



Solar Outdoors

Steering Committee Minutes

Date: May 19, 2026

Meeting called to order at 7:05pm

Note: Agenda is in regular font

Italic writing is additional information at the meeting

Quorum members present: *Tim Davis, Mike Hobig, Carol McCrie, Jeff McWilliams, Laura Miller, Krisanne Schmidt, Hanne Skaarup*

Others present: *Leslie Cordova*

Minutes approved *Motion to approve by Carol McCrie, seconded by Tim Davis, passed unanimously*

President Tim Davis

- *Has New Business agenda item regarding club events publishing responsibilities*

Vice President Mary Winkler - absent

- Contacted MSU Extension for possible presentation speakers.
- Assisting with foraging hike. - *2 people showed up but was probably due to lack of time to promote it*
- Looking for a Program Chair. *-an important position*
- I won't be able to attend the Steering Committee meeting Tuesday night but I welcome 2026/27's President Tim Davis. Thanks again for volunteering.

Secretary Hanne Skaarup

- *.Requested minutes since I've been doing them starting in 2025 have been sent to tacie for uploading to website per her request.*

Treasurer Carol McCrie

- The Statement of Activity is attached. Cash in bank is \$11,710.24.
- *Up-to-date report through this past weekend. Will report on budget-to-actual financials at June SC meeting.*

- *This time last year we were losing money, this year we are just a little above the break even point.*
- *Ill be summering in Alpena so will not be at the general meetings, but financial submissions can be mailed to Carol, Will be attending all the board meetings.*

Activities Krisanne Schmidt

- *We have a full calendar for the 1st time in a long time*

Past activities:

- Day hikes
- Foraging Hike
- Spring Kickoff Weekend
- Birding/Day Paddle

Upcoming activities:

- Fife Lake Backpacking
- Grand Island Backpacking
- Pictured Rocks Backpacking
- Isle Royale Backpacking
- Foraging Walk – *in July*
- *Picnic in June – bring your own food. Need planned activities like kayaking, bike ride, hiking. Matt Dalton did a kayaking seminar last year – maybe have him do something this year?*
- *Survey suggested there was interest in kayaking activities in addition to backpacking.*
- *Mike said he may set up some kayaking activities on the east side.*

Bylaws/Historian Jim Kadlubowski

- Verify that he is included on the SC mailing list

Education Laura Miller

- Bicycle Maintenance Workshop May 2: Nine participants in the Bicycle Maintenance Workshop on a very cold day.
- Beginning Backpacking Workshop reschedule and on Meetup for
 - Aug. 20 – classroom session;
 - Aug. 22 – gear pickup (if Jeff is available, that works for instructors needed; if not, I may need a helper)
 - Aug. 28-30 – Brighton weekend
 - Sep. 11-13 – Practical weekend @ Sand Lakes Quiet Area in Williamsburg
- Basic Land Nav is on Meetup for:
 - First class: Thursday, September 17
 - Second class: Thursday, Sept 24
 - Third Class: Thursday, October 1
 - Weekend practical: October 10–11
- *Recommendation was made to contact Matt Dalton for kayaking classes. Tim will follow up with Matt. Carol has Matt's contact info.*
- *1 person ahs signed up so far for the Backpacking class – need 6-8 people to hold the class*
- *Church has water leak in wall& electrical problems which are being worked on. Laura has been checking out other locations as possibilities to hold meeting at – Heritage Nature Center – can hold 50 people. Need to explore further. Faith Covenant Church – 14 Mile Rd & Drake – free but there may be a conflict on some Tuesdays.*

Equipment Chair Jeff McWilliams

- Equipment - loaning out some gear to members for trips.
- Also wearing the PR hat, helping get posts on FB and IG about activities and workshops.

Membership Dana Buxton

- 83 Total Annual Members
- 359 Lifetime Members
- 1 New member since 4/21/26
- 2 Renewals since 4/28/26
- 7 Non-renewals
- Sent renewal email to 8 members for memberships that expire in May

- I can't join the SC meeting or the general meeting this month. Mary has agreed to cover for me at the general meeting

Programs Lori (Lorraine) Syc – now OPEN

- I got Detroit Bird Alliance to commit to the July monthly meeting if that helps and works for the club. See attached emails corresponding with them.
- *Carol sent an email to DNR regarding the Wolfe Recovery Project, They have a slide show.*
- *Carol says prior to the 80's the prez was the Program chair.*
- *Howel Nature Center has some interesting events*
- *Cranbrook Bat People – have moved bi the Bat Conservatory is still in existence. Tim will look into.*

Public Relations/Communications Mike Hobig

- Are there any projects in the works or longer term goals that the or the steering committee is working on? Laura said she had some thoughts but we've yet to discuss them.
- Do we elevator pitch description of the club, else I will want to codified version that reflects the current club or make a version we can shop around possibly to other clubs and media to get exposure. I would also ask club members what other groups they are in and see if we can cross pollinate...perhaps we could draw in from groups we haven't thought of. Some colleges may have outdoor clubs, perhaps we can draw in folks aging out of youth groups or church groups locally, even senior groups that may be interested in the travelog programs, they may be a good conduit to younger relatives for our more active pursuits.
- *Tim has the Blue Box – the Welcome Board stuff.*

Webmaster Stacie Kitchen

- Updated home page
- Added calendars to home and calendar page
- Added YouTube presentation to home page
- Updated equipment information about upcoming price change.
- Asked for photos to use on home page in committee and Google groups
- This summer when things get slower for me and it's not as hectic in my personal life I'll work on apparel and products line site
- *Great job on updating the events calendar.*
- *Mike Hobig requests his old BIO be used to update the website*
- *Steering Committee section on website needs updating as we 've now changed officers.*

Unfinished Business

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New Business

- What are the roles & responsibilities for posting events on our various platforms. Who is responsible for posting to FB , Instagram, Meetup and Solar website (Stacie)
- Does who posts to Meetup depend on the event? Who posts on Meetup for a workshop vs an activity like a hike or trip. Are some posts handled and posted by Education and Activities respectively? Who has the responsibility to post on Meetup for our monthly programs?
- This needs to be discussed with everyone and documented to ensure everyone is on the same page.
- From Jeff McWilliams' email on Social media responsibilities, etc.
 - As Equipment Chairperson, posting to social media is not among my responsibilities. I guess you could say I've "taken initiative" to step up and help, even when help wasn't requested. As the "audio-visual guy", I'm the only one who knows how to set up and run the live streaming equipment, ensure the stream goes live on Facebook, and later transfer it to YouTube. We didn't have a YouTube presence until I created it with Jen Tislerics's help. YouTube is another social media platform that everyone is familiar with, and it allowed us to move all our old videos off of Facebook when FB began enforcing a time limit on video storage and hosting.
 - Posts on FB and IG: I only create social media posts for activities and workshops **after** they appear on Meetup. I don't unilaterally create Meetup posts. Even for activities or workshops that I run (Basic Land Nav, the Red River Gorge weekend), I wait to get approval from the respective Activities or Education chair. Then, I have them review a draft of my Meetup post for approval before it goes live. (Only other Meetup organizers can see drafts.)
 - Why do I create social media posts when it's not on my list of responsibilities? I feel strongly that social media is a critical (but not the only) means of attracting new members and engaging existing ones. But to be successful, you have to create engaging content. Facebook, Instagram, YouTube, and TikTok are full of advertisers and influencers creating highly polished content to attract viewers. Unfortunately, we must compete in that space just to gain visibility. Otherwise, viewers will just scroll by. I'm not saying we need to create "influencer" like videos, but at a minimum, our posts need a decent photo and accompanying text. We sometimes struggle with these modest requirements.
 - Here's a snapshot of our current Meetup events (image below). I'd argue it's engaging because each post has a good accompanying photo. If they all had the stock club photo (the one currently being used for the Annual Picnic and Gear Swap), the events list would be pretty boring. Finding good, royalty-free photos without copyright restrictions can be a lot of work. The mushroom photo came from my friend Ken Lemieux. The moose photo came from Isle Royale NP's website, which hosts some public domain community photos. The photo for the Beginner Backpacking workshop came from my trip to Iceland last year. We use these same photos to create posts on IG and FB to promote these activities. Ideally, the person leading the workshop or activity should provide an interesting photo to accompany the announcement, but this doesn't always happen. Good photos get people's attention and help us get more views and engagement.
 - Also, I've seen that other Steering Committee members struggle to use Meta Business Suite to create posts on IG and FB, and to use the Facebook Professional Dashboard and the Meta Business Suite "Content Insights" pages to monitor followers and engagement. Those are useful tools for seeing which posts perform well and which ones don't. You can't easily use these tools on your phone while sitting on the couch. It takes some intentionality to sit on a laptop, use these tools, and consider what content engages people and what doesn't. None of us are marketing professionals, and we're all volunteers. I just happen to be more technically savvy than most, so I've been stepping up to fill gaps where I see them, hopefully without overstepping. I'd be happy to share what I know with others on Steering Committee (Activities, Education, PR/Comms) to help them feel more confident managing the club's social media presence.
 - In the past, Steering Committee members occasionally formed subcommittees to tackle tasks too large for one person. For example, the 50th Anniversary Party required a subcommittee because planning and executing that event took significant effort. I'd be happy to join a social

media subcommittee led by the PR/Comm chairperson, Mike Hobig. Perhaps that would help resolve some of the ambiguity we currently have regarding responsibilities.

- *In summary:*
 - *Yes posts are handled separately by Education and Activies . Krisanne posts to Meetup and handles the Activities calendar. Jeff handles Facebook*
 - *Jeff is adamant that photos accompany posts on Fb due to the competitive nature of social media today.*
 - *There is a need to get more people involved in live streaming, for example, PR or Programs persons. A meeting to review live streaming by Jeff is recommended.*
 - *Tim wants a ZOOM meeting to organize posting on social media*
 - *June 16, 2026 @ 8pm – meeting will be setup to discuss the survey results.*

Next meeting June 23

Meeting Adjourned 8:17pm

Meeting minutes notes taken by Hanne Skaarup