

**SUMMARY OF MORCA REGULAR MEETING**  
**January 6, 2014 at 6:30 PM, Black Bear Diner, Seaside**  
**Prepared by Henrietta Stern, Secretary**

**Attendees:** 14 members including directors Joel Trice (P), Ken Howat (VP), Henrietta Stern (S), Sue Benjaram (MAL) and Phil Craig (MAL). Treasurer Nick Madronio could not attend.

**Item 1: President's Opening Remarks**

**Action:** Joel introduced the new directors and briefly reviewed our many activities in November and December 2013. He reviewed the many contributions and volunteer hours by outgoing President Darius Rike, and presented a gift of an engraved portable McCloud plus a nice glass plaque.

**Notes:** The gift was paid by individual contributions.

**Item 2: FORA-ESCA Update/Reuse Issues**

**Action:** Henri (and Sue) reviewed that Dec 9 Ft. Ord Committee and FORA-ESCA Community event on Dec 11 as well as important future action by the County in Jan-March 2014. Jason asked for support on future action regarding County or Seaside action regarding Monterey Downs.

**Notes:** Henri noted that County staff appeared to be open to help in replacing signage once land is transferred. The directors previously agreed that making an appointment with Carl Holm (RMA) was a good idea to provide a general overview of Happy Trails issues. Sue, Phil and Nick indicated availability to attend daytime meetings. Jason reviewed possible actions regarding Monterey Downs—no specifics are known at this time. The Board will review any specific request for support based on the information presented at that time.

**Item 3: Trailwork**

**Action:** Darius reviewed December accomplishments and plans for Sat January 18. The trail committee will meet Thursday Jan 16 at 6 pm at Mountain Mikes in Marina.

**Notes:** The volunteers thank Dawn for the wonderful trailhead lunch in December! Darius requested a food sponsor to come forward for January 18<sup>th</sup>. January will focus on T50 and 49. Darius has permission to bring in some water and equipment to better pack the trails given lack of rainfall. The 3-month plan is on the website under trails. Darius is looking into a nice metal "trail work ahead" sign at trail entrances. He suggests checking out the trail one week before to ensure a smooth work effort.

**Item 4: Treasurer's Report**

**Action:** Joel reviewed current balance and expected expenses and revenues. He will work with Nick to prepare a budget for review in February.

**Notes:** The current balance is \$8,526. Unknown income from IMBA membership is expected by mid-February. Expected expenses include insurance ( IMBA negotiations in progress), \$500 for bike bells (if BLM approves), \$370 night riding payment (Oct-Dec 2013) and \$100 for FORT Friends group membership.

**Item 5: Calendar for 2014 – major events and call for volunteers**

**Action:** Ken maintains a detailed calendar on the website. Sue and Henri plan to create an overview of big events. Joel reviewed the major events for which volunteers are needed as well as a lead person (or committee).

**Notes:** Please be aware of the following major events and set aside time to help volunteer. Karl reviewed building tasks for **April 4-5-6 for Santa Cruz mtn bike festival**. Ken to help with outreach and other tasks. **SeaOtter is April 10-13** this year and planning starts very soon. Joel to be overall lead. Ken to run dual slalom volunteer effort. Darius the lead on night ride. Many volunteers needed as we wish to staff IMBA booth and a separate MORCA booth. **May 14 is Twilight Ride + Chili Tasting at Laguna Seca Track**. We usually volunteer at FT Ord Natl Monument birthday celebration (May??) and participate in Hammerstein 24-hr ride (May 24-25??). **October 4 is TAKMBD (need new committee chair)**, and later in month is Public Lands Day (date unknown). **November 1 is our planned Night Ride Kickoff and November 12 is another Twilight Ride at Laguna Seca** (perhaps a Brat tasting?). We agreed each major event needs a “how to” manual with key contact people, media outreach, permits needed, critical path timelines, resources, volunteer logistics, words of wisdom, etc. Lisa has done a nice job with TAKMBD already.

**Item 6: Major Projects or Goals**

**Action:** Joel reviewed five major projects for 2014: (1) bike park; (2) trail signs/loops; (3) outreach to land managers; (4) membership growth; and (5) Bells 4 Bikes. He asked for members to volunteer to help lead and achieve these initiatives.

**Notes:** **BIKE PARK=** Ken passed around a nice basic overview of what a bike park is along with potential benefits to show to land managers and other stakeholders. We agreed we need to reach out to other interested parties and set a meeting with County Parks. Goal was to create a separate committee by end of January. Other contacts include Sup. Jane Parker staff, County Parks staff, BLM Eric Morgan, Keith Defiebre and Art McLoughlin (Youth Camp).

**TRAILS SIGNS AND LOOPS=** We noted the IMBA MTB Project App, related ideas on our website, and noted that FORT Friends/BLM are exploring QR code and audio information, which can also serve as a link to MORCA website as well as other sites with trail info. A previous idea was sample rides on our website (“Rides” tab) for beginner, intermediate and advanced, Yonder and other social media.

**OUTREACH TO LAND MANAGERS=** This includes County (Happy Trails and Toro Park), Monterey Peninsula Regional Park District (Palo Corona) and others. Members should attend meetings; directors should request personal meetings with upper management staff. County lands.

**CONTINUE MEMBERSHIP GROWTH=** Joel’s goal is 300 members. We brainstormed ideas on how to achieve this, with emphasis on attending events and taling to people. Each member should have business cards to pass out.

**BELLS 4 BIKES=** Darius awaits BLM approval to have a box for loaner bells at trailheads; evidently there is a concern that bells may be interpreted as “clear the runway” rather than a helpful “I’m here” communication—our experience is that others appreciate the bells. Bells were passed out to 2013 volunteers as a thank you.

**Item 7: New Volunteer Positions**

**Action:** Joel described three key roles where help is needed. They include: (1) Member Benefits (welcome packet, obtaining more benefits), (2) Fundraising/Sponsors (Ellie and Joel already have laid out a foundation), and (3) Marketing (social media, printed materials) etc.

**Notes:** Joel described these positions in more detail and will post that information soon. These can also be shared tasks. Everyone please step forward and help out as you can... you all have some talent that contributes to the whole, even if it is just folding or delivering brochures.

**Item 8: Other Business--MORCA Patches**

**Action:** Thanks Brian for his efforts on providing nice examples of non-reflective and reflective patches. He will clarify costs for non-reflective woven type and for reflective embroidery type.

**Notes:** Await info and decide next month.

**Other Business—Business Cards and brochures are Here**

**Action:** Everyone take cards to share as needed. Need help delivery brochures to bike shops and other appropriate locales.

**NEXT MEETING –MONDAY FEBRUARY 3 AT 6:30 PM—BLACK BEAR DINER**