

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

Secretary Notes: President Lisa Birch opened the meeting at 6:02 PM. Six directors were present with Eder absent. Attending members included regulars Brian, Darius, Phil, Kevin and Peter Berridge here to discuss marketing ideas. **Formal Board action or task follow-up is in yellow highlight.**

11/1/2022 Business Meeting Agenda (some renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for October 11 were adopted unanimously [Mike motion, Julie second] with correct SeaOtter booth number G45.
2. **MORCA Director Elections—**Darius reviewed 12 ballots were received and all voted for the slate of candidates printed on the ballot. Thus, returning board members include: Lisa Birch, Mike McGirr, Henrietta Stern, Rodrigo Sierra Corona, Julie Hymer, and Sheri Covey. Phil Craig is the 7th director (who has served in the past). At the January 2023 meeting, the elected directors will determine officers for the club and other duties, and set a date for a planning retreat.
3. **Treasurer's Report—** (a) Rodrigo reviewed **financial status** for October 1-31, 2022. The combined bank + PayPal balance is \$41,941 with \$294 still in PayPal from previous donations. Major expenses totaled \$5,286; mostly for payment for the Couch Canyon Bridge (\$4,985) plus Take-a-Kid Mountain Biking Day expenses. Income included reimbursements for previous bridge payments (\$27,130), IMBA quarterly dues (\$1,523) and donations or refunds totaling \$29,496. (b) Mike reviewed the Draft Budget for 2023 and will make certain refinements for adoption at the December meeting. (c) Mike had no report on promotional items. (d) Brian showed a notebook of photos he took of 15 MORCAns with 1Up USA racks. We discussed how we might partner with 1Up at SeaOtter to mutual benefit. **Henri to send thank you notes to donors.**
4. **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 much to report on her and Mike's meeting with CAMTB staff on their California tour. They discussed goals, challenges, partnership ideas, State Park plans for Hollister Hills trails, potential State Parks Offset Grants that could fund new local bike facilities, and more!
 - ii. **Marina Pump Track—**Darius described landscaping and ancillary facilities being installed. No opening date has been announced.
 - iii. **Toro Park—** No report this month.
 - iv. **East Garrison "Travel Camp" area—**No report this month.

- v. **Palo Corona Back-country**— Henri described her email requesting a guided ride that MORCA would lead as part of MPRPD’s “Lets Go Outside” brochure. No response to date. Rodrigo suggested contacting Jake Smith, a new staffer. **Henri to follow-up.**
- 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 afternoon rides (A/B pace). Wednesday ride departure is 4 PM in November. We plan a 12/3 Saturday ride and a **12/7 Full Moon Holiday Ride. Mike in progress re updated BLM permit for December 2022.**
 - ii. **Trail Work**—The October 22 trail day was “ride and trim” as part of Public Lands Day. Twenty-two folks attended with year-to-date total of 562 hours. November 19 is next trail day out of Creekside. Lots of bridge work in the future (see below).
- D. Community Outreach—events we participate in or lead.**
- i. **Esperanto MTB film screening**—*Mike noted no info from Sharon, who was researching fees, venues and opportunities for a fund-raising film.*
 - ii. **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 G45). Time to start gearing up and making connections.
- E. Social Media/Marketing—engage members and public to join, participate and/or donate.**
- i. **Volunteer Outreach**— We had good initial discussion with local marketing professional Peter Berridge, who had a variety of ideas and questions. Topics included a formal sponsorship program/coordination with website, partnering with other groups on initiatives, create an Advisory Council on certain projects, Biketober Fest, better use of booth at SeaOtter, overall strategy and more! A key issue is who will implement some of these ideas (perhaps Advisory Committee members).
 - ii. **Videos**—Sheri and Julie continue posting videos of MORCA folk with specific messages and just having fun on the trails. Thank you both.
 - iii. **Social Media**-- Julie continues to post on Facebook and Instagram. Note that she would like someone else to take over this task in 2023.
 - iv. **Website**—See last month comments about potential paid help to develop content. Thank you to Ian Furgeson and Darius Rike for free webmaster services and posting content—still need others to generate content to post.
- F. Government Relations—interactions with land managers**
- i. **BLM Recreation Management Program Grant for Couch Canyon Bridge and T60 Reroute**— Mike reported that the bridge is being manufactured and shipping of parts is expected in mid-December. Mike, Phil and Rachel inspected a similar bridge in Santa Clara County. We discussed how to contact and inform folks interested in helping, potential use of Army Reserve Transportation Unit, possible Legacy Bricks at bridge base and more. From last meeting: **Darius, Mike and John to develop a detailed work plan and how/when volunteers of different skill levels will be needed.** Determine means to **solicit, identify and communicate with folks who want to help.**
 - ii. **Monterey County/Porta-Potties at 8th & Gigling**—A formal Memorandum of Understanding (MOU) with the County was sent in July 2022. 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 temporary porta-potties until the County commits to a permanent bathroom facility.
 - iii. **BLM Safe PASSAGES**—MORCA co-funds monthly \$50 REI gift certificate drawing award. We post winners on our Facebook page and encourage participation. BLM sent e-mail form to fund 2023 program (**Mike or Lisa to follow up**).

- iv. **Public Lands Day**—was October 22. MORCA had 22 of roughly 80 total participants. Mike McGirr received one of three BLM Volunteer of the Year awards for his work on the Couch Canyon Bridge grant. Congratulations!!

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**—This was discussed above with Peter Berridge, and will be continued in more detail. We need a specific protocol and policies in place re receiving money and how to coordinate with website placement and links.
- iii. **Bonnie Rose Fernandez Art**— MORCA member Bonnie allowed FORT Friends to make 5x7 art cards from her Fort Ord paintings; card sales benefit BLM Trailhead Maintenance Fund. Several paintings feature bikes (and some MORCANS!). Her paintings are at the PG Art Center in November-December.

4. Presidents Report/Membership--- (a) We have 140 active IMBA/MORCA members as of October 31 (4 new, 9 lapses); close to the near-term goal of 150 members.

5. New Business —

6. Calendar Summary:

- 11/4—Volunteer appreciation party, 6 PM at Angelina’s
- 11/5—First Saturday Ride
- 11/19—Trail Day out of Creekside at 9 AM
- 12/3—First Saturday Ride
- 12/6—MORCA Board meeting
- 12/7—Full Moon Night Ride-- pending permit/to be confirmed

NEW! FUTURE—January 14, 2023— Girls Rock tentative (January 28 back-up date)

FUTURE—April 20-23-- Sea Otter Classic

We adjourned at 8:19 PM (est)

Prepared by Henrietta Stern, Secretary, on 11/8/2022