



# Serve. Steward. Support.

*A Guide to Joining the WinMan Trails Board*



## Welcome Letter

Thanks for considering a spot on the WinMan Trails board. Whether you're a long-time supporter, a Northwoods neighbor, or someone who's just discovering what makes this place so special, we're thrilled you're here.

WinMan isn't just a trail system. It's a shared dream built with sweat, laughter and a stubborn belief that outdoor spaces should be open, free, and welcoming to all. We're more than mountain bikers and skiers, we're stewards, community-builders, and wild optimists. And right now, we're looking for new board members to help us keep growing with intention and joy.

If you've got a passion for outdoor adventure, a heart for community, and a bit of time and talent to give, we hope you'll join us on this ride.

Warmly,

Samantha Wolter and Isaac Cowart

## About WinMan

We are a nonprofit public trail system in the heart of the Northwoods. With 1,300+ acres of year-round trail access, we provide outdoor experiences that inspire adventure and strengthen community.

We're powered by professional staff, volunteers, donors, local partnerships and people like you.

- **Founded:** 2013
- **Visitors:** 60,000+ annually from 30+ states
- **Economic Impact:** \$5+ million/year
- **Trail Systems:**
  - 25 miles of purpose-built mountain bike trails
  - 24 kilometers of cross-country skiing trails
  - 10 miles of snowshoeing
  - 10 miles of groomed fat tire biking
  - 7 miles of running and hiking trails

## Why Join the Board?

Serving on the WinMan board means more than attending meetings. It involves:

- Shaping the future of one of the Midwest's top outdoor recreation destinations
- Supporting barrier-free outdoor recreation with something for everyone
- Strengthening a growing nonprofit and regional economy
- Building meaningful connections with others who care about nature and community



## What We're Looking For

We aim to build a board as dynamic and diverse as the people who use our trails. Here's what we value:

- A passion for the outdoors and access for all
- A collaborative spirit and a willingness to roll up your sleeves
- Experience in areas like:
  - Nonprofit leadership
  - Fundraising & donor relations
  - Finance/accounting
  - Legal or governance
  - Trails or land stewardship
  - Marketing, branding, or communications
  - Community engagement
  - Tourism management

## Board Responsibilities

We know your time is valuable. Here's what board service typically includes:

- **Term:** 3 years (renewable)
- **Meetings:** 6-8 per year, virtual and in-person options
- **Time Commitment:** 6–10 hours/month
- **Participation:**
  - Assisting in the development, approval, implementation, and monitoring of the organization's strategic plan and budget
  - Providing organization vision, annual staffing approvals, ongoing financial management



## Our Current Priorities

As we look ahead, we're focused on:

- **Bringing WinMan BaseCamp to life:** creating new ways for visitors to connect, stay, and support the trails they love.
- **Tapping into community talent:** building clearer pathways for volunteers to get involved, feel recognized, and find meaningful roles.
- **Securing our future:** growing our endowment through thoughtful fundraising so we can keep the trails open, free, and thriving for generations.
- **Strengthening our board:** evolving our structure and practices to support a high-performing, collaborative leadership team.
- **Deepening trail excellence:** continuing to build, measure, and maintain exceptional trails for riders, hikers, skiers, and explorers of all kinds.



We've got a solid five-year strategic plan and room for bold ideas.

## Ready to Apply? Here's How.

We'd love to learn more about you. To apply, please send us:

1. A resume or summary of your relevant experience
2. Application form

Send materials to: [info@winmantrails.com](mailto:info@winmantrails.com)  
Applications are reviewed by our Governance Committee, and we'll follow up to schedule a conversation.

