

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, December 6, 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, January 3, 2023 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:00 PM. Six directors were present with Eder absent. Attending members included regulars Brian, Darius, Phil, Kevin and Peter Berridge here to discuss marketing ideas. Guest was Laurie Banks to discuss support for NICA Middle School team. **Formal Board action or task follow-up is in yellow highlight.** Note: Prior to the meeting, Peter informally reviewed a draft presentation deck for MORCA Sponsorship Opportunities. This will be reviewed in more detail prior to the next meeting.

12/3/2022 Business Meeting Agenda (possible minor renumbering by HS for clarity):

1. **Salinas Valley Composite NICA Middle School Team**—Coach Laurie Banks described this newly formed MTB racing team (13 kids presently) that would feed into the existing high school programs. She described the organizational challenges and expenses associated with each child to race; needs for decent loaner or donated bikes. She asked if MORCA would be willing to be the 501-c-3 entity to receive funds for the team, to be tracked in a separate account. She would like to sit on a Youth Riding advisory committee along with her parents. Mike would be the board liaison and can contact TAKMBD volunteers to see if they are interested too. The board expressed interest but no formal action was taken as we need to check to ensure use of our 501-c-3 is OK.
2. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** **Minutes for November 1, 2022 were adopted unanimously [Mike motion, Julie second].**
3. **MORCA Elections, Budget and Organization**— Last month, board members were elected for 2023. They are: Lisa Birch, Mike McGirr, Henrietta Stern, Rodrigo Sierra Corona, Julie Hymer, Sheri Covey, and Phil Craig. In January 2023, the elected directors will determine officers for the club and other duties. A half-day **planning retreat is scheduled for Sunday, January 8. The draft 2023 budget was adopted** unanimously with the understanding that a few tweaks may occur in January based on the planning retreat [Mike motion, Rodrigo second]. Mike provided a written summary of a **proposed MORCA Advisory Panel** that would take the place of committees. The panel would draw on the broader bicycle community and groups who are interested in specific subjects such as advocacy, youth, special events, etc. One board member would interact with the advisory subgroup. Descriptions of each group need to be written; this will be fleshed out in more detail at the planning retreat.
4. **Treasurer's Report**— (a) Rodrigo reviewed **financial status** for November 1-30, 2022. As of December 6, 2022, the combined bank + PayPal balance is \$42,213 with \$1,086 still in PayPal from previous donations. Major expenses totaled \$846; mostly for food associated with trail work and volunteers, plus safety vests. Income was \$32 from Amazon Smile. It is noted that the PayPal account reflects BLM Safe Passages invoice (\$392) and donations (\$400). (b) Mike had no report on promotional items but showed off his fleece pullover embroidered with MORCA logo (\$15 at Aces in Salinas). (c) Brian had no new report re 1Up USA racks, but he engaged Peter on how to best approach them for sponsorship at Sea Otter (note pix of MORCA license plates with 1Up racks). **Henri to send thank you notes to donors.**

5. **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 currently have five committees for specific programs or tasks. Darius chairs the Trail Work committee. Rodrigo chairs the Sea Otter Classic committee (Mike, Phil and Peter offered to help). TAKMBD chair is Mike McGirr. Marketing committee chair is open. Henri is Palo Corona committee chair. Some or all could be replaced by a similar Advisory Panel in the future.
- B. Advocacy:** includes CAMTB, Marina Pump Track, Toro Park, East Garrison area, and Palo Corona Backcountry.
- i. **CAMTB** (California Mountain Bike Association) -- Lisa reported that the Hollister Hills OHV buffer area trails field trip with State Parks was postponed until January.
 - ii. **Marina Pump Track**—Darius reported that there have been some delays and no firm date for a grand opening has been set (hopefully January).
 - iii. **Toro Park**— No report this month.
 - iv. **East Garrison “Travel Camp” area**—No report this month.
 - v. **Palo Corona Back-country**— Henri reported on her meeting with MPRPD staffer Jake Smith, who described additional permits needed from the California Coastal Commission before the back-country would be opened. MORCA would need a special use permit to lead a guided ride. Jake provided info on the contact person for MPRPD’s “Let’s Go Outside” brochure. He is checking on deed documents to see if there are any restrictions. **Henri to follow-up; and find Nate petition info.**
- C. Membership Activities:** includes Social Rides and Trail Work
- i. **Social Rides**—First Saturday rides (9 AM all levels, no drop, waivers) and informal Wednesday afternoon rides (4 PM, A/B pace) continue. Rain cancelled the 12/3 Saturday ride but the weather looks good for the **12/7 Full Moon Ride**. The BLM permit also allows a **Christmas/Holiday Ride on December 14 (12/21 backup)**. First Saturday ride is January 7, 2023. MORCA hosts Girls Rock on Saturday, January 14 (1/28 backup date).
 - ii. **Trail Work**—The November 19 trail day had 9 folks on T27, with nearly 600 volunteer hours to date. December 17 trail day will include Salinas Cowboys working on prep for the bridge pier installations in Couch Canyon (T47). Bridge parts could ship soon.
- D. Community Outreach**—events we participate in or lead.
- i. **Cyclepath Outfitters donation to Greenfield Youth**—Mike described working with MoCo Locals to transport 18 bikes in various states of repair to Greenfield Science Workshop youth to repair and ride. Henri noted that FORT Friends could possibly fund some components in the future.
 - ii. **Esperanto MTB film screening**— No information; perhaps next year.
 - iii. **Sea Otter Classic (4/20-23/2023)**—We realized SOC is fast approaching and need to mobilize soon. **The board unanimously voted (Mike motion, Sheri second) to share our booth (site G45) with CAMTB as they can’t get their own and we are closely affiliated. Plus, more energy in the booth both locally and regionally.**
- E. Social Media/Marketing**—engage members and public to join, participate and/or donate.
- i. **Volunteer Outreach**—Peter Berridge and others had ideas on the need for more videos, a monthly newsletter (Mailchimp), find folks who signed Nate’s petition, TAKMBD volunteers etc. A key issue is who will implement these ideas (perhaps Advisory Committee members). See last month for listing of various initial ideas.

- 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 October 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. It was suggested to have a page with a County map that shows the “hot spots” where we are engaged, and then text that describes our volunteering or advocacy.

F. Government Relations—interactions with land managers

- i. **BLM Recreation Management Program Grant for Couch Canyon Bridge and T60 Reroute**— Mike reported that shipping of parts is expected in mid-December. Recent rains are creating a challenge re transporting heavy pieces via vehicle.
- ii. **Monterey County/Porta-Potties at 8th & Gigling**— No recent news. A formal Memorandum of Understanding (MOU) with the County was sent in July 2022. County Counsel has yet to review. MORCA won’t raise funds for temporary porta-potties unless County commits to a permanent bathroom facility.
- iii. **BLM Safe PASSAGES**—MORCA purchased 6 \$50 REI gift cards for the 2023 program. We post winners on our Facebook page and encourage participation.

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 as noted above with Peter Berridge, and will be continued in more detail. **Peter needs feedback by January 3 meeting.** 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**— Henri plans to have art cards at First Saturday and Girls Rock in January (if good weather). Sales are via FORT Friends and benefit BLM Trailhead Maintenance Fund. Several paintings feature bikes (and some MORCANS!). Her paintings are at the Pacific Grove Art Center in November-December.

6 **Presidents Report/Membership---** (a) As of 12/5, we have 147 active IMBA/MORCA members (11 new, 4 lapses); very close to the near-term goal of 150 members. Note: 148 as of 12/7.

7 **New Business** — none

8 **Calendar Summary:**

- 12/7—Full Moon Night Ride 6 PM
- 12/14—Christmas/Holiday night ride 6 PM
- 12/17—Trail Day out of Creekside at 9 AM
- 1/3/2023—MORCA Board meeting 6 PM
- 1/7/2023— First Saturday ride 9 AM
- 1/8/2023—MORCA Board retreat; TBD 9 AM ?
- 1/14/2023—Girls Rock starting 9 AM
- FUTURE—April 20-23-- Sea Otter Classic

We adjourned at 8:00 PM

Prepared by Henrietta Stern, Secretary, on 12/12/2022