our Cliffs: Bats of Snow Canyon: Thursday, March 13, 5:00pm @ Ivins City Hall.

The Secret Lives of Wildflowers

Wednesday, April 9, 2025, 9a.m. – 11a.m. @ Scout Cave/Johnson Canyon parking lot

Description: Join Park Manager, Kristen Comella, for a 2-mile roundtrip hike along the Johnson Canyon trail as we search for wildflowers and discuss some of the survival strategies they employ.

Illegal Trail Removal Round 2, Tuesday, April 15, 2025, 9a.m. – 11a.m. @ East Berm Trail lot, 100 East in Ivins

Description: Volunteers are needed to move rocks and dig holes in an effort to remove a persistent illegal trail adjacent to the Berm trail. Volunteers should be prepared to dig holes OR lift and haul rocks ranging from 2 to 15 pounds in weight.

Earth Day Celebration Hike, Tuesday, April 22, 2025, 9a.m. – 11a.m. @ Scout Cave/Johnson Canyon parking lot

Description: Join retired Wildlife Biologist, Rick Fridell, for a 2-mile roundtrip hike along the Johnson Canyon trail. During this desert ecology hike, we will search out reptiles, birds, and other Snow Canyon critters while discussing our desert ecosystem.

Yoga in the Park, TBD