

SUMMARY OF MORCA BOARD MEETING and PLANNING RETREAT
Saturday, January 22, 2022 at 9AM-1PM, Santa Lucia Conservancy Offices, Carmel Valley
For more info, visit the MORCA website: www.morcambt.org

YOUR 2022 DIRECTORS are: (returning) Mike McGirr, Henrietta Stern, Julie Hymer, and Rodrigo Sierra Corona; and welcoming new Directors: Lisa Birch, Sheri Covey and Eder Guzman.

Next Monthly Board Meeting: Tuesday, February 8, 2022 at 6 PM at Stoney's Restaurant, Salinas

Secretary Notes: Legacy President Mike McGirr opened the meeting at 6:20 PM. All directors were present. Darius Rike attended for about 1 hour to provide trail and website information. The meeting was in three basic parts: Business Meeting; Select Officers; and Planning Priorities.

1/22/2022 Business Meeting Agenda (some renumbering by HS for clarity):

1. **Secretary Report—(A) Adopt Minutes of Previous Meeting—** The board unanimously adopted the minutes of the December 6, 2021 meeting by acclamation. **(B)** Henri noted that Bureau of Land Management (BLM) plans for the April 20, 2022 **Tenth Anniversary of the Ft. Ord National Monument** are still uncertain due to Covid.
2. **Treasurer's Report—** Mike reviewed key expenses and income for the year 2021 and status as of 12/31/2021. He also attached the 2022 budget for reference. We began the year with \$34,046 and ended the year with \$40,039, a gain of almost \$6,000. Major income sources were: IMBA dues, Paypal Donations, BLM payment for certain trail work, MORCA jerseys and Sea Otter payment for the dual slalom marshalling. Major expenses included: insurance, trail work rentals and food, MORCA jerseys and Sea Otter booth. Mike listed 5 PayPal donations in early January totaling more than \$900! **Henri to send out thank you letters.** We agreed we need to use Quickbooks for 2022 and beyond.
3. **Presidents Report-** Mike noted we now have 136 IMBA/MORCA members, 4 more than the 132 benchmark he set in 2021.
4. **Trail Grant** – Discussion focused on BLM's request that MORCA apply for the federal Take Pride in America Act grant to comprehensively improve the Fort Ord trails, an amount likely to be \$100,000 with a 17.5% match over five years (possibly reduced due to in-kind volunteer work). Deadline is March 4. Darius, Mike and a rep from Santa Cruz Mountains Trail Stewardship have met with BLM staff already to discuss details. A major project would be a much-needed bridge over the washed-out creek at the bottom of Couch Canyon (T48) as well as realign T60 (The Beach) and T31 backside, plus other improvements. The board agreed to pursue the grant with Mike/Darius as lead with Rodrigo and Henri assisting.
5. **Select Officers—**The elected directors choose officers at the January meeting. The following people were selected as officers by unanimous vote:
President—Lisa Birch, who is employed as a project manager (Henri motion, Julie seconded);
Secretary—Henrietta Stern, a retired water project manager (Lisa motion, Sheri seconded);
Treasurer—Rodrigo Sierra Corona, who is employed as a restoration project manager and is experienced with tracking grant expenditures (Eder motion, Lisa seconded).
Mike McGirr will serve as defacto Vice President/Business Manager to assist Lisa and Rodrigo. The goal is to have a succession plan where the Vice President moves into the President's role. Mike, Julie, Shery and Eder will be members-at-Large.
6. **Advocacy/Join California Mountain Biking Coalition (CAMTB)** —After several informal meetings with CAMTB and reviewing the membership agreement, the Board unanimously authorized Lisa to sign documents for MORCA to join CAMTB. This means a cost of \$5 per MORCA member, or

\$660 per year. (Note that IMBA retains \$12/member per year). CAMTB focuses on California issues and has been successful in other areas. We hope their legal and advocacy expertise can help us be more effective with local access issues.

7. Calendar Review—Upcoming 2022 Dates

- **February 6, 2022 at 9 AM**—First Sunday Ride (note date change)
- **February 8, 2022 at 6 PM**—MORCA board meeting (note change to Tuesday)
- **March 20, 2022 at 9 AM**—Cyclovia Salinas (Mike+Brian+Eder); MORCA booth
- **April 7-10, 2022**—Sea Otter Classic (campsite obtained; Rodrigo to lead MORCA booth at site G37; Sheri interested in raffle opportunities; Ken H re dual slalom.
- **April 20, 2022**—10th Anniversary of Fort Ord National Monument (pending events)

Select Officers—See #5 above

Planning Retreat and Priorities

We confirmed our Mission statement and the intent that our major activities support our mission. We agreed on seven major objectives or priorities:

- 1—Organize **committees** for specific programs/tasks
- 2—**Advocacy**—take better advantage of what IMBA and CAMTB have to offer
- 3—**Membership activities** include social rides and trail maintenance. We agreed that social rides should be for adults only (18+). No children, no dogs on the rides for safety and liability. We need to clearly communicate this on the webpage where folks sign up.
- 4—**Community outreach**—MORCA booth at trailheads, special events such as Cyclovia, SeaOtter, Take-a-Kid Mountain Biking Day, Public Lands Day etc. Need for sturdy nametags for board and crew leaders.
- 5—**Social Media/MORCA media rep**—There was a lot of discussion of the need to be more effective and how to accomplish this. How can we more effectively use 21st century technology, platforms and apps (Note that Eder works for Verizon). Ideas include retain expert consultant for initial training; hire student intern (CSUMB communications major) to design program as capstone project; hire interested younger member such as Taylor at Epicenter. Julie noted many hours per week are needed for successful social media presence. Darius/Ian is willing to continue managing technical aspect of website but wants board to learn how to use WordPress to add standard content directly. Training needed.
- 6—**Government Relations**—working with BLM, Monterey County, Park District, cities etc. This relates to trail work, new access (Palo Corona), pump track opportunities etc.
- 7—**Fundraising**—This could include fun events, BBQs, raffles, selling MORCA jerseys, obtaining corporate sponsorships, general fund donations, trail fund donations, pump track fund donations.

We did not have time to go into more detail. Agenda packet is available for review.

We adjourned at 1:45 PM.

Prepared by Henrietta Stern, Secretary, on 1/26/2021