

SUMMARY OF MORCA BOARD MEETING – Monday, June 1, 2020
Via Zoom Conference Call

For more info, visit the MORCA website: www.morcambt.org

Your 2020 Officers/Directors are: Mike McGirr (Prez), Brian Tomasini (VP), Henrietta Stern (Secty), Nick Madronio (Treas); and Jim “Mort” Morton, Jen Acorn and Rodrigo Sierra (Members-at-Large)

Next Regular Board Meeting: Monday, July 13, 2020 at 6 PM—(via Zoom?) Note changed date

Secretary Notes: All directors were present except for Brian. Other members attending were: Darius Rike, Lisa Rike, Ken Howat, Molly Bauer and John Beardshear.

6/1/2020 Agenda (minor renumbering by HS): President Mike McGirr opened the meeting at 6:05 PM.

1. **Secretary Report**—(A) Henri reported that the Army’s July 18 open house bus tour has been cancelled. We agreed we need to agendize approval of the minutes. The minutes for May 2020 were approved unanimously (Mort made motion, Nick seconded).
2. **Treasurer’s Report**— Our combined balance is \$30,531, which includes \$1,519 for Trail Fund and \$150 for Pump Track Fund. Income was \$2,126, comprised of Make Your Miles Matter donations (\$899 accounts for Paypal fees), IMBA membership dues (\$1,024) and other donations \$204). Expenses totaled \$1,784, including purchase of custom “maskas” from Primal (\$683), PO Box fees (\$106) and Insurance (\$995). Henri to send out thank you to donors.
3. **Make Your Miles Matter Campaign**—Mike reported that 16 participants recorded 895 miles and raised \$1,346 during the week of May 17-23. MORCA matched another \$1,000 for a total of \$2,346 to the Food Bank of Monterey County. Yay riders and a huge **Thank You to Lisa Rike** who did such an excellent job publicizing on social media and managing this event. Henri to prepare News Release to KSBW “CommUnity” program (Note: release sent but no action by KSBW).
4. **Sea Otter Classic (SOC) is scheduled for October 1-4.** We will continue to monitor the Covid situation and plan, but realize it could be cancelled. Our camping spot is at A-166.
5. **Take-a-Kid Mtn Biking Day (TAKMBD) is September 19, 2020** – We discussed how this event is a question given uncertainties about Covid social distancing rules at that time. It was noted that many families with children are on the trails. Henri to contact BLM about their thoughts and think about potential scaled down event that would comply with Health Dept. Orders.
6. **Trail Work Report**—Darius reported we have **342 volunteer hours to date**. BLM is allowing a small MORCA group to do work (but no vehicles, which limits what and where work can be done). Core group has been working Thursday afternoons and some Saturdays. John B. noted that a water tank and transport is key to do a proper job. At the request of Conservation Lands Foundation, we discussed possible **“Shovel Ready Projects”** for a list of projects as part of a possible federal jobs creation bill. Concepts included a short-span bridge over Couch Canyon creek bottom, system-wide brushing, graveling the top of T65 and others. Henri consolidated BLM and MORCA ideas and transmitted them for review and help with cost estimates. She needs input by June 10.
7. **Toro Park/Monterey County Update**— Meetings and trail work have been on hold due to Covid. The County has opened Toro for trail use only. We briefly discussed when it would make sense to request to do work on Toro trails again.
8. **President’s Report**-- (A) Mike indicated we have **129 active IMBA members** and noted IMBA memberships are beginning to erode. (B) Mike reported that our **booth at 8th&Gigling** on May 16 had good engagement. Thank you to Mike, Mort, Dave, Jen and Rodrigo for staffing the booth. We discussed doing this again on the same day as a Saturday trail day with potential live feed of

trail work, and the booth could be good for staging and post-work snacks. Due to extensive discussion, see new Item 11 for more info. (C) Mike is suspending active pursuit of \$6,100 **PayDirt Fund grant**, and TAMC bicycle station grant due to Covid. (D) Mike will again pursue relationship with **Sierra Nevada Brewing** associated with trail work and/or SeaOtter (pending). Also don't forget Hydroflask.

9. NEW BUSINESS – We discussed three items as follows:

- A. Latino Conservation Week (July 18-25)**- Henri noted that the Hispanic Access Foundation, which created Latino Conservation Week, suggested not doing group events this year due to Covid issues. So instead of a MORCA-sponsored trail day, Henri suggested featuring local Latinx leaders on our Facebook page and website (e.g., Rodrigo Sierra, George Garibay and Ralphe Osuna). She created a rough list of questions with emphasis on how the person got involved in the outdoors and how to encourage more Latinx participation. Lisa suggested a video interview (live or with Zoom) rather than expecting someone to fill out a questionnaire. Jen volunteered to be the interviewer. Henri to refine the questions this week. Ken said he would contact George. Henri to contact Ralphe (and a few others). Rodrigo said he would participate and suggest others. To provide time to edit video and post by mid-July, the interviews should be done by end of June.
- B. #SheShreds Women's Ride**- Jen suggested this hashtag for a renewal of the MORCA women's ride, which we did for several years in the past. We want to complement and not compete with groups such as Girls Rock. Due to Covid, we chose not to act on this (or any group ride) as a sanctioned MORCA ride at present. As we move back into hosting MORCA rides, a women's ride is always an option, pending ride leaders who commit to lead on a regular basis for the ride to be listed on the MORCA calendar/website/sign-ups. Ad hoc small group rides by individuals are the best option now, in compliance with Social Distancing rules.
- C. Facebook Posting Policy for Sale Items**- We noted a spike in items for sale on the MORCA Facebook page (perhaps due to all that Covid housecleaning) and will monitor. We don't want to be a marketplace, but do not mind members posting an item to MORCA to provide MORCAns the first chance at quality items before they are listed in a marketplace. Administrators have discretion to decide if the post is appropriate or not.

10. Calendar Review; Upcoming in 2020 –

- (A) July 13 board meeting—one week later than normal due to July travels etc
- (B) July 18-25 Latino Conservation Week
- (C) September 19 TAKMBD
- (D) Oct 1-4 Sea Otter Classic
- (E) October 24 Public Lands Day
- (F) First Saturday and Wednesday evening rides—TBD per Covid status

11. OUTREACH DISCUSSION continued-- In May, Lisa noted that our visibility is lacking, especially in light of so many new riders out on the trails. We need to remind folks that we exist as a group and are deserving of support. Some ideas included: trailhead booth, hold a fundraiser, create how-to tips on video, host virtual scavenger hunt, have a naming contest for numbered trails, highlight photos of flora and fauna on social media, remind folks about good etiquette/Safe PASSAGES, set fun Strava or Trailforks goals (create badges), and describe MORCA programs to be reinstated when allowed (First Saturday rides, Wednesday evening rides, trail work). Based on this discussion, we had a booth on May 16 and the Make Your Miles Matter fundraiser on May 17-23 with much social medial exposure (thanks Lisa).

At the June 1 meeting, Rodrigo echoed the concern that people do not know who we are and all the good work that we do. We agreed we should do a MORCA booth again, perhaps whenever

there is a Saturday trail work day. We could tell folks that MORCANS are on the trails right now, or have a Facebook Live feed so folks can see the work in progress.

Questions were asked about what booth posters and outreach materials do we have from SeaOtter? Do these materials need to be updated (e.g., map showing all the major trail projects we have worked on). Now that BLM has opened parking lots, should we have updated BLM maps available to hand out? We noted non-BLM maps do not exist in hard copy, and advise folks about Trailforks (or Strava). Note: Darius is lead for Trailforks for Ft Ord, Happy Trails and Toro.

Molly emphasized describing our mission. Who we are, what we do and what we want (funds and volunteer support) should relate to our mission. Jen suggest having a written set of talking points that booth staff can refer to when talking about the club. Henri volunteered to do a first draft as she did something similar for FORT Friends.

We adjourned at 7:45 PM. Prepared by Henrietta Stern, Secretary, on 6/5/2020

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