

Minutes of the NHSA Board of Directors  
October 17, 2023  
NHSA Tilton Office

Meeting Called to order at 7:00 pm by President T. Willand.

Roll Call

Officers:	President	Tom Willand	
	Vice President	Brian Labrie	
	Treasurer	Nigel Croxon	
	Secretary	Jayne McCulloch	
	Past President	Chris Runnals	Absent
Directors:	Belknap Director	Nelly Roache	
	Assistant	Melissa Binette	
	Carroll Director	Tom Taylor	
	Assistant	Sean Pinard	
	Cheshire Director	Jeremy Evans	
	Assistant	Dan Shelley	
	Coos Director	Charlie Kurtz	
	Assistant	Gail Hanson	Absent
	Grafton Director	Evelyn Ferrell	
	Assistant	Deb Davis	
	Hillsborough Director	Susan Phillips	
	Assistant	Marc Phillips	
	Merrimack Director	Bruce Blye	
	Assistant	Scott Palmer	Absent
	Rockingham Director	Mark Pepper	
	Assistant	Gary Scott	
	Strafford Director	Russ Neal	
	Assistant	Nick Bickford	
	Sullivan Director	Terry Callum	
	Assistant	Vacant	
	Business Director	Kim Bergeron	Absent
Office Staff Present:	Executive Director	Dan Gould	
	Administrative Assistant	Trudy Rahn	Absent

Salute to the Flag

Agenda: R. Neal motioned to approve the agenda as printed, T. Callum seconded. Motion carries.

Introduction of Guests: Russ Davis - Past President, Advisory Board Chair  
Chris Ellis – Easterseals, Camp Sno-Mo  
Ben Adams - Easterseals  
Captain Michael Eastman – Fish & Game  
Dottie Kurtz – Umbagog Snowmobile Association

President Comments: T. Willand – Tom thanked everyone that helped at the Grass Drags. It was a great weekend, and all the help is very much appreciated.

Secretary Report: Motion by E. Ferrell to approve the Secretary’s Report as written, seconded by T. Taylor. Motion carries.

Treasurer Report: Motion by N. Croxon to approve the Treasurer’s Report as printed, seconded by S. Phillips. Motion carries.

Executive Director’s: D. Gould – Update from the Grass Drags NHSA trailer, Dan gave an update on the apparel sales and decals. Decals went fast. SLEDNH apparel was very popular. Update on the portal. A link to download a voucher has been added, members can download whenever they want. Membership reports will go out every Friday. Club reports will go to whoever was on the club information sheet. Club membership payments have gone out by check. Paperwork for ACH has gone out to clubs. Club Membership marketing, NHSA Media Campaign will be going out to encourage members to join a club. Friday is the deadline to register for the Trails Workshop. Annual contract with lobbyist is up for renewal. No changes, no cost increase. Prinoth has invited clubs to an Open House. Dan will send out the details.

Fish & Game: Captain Eastman – Reviewed information in handouts. OHRV/Snowmobile safety training – 1,223 students have been trained since 1/1/2023. Reviewed snowmobile registrations to date. Three new CO trainees are in Field Training. Total of 48 officers. Still on schedule for online registrations in 2025.

Easterseals: Chris Ellis – Introduced Ben Adams. A total of 81 campers attended this summer. Working on Marketing and Ad campaigns for next year. Chris thanked us for all our help, both for the Ride-In and the help during the summer. Thanked everyone that came down for Fishing Day. Chris is happy to help clubs out at events, just let him know. He is only a phone call away. Chris showed a marketing video from the camp showing what camp is all about. Chris will come to club meetings to show the video.

Committee Reports:

Ride-In: T. Taylor – meeting last month. About 12 people on the committee. Theme is superheroes. We are meeting at T&C to show new members the facilities.

Advisory Board: R. Davis – Annual dinner is next week. Thank you to all that signed up.

Annual Meeting: J. McCulloch – Meeting will be May 19, 2024. It will be a breakfast meeting at Mill Falls at the Lake, Meredith, NH. A block of rooms will be held until 30 days prior to the event for anyone that wants to stay and make a weekend out of it. There will be more details available as we get closer to the event.

Assessment: T. Taylor/J. McCulloch – No meeting.

Club Support/  
Super Raffle: S. Phillips/M. Phillips – Marc has worked on the Super Raffle. 28 clubs have ordered books. Three clubs have requested a second round of books. Sled and trailer are available for club events. Club awareness – Mark Pepper will lead a committee and report during the Club Support reporting. Nigel has been highlighting clubs on Facebook with links to their club portal. He has been posting on SledNH and Snowmobiling in New Hampshire.

Confidentiality Policy: K. Bergeron – Absent

Finance: N. Croxon – No meeting. Will review possibility of summarizing income in more detail.

Grass Drags: E. Ferrell – Thanked everyone that came to help. It takes everyone working together to make this event happen. Please thank your clubs. Attendance was strong on Friday and Sunday. Slower on Saturday. 38,500 total in attendance for the weekend. We had a lot of new volunteers this year. Still need to get additional new volunteers for next year. Financial reports could be ready for the next meeting. Appreciation luncheon will be at The Common Man in Plymouth. Volunteers are free, guests are \$30.00.

Insurance: R. Neal – No meeting, no report.

Legislative: B. Labrie – A written report will be emailed to the board.

Marketing: D. Gould – No report

Membership: B. Labrie – No report  
R. Wright – No report

Nominations: K. Bergeron – Absent

Scholarship: R. Neal – No meeting. Ride 603 is offering to add to the scholarship program.

Trails: T. Callum –Trails workshop is November 4th. The cost will be \$20.00 per person.  
Mapping - Nigel has taken on the editing of the map. Garmin and Polaris are interested in partnering again. OnX is looking at building a relationship. Discussions are in process. More details to follow. Please encourage clubs to notify Nigel of any trail changes or modifications.

Pilot Sign Program – Clubs have picked up their signs. Sign vendor will be at the trails workshop. Hoping to be able to run the pilot program for one more year.

Break: 8:04pm - 8:17pm

#### Directors Reports:

Belknap: GIA signing meeting was held.

Carroll: GIA signing. A meeting was held, well attended. Some discussion on portal. Some damage to club trails. Trails Bureau has been helping some clubs in the county.

Cheshire: GIA meeting held. November will be the first regular meeting. Swanzey had some major washouts. Eversource will be repairing some of the trails that are used.

Coos: Grant & Aid contracts are turned in. Colebrook and Pittsburg were hit hard with rain.

Grafton: D. Davis gave report. GIA signing was held. Discussion on the portal. Have asked Dan to attend the next county meeting to answer questions regarding the portal. The meeting will be held at Baker River Clubhouse.

Hillsborough: Held September meeting. The October meeting will be next week. Portal question regarding the additional \$10.00 for joining additional clubs.

Merrimack: GIA meeting was held in person. Concern with the Presidents meeting. Suggested a different venue due to lack of attendance.

Rockingham: Meeting was held, 5 out of 7 clubs attended. Exeter Snow Owls club will be folding this year. Discussion on the Portal.

Strafford: Meeting for GIA, 3 of the 5 clubs attended. One club is struggling without a TA.

Sullivan: Meeting held Monday before Grass Drags. Grant In Aid signing. The county had a lot of rain and has a lot of trail damage. Some trails cannot be recovered. A couple of high-profile closures. Will take 1 to 2 years to get back.

Correspondence: None

Old Business: None

New Business: D. Gould discussed the future of the office. Dan has let the Executive Committee know that he will be retiring on 6/30/2025. He wanted to give enough time to establish a plan to replace him. He discussed the staffing issues and putting an understudy in place to work with Dan for a year.

Tom discussed putting together a transition plan. Details will be shared as things develop.

Adjourn: Motion made by T. Callum to adjourn at 8:59pm. Seconded by R. Neal. All in favor. Motion carries.

Respectfully Submitted,  
Jayne McCulloch, Secretary