

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, September 62, 2022 at 6 PM, Springhill Suites, Marina
For more info, visit the MORCA website: www.morcambt.org**

YOUR 2022 DIRECTORS are: Lisa Birch (Pres), Mike McGirr (V.P.), Henrietta Stern (Secretary), Rodrigo Sierra Corona (Treasurer), Julie Hymer, Sheri Covey and Eder Guzman (Members-at- Large).

Next Monthly Board Meeting: Tuesday, October 11, 2022 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:08 PM but there was not a quorum. At 6:12, two additional Board members arrived creating a quorum. Five directors were present with Rodrigo and Eder absent. Attending members included Brian, Darius, Phil, Ken H. and Kevin. **Formal Board action is in yellow highlight.**

9/6/2022 Business Meeting Agenda (some renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** **Minutes for August 2 were adopted unanimously [Mike motion, Sheri second].** (b) Henri had some logistical questions about records retention in Google Docs. Other issues will be addressed below.
2. **Treasurer’s Report—** (a) Lisa reviewed **financial status** for August 1-31, 2022. The combined bank + PayPal balance is \$41,677 with \$147 still in PayPal from August donations. Bank deposits included \$4,800 reimbursement from the feds for the first installment of the bridge payment. Expenses totaled \$6,337 for Bridge first payment (\$4,800), MORCA logo’s water bottles for give-aways (\$1,012), SeaOtter camping spot reservation (\$480) and check delivery (\$45). One account transfer (\$668) was needed to pay for the water bottles via PayPal. *Henri to send out thank you letters to donors.* (b) Mike noted that for \$15, we can bring in any shirt and have the MORCA logo embroidered on it. Thanks for setting this up, Mike!
3. **2022 MAJOR OBJECTIVES:** Seven objectives set by the Board include: Committees, Advocacy, Membership Activities, Community Outreach, Social Media, Government Relations, and Fundraising.
 - A. **Committees:** **We have five committees for specific programs or tasks.** Darius chairs the Trail Work committee. Rodrigo chairs the Sea Otter Classic committee. TAKMBD chair is Mike McGirr. Marketing committee chair is open. Henri is Palo Corona committee chair.
 - B. **Advocacy: includes CAMTB, Marina Pump Track, Toro Park, East Garrison area, and Palo Corona Backcountry.**
 - i. **CAMTB** (California Mountain Bike Association) -- Lisa had no report.
 - ii. **Marina Pump Track—**Darius described how asphalt paving has begun and should be completed in a week. Then landscaping and a variety of ancillary tasks must be completed. We are hopeful the track will be open in October-early November.
 - iii. **Toro Park—** No action by the County re an integrated trails plan.
 - iv. **East Garrison “Travel Camp” area—**No recent County action. Darius would like to submit a formal proposal to the County for a bike park in the next 6-12 months.
 - v. **Palo Corona Back-country—**MPPRD Board meets the first Wednesday of the month via Zoom. Julie participated in a guided hike sponsored by the Regional Park District. Henri and Tom are training as hike leaders for Big Sur Land Trust, which includes a hike in the back-country. Kevin noted a recent report about a threatened Red-Legged Frog siting, which could impact recreational access. *Henri to write a letter to MPPRD asking about guided rides led by MORCA volunteers.*

C. Membership Activities: includes Social Rides and Trail Work

- i. **Social Rides**— We continue the formal First Saturday rides (all levels, no drop, waivers) and informal Wednesday evening social rides (A/B pace). Attendance on Saturday 9/3 was 20 folks! Wednesday ride departure time will get earlier as sunset gets earlier. We agreed we won't have an adult ride on October 1 due to TAKMBD. We brainstormed ideas re night rides—weekly or once a month, full moon or special event only? To be determined.
- ii. **Trail Work**— There were **6** folks on August 20, which focused on the County Travel Camp area. Roughly 460 hours to date. The September 17 trail day will continue work on County trails closer to Jerry Smith Access Corridor. Weekday activity is back with the “retired guys crew” doing work where it is needed. Thanks! At the request of BLM, Darius and crew started flagging a re-route on T20 slightly higher toward the trees to avoid the vernal pool that gets very boggy in winter.

D. Community Outreach—events we participate in or lead.

- i. **TAKMBD (Take-a-Kid Mountain Biking Day) is October 1**—Mike reported on progress on a variety of fronts, but noted only 35 kids had signed up to date. We noted people often wait until close to an event before signing up. We will assess if final attendance justifies the extensive work to put on TAKMBD. Henri to coordinate with Lindsay Overton re CBC bike loan feasibility. Julie and Mike have contacted several bike shops who expressed interest in attending or donating a give-away item. The logistics of a free door prize ticket (which is different than a raffle) was discussed. The logistics of water, food and other components was discussed. Thanks all for helping. Volunteers should sign up via Eventbrite.
- ii. **Esperanto MTB film screening**—Sharon Osgood is researching fees, venues and opportunities for a fund-raising film.
- iii. **Sea Otter Classic (4/20-23/2023)**—We have secured a campsite 166M. SOC has donated bags and some swag for TAKMBD participants.

E. Social Media/Marketing—engage members and the public to join, participate and/or donate.

- i. **Volunteer Outreach**-- We reached out to IMBA members for help on outreach/marketing/social media but did not receive a response. Henri contacted a marketing professional in Santa Cruz who is MTB rider; she is interested in the future but is booked up with clients presently. After seeing the Bridge video, several people expressed interest in helping when the time is right.
- ii. **News Releases**-- A news release re BLM grant for the Couch Canyon Bridge was sent out August 8 and got front page coverage in the Herald, a news item in The Weekly and a small story in a Santa Cruz TV station.
- iii. **Social Media**-- Julie continues to post on Facebook and Instagram. Sheri and Mike have done two videos--TAKMBD and the Bridge Grant. She'd like to do many more with other directors. Future video ideas include monthly Trail Days, Public Lands Day and First Saturday Rides. Suggest Spanish videos with Rodrigo and Eder. We reviewed recent discussions with members, bike shop owners and others who had ideas on how MORCA could better engage the public. Making videos was suggested by a concerned member with good results to date. We noted we can't please everyone, and need to focus on our advocacy/government relations mission.

F. Government Relations—interactions with land managers

- i. **BLM Recreation Management Program Grant for Couch Canyon Bridge and T60 Reroute**— see last month Item 3/Grants for background info. Initial payment for the

Bridge pieces was completed last month (and reimbursed by the feds) and Mike described upcoming payment steps. Darius, Mike and John to develop a detailed work plan and how/when volunteers of different skill levels will be needed. We discussed how to best identify and communicate with folks interested in helping out.

- ii. **Monterey County/Porta-Potties at 8th & Gigling**—A formal Memorandum of Understanding (MOU) with the County was sent in July. County Counsel is supposed to review but has not responded to date. Mike noted two permanent pit toilets would cost \$100,000. Is this a County budget priority? MORCA does not plan to raise funds for porta-potties until the County commits to a permanent solution.
 - iii. **BLM Safe PASSAGES**—MORCA co-funds monthly \$50 REI gift certificate drawing award. We post winners on our Facebook page and encourage participation.
 - iv. **Public lands Day – is October 22.** MORCA is invited to have a booth. Ride and Trim is the traditional MORCA activity along with other BLM-led tasks such as spreading straw, gathering seeds for propagation etc. FORT Friends is sponsoring a Taco Truck lunch for volunteers.
- G. Fundraising—various opportunities**
- i. **MORCA Jerseys**—suggest having examples at all rides and events. Perhaps give as door prizes or volunteer gift for “X” hours.

4. Presidents Report/Membership--- (a) We have 148 IMBA/MORCA members as of September 5; close to the near-term goal of 150 members. (b) Lisa reminded us of director election process and timeline; nominations due by October meeting which has moved to Tuesday October 11 (not October 4). She asked if current directors are willing to run for next year and will seek out potential nominees. She suggested reaching out to other groups and active folks. Kevin T. expressed interest. (c) She noted Kevin Raskoff seeks MORCA’s endorsement for MPRPD board. Though we may like his voting record, as a 501-c-3 non-profit, we are not allowed to endorse candidates. We are allowed to endorse issues or ballot measures, but not people running for office. (d) Lisa described a good conversation with a concerned member and his ideas.

5. New Business —No new topics raised for discussion.

6. Calendar Summary:

- September 17 at 9 AM— Trail work day
- No First Saturday Ride in October
- October 1, TAKMBD -- set up early; public 10 AM to 1 PM
- October 11 at 6 PM—MORCA board meeting—Board nominations due
- October 22-- Public Lands Day (also serves as trail day “Ride and Trim”)
- FUTURE Sea Otter Classic April 20-23

We adjourned at 8:29 PM

Prepared by Henrietta Stern, Secretary, on 9/7/2022