

Ice Age Trail Alliance, Inc.

Policy: Trail Memorials

Approved: Board of Directors

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As Amended Through: April 18, 2024

Related Policies: Philanthropy and Gift Acceptance Policy, Segment Name Policy

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1.0 Background and Purpose

The Ice Age Trail Alliance, Inc. (the “Alliance”) receives requests asking to locate and/or name infrastructures on the Ice Age Trail (the “Trail”) in memory of or in recognition of individuals or events. Because a majority of the Trail traverses land not owned or encumbered by the Alliance the authority of the Alliance to make memorial or recognition decisions is limited to a) Alliance owned or encumbered land and b) the process of collaboration with governmental (Agency) and private landowners. An Alliance Memorial Policy will enable Alliance staff to better serve members of the public, provide timely responses to Chapter inquiries, avoid potential conflicts with Agency partners and may generate a modest stream of revenue for the Alliance.

2.0 Authority

Authority for this Policy is provided by the Alliance Bylaws.

3.0 Memorial Definition

A memorial is a structure or physical area in memory of or in recognition of an individual or event with a significant connection to the Trail. These can include, but are not limited to, recognition plaques or signs; boardwalks, bridges, kiosks, parking areas, trailheads and areas of land or water restoration (e.g. prairie restoration, stream/river/lake clean up). Trail memorials will be used to raise funds for high priority trail infrastructure needs and are to lay lightly on the land as described in section 4.0.

A. Benches

Alliance staff will not accept requests for benches from the general public. Volunteer chapters in good standing may lead efforts to install memorial benches following all guidelines detailed in this policy including communication with the Director of Philanthropy throughout the process and approval from the property manager.

4.0 General Guidelines

The Vision Statement and Attributes statement defines the Trail experience as "...a place where all people can enjoy and embrace the unique natural, geologic landscapes and cultural histories of Wisconsin..." Memorials should add to and enhance the trail user experience but not detract from the spirit and intent of the Vision Statement and Attributes or the Trail itself. The Trail, its infrastructures and memorials should lie lightly on the land.

5.0 Specific Guidelines

A. Location and Size

Memorials shall not block or impede viewsheds or any significant or natural feature of the Trail. Memorials shall be spaced so they do not detract from the hiker's sense of being in a natural environment.

B. Message

Memorials shall not be used to promote any specific, religion, political affiliation, or contain political messaging.

C. Type

Memorials shall be designed and installed to blend with the Trail so as not to distract from the natural beauty and/or geologic feature of the Trail.

D. Cost

The initial installation and ongoing maintenance costs for the anticipated life of the memorial and any cost sharing agreements with donors shall be determined by the Alliance and shall be consistent with any landowner policies or guidelines for the property in question. Should such landowner policies or guidelines exist, they may constitute a reason for approval, disapproval or modification of the memorial request, or referral of the request to the landowner or an entity other than the Alliance, for decision. Memorial fees will be determined by the Director of Philanthropy with consideration of project costs and funding need.

E. Memorial Duration and Upkeep

The Alliance guarantees that memorials will remain in place for 5 years from time of placement unless removal is agreed upon as detailed in section 6.A. After 5 years, the memorial may be removed if the existing structure needs repair or regular maintenance. At this time, the original donor will be contacted (using the information provided on the Trail Memorial Tracking Form) with the option to renew the memorial with the fee to be negotiated. Benches will not have an option for renewal and may be removed after 5 years if in disrepair.

6.0 Committee and Staff Responsibilities and Authority

- A. All memorial requests shall be submitted to the Director of Philanthropy, or as otherwise assigned by the Executive Director & CEO, for consideration and action. The Director of Philanthropy will be the point of contact for memorial requests and will negotiate with a prospective memorial request/donor, communicate with other Alliance staff and programs, and confirm approval of property managers.
- B. Any memorial project is dependent upon Alliance capacity, federal, state, and local regulations, and/or environmental or other unforeseen factors.
- C. Either party may request the removal of a memorial with written notice and the memorial will be removed within 60 days of notice. The Alliance reserves the right to remove any memorial which memorializes an individual or business whose actions are no longer aligned with the Alliance's mission, vision, statement of inclusion, or other organizational attributes.

Trail Memorial Tracking Form

Instructions: This document tracks memorial requests made to the Ice Age Trail Alliance staff. This process is completed by the Director of Philanthropy.

Date of request	
Type of Memorial (materials and design)	
Location (park/property, and description of location or GPS coordinates) and ownership (city, county DNR):	
Name and contact info for Property Manager:	
Property Manager Approval	Yes No
<p>Please provide plaque text. An example follows.</p> <ul style="list-style-type: none"> • Line 1: In Memory Of: • Line 2: Person being memorialized name • Line 3: blank or a short verse/saying or 19xx – 20xx 	
<p>Donor Representative</p> <ul style="list-style-type: none"> • Name • Mailing Address • Phone Number • Email 	
Date of Donation/Payment Received	
Date Memorial Item (w/ Plaque) Installed	
Official Completion Email Sent to Donor	Yes No
Initial Term Expiration Date (if applicable)	
Special Instructions/Notes	