

- I. **Call to order:**
- II. **Approval of Minutes** – March minutes (M/S/P)
- III. **Treasurers Report:** Treasurer, Brian Burns – we are handling money for Granddads half marathon given our tax exempt status and will receive a handling fee. (M/S/P)
- IV. **On Going Business:**
 - a. Fund-raising May 13th for mountain bike trails. Will post on ORA Facebook.
 - b. The Omnium – need more volunteers for Saturday. Still don't have a major sponsor.
- V. **Committee Reports:**
 - a. Marketing & Fundraising, Discussion: major donor strategy – Ralph Heath, reach out to: Mt. Borah, Brown Family Foundation, Sandy and Christine Cleary, Bremmer Bank, Century Link, Dairyland Power, Gundersen Health, Ho Chunk, Kwik Trip, Potato King, Trane, Trust Point, Mayo Clinic, Steve Cottrell, Dahl family, La Crosse community foundation, Strye foundation, Dan Gillette, Phil and Melissa Gillette, Ron Houser, Rick and Wendy Loman, Mathy family, Steve Nicolai, Joe and Kurt Payling, Mike Quillin, Dick Record, John and Cathy Reinhart, Chip Schilling, Skogens, Andy and Linda Tempte, Don Weber.
 - b. Water trails – meeting with UWL GIS students on water trails maps next week. Catgut Paddle – meeting Wednesday, registration should go live shortly.
- VI. **New Business**
 - a. REMINDER: Need a big presence at Park & Rec Meeting; Jed and Josh Blum are leading on talking points and communication strategy. Thursday April 20th
- VII. **Executive Director Report**

ORA business

 - Might move ORA board meeting to another time.
 - Continue on Cat Gut and Elf committees, FOBL BOD, attended LAX Bike Swap, developing Bee Week programming.
 - KAMO Meeting

Fund Raising

 - North Face Grant completed and accepted into review.
 - Meeting with Dahl
 - Membership – Fee Structure

Events Coming Up

 - Bee Week, ORA has Monday April 24th
 - Earth Fair – April 30th
 - The Summit – new concept for a theme; How To Get What We Want; changing perceptions and developing policy for outdoor recreation.

Donor Presentation – This is the PowerPoint I’m taking out to donor meetings

Following the City of La Crosse’s Park and Recreation department’s public hearing on March 22nd, the executive committee had a meeting along with several other interested folks about thoughts going forward. Here are the notes from that meeting.

ORA’s plan going forward in response the City’s Environmental Leadership Forum Strategic Plan.

These notes from an ORA executive committee meeting held on Monday March 27th at Marvin’s office. I can’t speak for anyone but myself, but my feeling was that the meeting was extremely positive, not anything in the way of bemoaning our fate. Instead all seemed focused on solutions, ideas we CAN move forward on. We discussed ways in which we can get our story out there and what that story should be – and of coarse this is an open ended discussion, please add your thoughts to mix!

Show Victories

- Propose Trails and more trails – keep pushing forward
- Jed’s Community Forest
- Ongoing Maintenance – highlight the efforts and HOURS

PR, and more PR

- PR Stories
- Create Educational Videos – Positivity!!
 - Interviews – real people
 - Find GOOD science, articles and stories to share

Land Trust - Develop our own land trust as an alternative “tool”

Alternative Silent Sport development sites

- Coulee Experimental Forest
- Private Land Owners – pay to play?