

**SUMMARY OF MORCA BOARD MEETING – Monday, July 13, 2020 “Rev2”  
Via Zoom Conference Call**

For more info, visit the MORCA website: [www.morcambt.org](http://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, August 3, 2020 at 6 PM—(via Zoom?)**

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

**7/13/2020 Agenda** (minor renumbering by HS): President Mike McGirr opened the meeting at 6:03 PM.

- 1. Adopt Minutes of Previous Meeting—** The board unanimously adopted the minutes of the June 1, 2020 meeting without correction (Mort motion, Henri second).
- 2. Secretary Report—**(A) Henri reported that former MORCA board member Sue Benjaram had passed away suddenly earlier in the day while riding at Fort Ord. We took time to appreciate all she has done for MORCA, particularly regarding Take-a-Kid Mountain Biking Day. *Task: Henri to send sympathy card on behalf of MORCA and advise re memorial as information becomes available.* Henri will send separate emails about this. (B) Henri, Jen and Lisa reported on the extensive effort to video three interviews via zoom with local Latinx leaders (Bruce Delgado, George Garibay and Rodrigo Sierra) with ties to Fort Ord trails in English and Spanish for Latino Conservation Week (July 18-26). Kudos for Lisa who has spent many hours trying to create 10+ minute videos from many hours of raw footage in two languages. George Garibay offered to help with Spanish translation. Henri indicated the potential to pay Lisa for her time from the FORT Friends LCW fund. *Tasks: Jen and Lisa to coordinate video; Henri to follow-up re payment.*
- 3. Treasurer’s Report—** Our combined balance is \$28,670, which includes \$1,558 for Trail Fund and \$150 for Pump Track Fund. Income was \$1,414, comprised of Make Your Miles Matter donations (\$1,323) and other donations (\$91). These smaller amounts account for PayPal fees. Expenses totaled \$2,376, including \$2,346 donation to the Food Bank of Monterey County and trail day food (\$30). Nick noted several small donations via Trailforks Trail Karma program. Mike noted we just received a \$582 check from a mystery donor via the Benevity Fund (corporate giving program). *Tasks: Mike to identify donor so we can thank them. Henri to send out thank you to donors.*
- 4. MORCA Social Rides—**All formal MORCA group rides remain cancelled due to the pandemic. Jen is leading informal Ladies only rides with limited participants from time to time with emphasis on beginners. She indicated a plan to lead one on July 18—details pending.
- 5. Trail work Report--** Darius reported that we have 407 hours as of June, which does not include recent activities. BLM is allowing a small MORCA group to do work Thursday afternoons and some Saturdays. A planned task is brushing the other half of Couch Canyon. (A) BLM concurs with MORCA’s goal to raise funds for a short-span bridge over the Couch Canyon creek bottom, which could potentially be accomplished via the Sea Otter Play (see below). (B) Darius also plans to contact the County about vegetation clearing on County property near East Garrison. *Tasks: Darius to contact BLM and County.*
- 6. Make Your Miles Matter Campaign—**Mike reported that we received a nice thank you letter from the Food Bank of Monterey County for our donation of \$2,346. We had sent out a news release with photo but we are not aware of any media coverage.

7. **Sea Otter Classic (SOC) has been cancelled (was October 1-4).** Instead there is a virtual Sea Otter Play event September 1-20 which lists MORCA as one of the potential financial beneficiaries. Mike provided links to the Sea Otter Play page and encouraged the board to check it out.
8. **Take-a-Kid Mtn Biking Day (TAKMBD) in-person event has been cancelled (was 9/19/2020 –** The Board unanimously voted to cancel the in-person event due to the worsening Covid situation (Henri motion, Mort second). Jen described her positive experience with scavenger hunts at bike parks recently, and we brainstormed ideas that would work here in the October timeframe.  
*Tasks: Henri to advise BLM (done-they concur); Jen, Lisa, Henri and Mike pursue scavenger ideas (in progress via separate emails).*
9. **President's Report--** (A) Mike indicated we have **117 active IMBA members** and noted continued erosion of IMBA membership. There has been no action by the regional CA MTB group. We discussed concepts to focus more on donations rather than membership, which entail a marketing component. We discussed the concept of using a larger group such as MBOSC as the means for outreach and database management. Regarding outreach, we suggested larger and better signage about our trail work activities to encourage people to donate to support the club. Also, paper bike hangars about MORCA should be available to all bike shops to put on mountain bikes they sell. Lisa noted Epicenter bikes reached out to her on ways to support MORCA. *Tasks: Mike to assess status of migration to MailChimp. Mike to mock up a trail work donation sign with QR codes.* (B) Mike noted suspended pursuit of \$6,100 **PayDirt Fund grant**, and TAMC bicycle station grant due to Covid. (C) Mike is again pursuing relationship with **Sierra Nevada Brewing** associated with trail work and/or Sea Otter (pending). Also don't forget Hydroflask.
10. **NEW BUSINESS –** We discussed three items as follows:
  - A. **Marina Pump Track**—Darius reported the city has found a grant opportunity and would not need an MOU with MORCA to fundraise. However, they still want to partner with MORCA and Friends of Marina Parks to help with the grant. Stay tuned for more on this.
  - B. **Laguna Seca Bike Park**-- This concept is on hold for now but has potential promise. Mike is contacting raceway representatives.
11. **Calendar Review; Upcoming in 2020 – note required election actions September-December**
  - (A) July 18-26 Latino Conservation Week
  - (B) August 3 board meeting
  - (C) September 1-20 Sea Otter Classic Sea Otter Play virtual event
  - (D) September 14 board meeting—nominations for board due (note change due to Labor Day)
  - (E) Early October?? TAKMBD virtual scavenger hunt event (pending)
  - (F) October 5 board meeting determine ballots and disseminate; set annual meeting
  - (G) October 24 Public Lands Day (??)
  - (H) November 2 meeting—ballots counted
  - (I) December—annual meeting??

**From previous meetings, but pertinent to item 9-- OUTREACH DISCUSSION** 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 for all the good work we do. 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).

In June, 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 Sea Otter? 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. *Henri provided a draft to the Board*

**We adjourned at 8:00 PM. Prepared by Henrietta Stern, Secretary, on 7/16/2020**

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