

**SUMMARY OF MORCA BOARD RETREAT –
Sunday, January 8, 2023; 9 AM-1:30 PM; Santa Lucia Conservancy Offices, Carmel Valley
For more info, visit the MORCA website: www.morcambt.org**

A short business meeting was followed by the retreat planning/objectives and priorities session. All 7 directors were present plus Peter Berridge serving as our marketing/strategic planning advisor. The business session ran from 9AM to 10 AM.

BUSINESS AGENDA—

Item 1a—The December 2022 meeting minutes were accepted with the correction that there was not a regular Board meeting on January 3, 2023. (Mike motion, Phil second; unanimous)

Item 1b—Rodrigo reviewed the draft treasurers report, which will be updated. There is roughly \$42,212 in combined funds. Mike noted about \$2,900 in donations swept via PayPal since November. **Henri to send thank you letters to donors.**

Item 1c—Mike reported that the piers for the Couch Canyon Bridge are in transit and will likely arrive January 12-13, to be received at the BLM Work Center. The unusually wet weather will result in delays due to the inability to transport using heavy equipment on the slippery trails into Couch Canyon.

Item 1d—Lisa noted we have 151 active members as of 1/7/2023. We discussed the need to better remind folks that their membership has lapsed.

Item 1e—We reviewed key dates in January and February 2023. Sea Otter is April 20-23.

Item 2—Organize the 2023 Board. The seven elected directors choose the 4 officers and 3 members-at-large. For each officer, the votes were unanimous.

Item 2a— President. Lisa Birch will continue as MORCA President (Phil motion, Mike second).

Item 2b-- Vice President. Mike McGirr will continue as VP (Henri motion, Sheri second).

Item 2c—Secretary. Henrietta Stern will continue as Secretary (Phil motion, Julie second).

Item 2d—Treasurer. Rodrigo Sierra Corona will continue as Treasurer (Lisa motion, Mike second).

Item 2e—Members at Large will be Julie Hymer, Sheri Covey and Phil Craig.

Next Monthly Board Meeting: Tuesday, February 7, 2023 at 6 PM, Springhill Suites, Marina

RETREAT AGENDA—The session began at 10:20 AM and ran until 1:32 PM.

Lisa first reviewed the current **OBJECTIVES AND PRIORITIES** as set by the Board in January 2022. They included: Committees, Advocacy, Membership Activities, Community Outreach, Social Media, Government Relations, and Fundraising. We reviewed them all, and discussed changes that should be made, leading to amended objectives and priorities for 2023 that will guide Board action. **See below for revised list for 2023.**

We agreed our **ASPIRATIONS** included:

- Grow, invigorate and engage the membership, resulting in more volunteers at all levels;
- Accomplish work in advisory panels outside of Board meetings;
- Improve relationships with Monterey County, MPRPD and others;
- Identify and successfully obtain funding via grants and sponsorships;
- Host a fund-raising event;
- Increase focus on underserved communities.

We discussed **CHALLENGES**, which include:

- Planning and succession (1 and 2-year plans); how attract younger members who wish to get involved at the Board level?
- Public image—How are we perceived? What changes are needed? How to better engage the community (all ages, ethnicities) and partner with other groups to achieve mutual goals?

We discussed the need for an **ADVISORY PANEL** (or subpanels) that would replace or potentially augment certain committees. We would invite folks from the community with special interests or expertise to advise the MORCA board on key subjects or special projects and hopefully invest time and energy to help achieve goals. Mike McGirr and Sheri Covey are leading the effort to prepare the invitation, determine criteria, who should be invited, etc. Some of the topics may include: Trail Crew, Fundraising, Youth Outreach and Advocacy.

Peter Berridge reviewed his take on **MARKETING** materials, which should: (1) broaden appeal to a wider audience, including CSUMB students, (2) showcase our work, and (3) better leverage opportunities at the Sea Otter Classic. He is willing to help on a sponsorship deck and a simple marketing plan. We need to more effectively use tools such as social media, newsletters, and website and foster more partnerships with businesses and groups.

FIVE 2023 PRIORITY OBJECTIVES—The Board agreed to focus on the following:

Objective 1—Replace or augment committees with working groups/panels/teams to more effectively accomplish goals related to: trails, Sea Otter Classic, Youth/TAKMBD and certain advocacy projects.

Objective 2— Enhance community outreach via advisory panels, one-time special events (Sea Otter, TAKMBD), youth-oriented projects (NICA), and weekly/monthly events (social rides, trail days). This can include partnerships with local businesses or groups.

Objective 3—Improve marketing so people better know who we are and what we do, and change our image/culture to be more appealing and inclusive to a broader spectrum of cyclists (age, ethnicity etc). Follow marketing plan developed by Peter with tools such as social medial, website, newsletters etc.

Objective 4—Continue advocacy at all levels to maintain and expand mountain bike access on public lands (federal, state, county, regional). This includes Marina or another future pump track, Toro Park, East Garrison area, Palo Corona backcountry, Hollister Hills SRVA as well as porta-potties at 8th & Gigling and the major BLM grant at Fort Ord. Leverage IMBA and CAMTB resources as needed to more effectively interact with several governmental agencies that own trails in our county.

Objective 5—Fundraising in the form of sponsorships, special events and promotional items will be needed to fund objectives.

Subtasks associated with each objective will be fleshed out at the monthly MORCA meetings.

FYI-- Calendar Summary:

- 1/14/2023—Girls Rock starting 9 AM (rain date is 1/29)
- 1/21/2023—Trail Day 9 AM
- 2/4/2023—First Saturday ride 9 AM
- 2/7/2023—Board meeting 6 PM

--2/18/2023—Trail Day 9 AM
FUTURE—April 20-23-- Sea Otter Classic

Prepared by Henrietta Stern, Secretary, on 1/10/2023

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