

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, October 11, 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, November 1, 2022 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:07 PM. Five directors were present with Rodrigo and Eder absent. Attending members included Brian, Darius, and Phil. **Formal Board action is in yellow highlight.**

10/11/2022 Business Meeting Agenda (some renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for September 6 were adopted unanimously [Mike motion, Julie second]. (b) Henri noted recent emails from Lauren Freeman about middle school bike opportunities, and Bonnie Rose art show featuring Fort Ord.
2. **Treasurer’s Report—** (a) Lisa reviewed **financial status** for September 1-30, 2022. The combined bank + PayPal balance is \$17,909 with \$294 still in PayPal from previous donations. Major expense was \$22,180 for second bridge deposit to start manufacturing (reimbursed in October by the grant. Mike detailed Take-a-Kid Mtn Bike Day expenses, which totaled net \$1,809. Note donations (\$500 from Salinas Valley Memorial Healthcare System and \$100 from PureServe Cleaning) for food. *Mike plans to make a custom thank you photo card to send to all sponsors and exhibitors.* (b) Mike had no report on promotional items. He previously noted that for \$15, we can bring in any shirt and have the MORCA logo embroidered on it.
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 wall rides installed this week. No opening date has been announced, but MORCA wants to have our booth at any Grand Opening that may occur. We discussed donating helmets or vouchers for helmets to improve kid safety (and it’s the law) and participation by all.
 - iii. **Toro Park**— No action by the County re an integrated trails plan. We discussed meeting with County officials to see if we could obtain grant funding for a professional firm to do this, including public meetings etc.
 - 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. We agreed we should reach out to East Garrison HOA for their input, and include adequate parking in any plan so the neighborhood streets are not adversely affected.
 - v. **Palo Corona Back-country**—MPRPD Board meets the first Wednesday of the month via Zoom. Henri showed guided hike examples in their “Lets Go Outside” brochure. She will research how MORCA could lead a guided ride in the backcountry as part of

their “Get to Know Your Parks” program. *Henri to contact MPRPD 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). Wednesday ride departure is 5 PM in October and 4 PM in November. We plan a 12/3 Saturday ride and a **12/7 Full Moon Ride**. *Mike to contact Eric Morgan re updated permit.*
- ii. **Trail Work**— September work focused on trimming County-owned trails. Total hours to date in 2022 is 507. The October trail day is October 22 as part of Public Lands Day. This will be a “ride and trim” from the Lightfighter LZ picnic grounds. Mid-week activity is ad hoc.

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

- i. **TAKMBD (Take-a-Kid Mountain Biking Day) is October 1**— Congratulations Mike for spearheading a very successful day. Over 100 kids were registered (plus families), 23 volunteers are very interested in next year, and great participation by bike shops, REI, SVMHS, FOCP, MoCo Locals, high school teams and more. Mike has been busy with thank you’s. Sheri and Julie busy posting great pix and video on Facebook and Instagram. We agreed to do it again next year, and have a good template in place. We discussed improvements needed (also see email from FOCP volunteer re good ideas to improve registration).
- ii. **Esperanto MTB film screening**—*Mike to contact Sharon Osgood, who was researching fees, venues and opportunities for a fund-raising film.*
- iii. **Sea Otter Classic (4/20-23/2023)**—We have secured a campsite 166M and also our same spot on the grass for the booth (now called site G47).

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

- i. **Volunteer Outreach**—Two folks have expressed interest in helping (Maria DePaz and Peter Berridge, who is a marketing professional). *Mike to meet with Peter soon. Lisa to contact Maria.*
- ii. **Videos**—Sheri has been taking videos of MORCA folk talking about specific messages, but we agreed that we all need to take vertical video of folks just having fun on the trails without a specific message. Thanks Julie for posting.
- iii. **Social Media**-- Julie continues to post on Facebook and Instagram.
- iv. **Website**—We appreciate Ian Furgeson’s free webmaster services (plus Darius) and discussed whether a paid position would be more effective in keeping website more current and engaging. Darius noted technical tasks are very different than creating content, which is a separate set of skills and time to write. We agreed we should discuss this with Peter before taking any action. We were approached by a law firm asking about a link on our website in exchange for a monetary donation. **The Board needs to determine a policy on links and use of the website.**

F. Government Relations—interactions with land managers

- i. **BLM Recreation Management Program Grant for Couch Canyon Bridge and T60 Reroute**— See previous minutes for details. With second down payment, the bridge is under construction by the manufacturer. The piers should arrive in about 6 weeks. Mike, Phil and Rachel to inspect a similar bridge in Santa Clara County this week. 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 solicit, identify and

communicate with folks interested in helping out (a group email or similar). *Darius and Ian to see what options we may already have.*

- 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 to bring this up again in future meeting with County managers. 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. *Henri to contact BLM re 2023 program.*
- v. **Public Lands Day – is October 22.** MORCA is invited to have a booth (Darius to bring). 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.
- ii. **Sponsorships**—Some folks are asking and we need a specific protocol and policies in place. Are there certain entities we would not want sponsorship from? How do we distinguish large versus small monetary amounts in terms of website placement? Do we have a formal contract with sponsor or is it informal? Mike is researching this.
- iii. **Bonnie Rose Fernandez Art**—Bonnie is a local rider and artist who specializes in scenes of Fort Ord, including bikes. She will have a show of her oil paintings at the PG Art Center in November-December. Bonnie would like to donate to MORCA in some way. Henri is brainstorming with Bonnie about ideas.

4. Presidents Report/Membership--- (a) We have 145 IMBA/MORCA members as of October 7; close to the near-term goal of 150 members. (b) DIRECTORS ELECTION—No new nominations were received as of this meeting deadline. The ballot for 2023 will include: Lisa, Sheri, Henrietta, Mike, Rodrigo, Julie returning and Phil Craig volunteered to replace seat left by Eder. Lisa is asking for updated candidate statements. Ballots will go out very soon using IMBA template and deadline is start of Board meeting on Tuesday November 1.

5. New Business — Darius suggested a volunteer thank you pizza party. Tentative date is Friday November 4 at 6-8 PM at Angelina Pizza—to be confirmed by Darius.

6. Calendar Summary:

- 10/22-- Public Lands Day (also serves as trail day “Ride and Trim”)
- 11/1—MORCA Board Meeting
- 11/4—Volunteer appreciation party (to be confirmed)
- 11/5—First Saturday Ride
- 12/3—First Saturday Ride
- 12/6—MORCA Board meeting
- 12/7—Full Moon Night Ride-- pending permit/to be confirmed

We adjourned at 8:14 PM

Prepared by Henrietta Stern, Secretary, on 10/13/2022