

**SUMMARY OF MORCA BOARD MEETING –  
Tuesday, February 7, 2023 at 6 PM, Springhill Suites, Marina  
For more info, visit the MORCA website: [www.morcambt.org](http://www.morcambt.org)**

**YOUR 2023 DIRECTORS are:** Lisa Birch (Pres), Mike McGirr (V.P.), Henrietta Stern (Secretary), Rodrigo Sierra Corona (Treasurer), Julie Hymer, Sheri Covey and Phil Craig (Members-at- Large). NOTE: Rodrigo will be moving out-of-state in late February so his seat will be open. Michael will perform treasurer duties until further notice.

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

**Secretary Notes:** President Lisa Birch opened the meeting at 6:06 PM. All seven directors were present. Attending members included Brian T., Kevin T., Ken H. and Taylor Short, the new manager of Epicenter Cycling in New Monterey. Also attending was Steve Korsgren, BLM’s new Law Enforcement Ranger, who introduced himself and answered questions at the end of the meeting. **Formal Board action or task follow-up is in yellow highlight.**

**2/7/2022 Agenda** (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for January 8, 2022 were adopted unanimously [Mike motion, Rodrigo second].
2. **MORCA Organization—** In January, the directors selected officers, as noted above. Treasurer Rodrigo Sierra Corona is resigning as he is moving to Arizona. The Board concurred that Mike McGirr will assume treasurer duties until a new Treasurer is installed. Henrietta noted the Bylaws Section 4.8 state that a **special election is needed** to fill a vacancy.
3. **Treasurer’s Report—** (a) Mike reviewed our **financial status** for January 2023. As of January 31, 2023, the combined bank + PayPal balance is \$46,941, which does not include \$441 swept from PayPal donations in early February. Major expenses totaled \$30,552, nearly all for bridge components. Income was \$36,296, including reimbursement for bridge components (\$30,684), IMBA quarterly dues (\$1,918), PayPal donations from December 2022 (\$3,534) and cash donations/payments. (b) Mike updated us on insurance renewal status—General Liability/Participant Accident etc policy requires us to provide a **Concussion Protocol**. Mike will work with Ken Howat on that (due 3/12). Directors & Officers Liability due 3/28. **Henri to send thank you notes to donors.**
4. **2023 MAJOR OBJECTIVES:** Five major objectives were set by the Board at its January retreat in the following priority order:

**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). 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.

A. **COMMITTEES/ADVISORY PANEL:** We currently have five committees for specific programs or tasks. We need to bring in non-Board members to be advisory panel members. **The committee chairs are:** (i) Darius for Trail Work; (ii) [Open] for Marketing; (iii) Mike for Sea Otter Classic; (iv) Mike for Take-a-Kid Mtn Biking Day (TAKMBD); (v) Henri for Palo Corona.

B. **COMMUNITY OUTREACH**

- i. **Advisory Panel Recruitment**— Mike, Phil and Sherry met last week to flesh out process, ideas etc and will report back in March.
- ii. **Events**— Two major events include **Sea Otter Classic (4/20-23/2023)** and **TAKMBD (10/7/2023)**. We had extensive discussion about SOC logistics, including: (a) sharing booth G45 with CAMTB, and (b) volunteer positions needed for bike valet, dual slalom and MORCA booth. Taylor is willing to send out call for volunteers in Epicenter email blast. Ken noted 56 slots needed for Dual Slalom and he can't be there 2 of the 4 days. Other "veterans" also may not be able to be on the hill this year. Look for **emails and Facebook posts to recruit volunteers.**
- iii. **Partnerships with Local Businesses/Groups**— (1) Last month we voted to help the **"Salinas Valley Composite" NORCAL/NICA Middle School team** via Lauri Banks, head coach. No recent action. (2) We are embarking on a new relationship with **Epicenter Cycling (Monterey)** with manager Taylor Short as primary contact. Taylor had a variety of good ideas on how a bike shop and MORCA could work together and is willing to use their social media to help MORCA with volunteers, fund-raising, education etc. This is not an exclusive arrangement and coordination with all local shops is encouraged for the betterment of the mountain bike community as a whole. (3) Henri described our 1/29/2023 co-hosted ride with **Girls Rock Women's Mountain Biking of Santa Cruz**. Roughly 80 participants were guided by MORCA gals and thanks MORCA guys for tent set-up and tear-down, and other support.
- iv. **Social Rides**-- The **First Saturday Rides** continue with good attendance, including folks from out of town this rainy winter. The next ride is March 4. Informal Wednesday afternoon rides continue at 4 PM.
- v. **Trail Work**-- Volunteer hours in 2022 totaled 791 hours. On January 21, 12 volunteers came to work on soggy T47 (upper Couch). The February 18 trail day will continue that work. Cassidy also leads weekday work sessions. Taylor noted that MORCA needs to educate folks that we are not allowed to build more technical trails and are constrained by BLM policy. BLM staff must approve the trail work plans and are often on-site during the trail days.

C. **MARKETING**

- i. **Marketing Plan**-- Lisa reported that Peter Berridge was not able to attend tonight but is working on finalizing the **sponsorship deck and a general marketing plan** that includes better messaging about broader inclusive community engagement.

- ii. **Videos**—Sheri stands ready to do more videos promoting **Sea Otter volunteering** and other subjects—folks are welcome to submit your videos of riders having fun.
- iii. **Newsletter**— **Mike to work on a draft.** Julie suggested having a plan of what subjects should go when and where. Taylor suggested having fun info tid-bits that people would enjoy and engage in.
- iv. **Website**—**Mike and Ian will work on upgrades** with help from Peter to make it more user friendly.
- v. **Social Media**-- Julie continues to post on Facebook and Instagram. Justin Beck may be interested in helping. Taylor had suggestions to better engage younger folks and could potentially partner with MORCA on certain subjects in their social media posts.

D. **ADVOCACY:** includes a variety of places and issues:

- i. **CAMTB** (California Mountain Bike Association) -- Lisa reported on a variety of coordination including Sea Otter and Hollister Hills OHV (See below)
- ii. **Porta-Potties at 8<sup>th</sup> & Gigling**— Mike, Phil and Henri feel we need to take a “top-down” approach and contact Supervisors as the County staff attorney has not been responsive to our formal Memorandum of Agreement that we submitted. Fund-raising on hold until we have a commitment from County to build a permanent structure after we fund 2 years of temporary sanitation facilities. Julie and Henri have taken photos and video to document use.
- iii. **BLM Grant to Build Bridge**— Mike reported that all the bridge pieces have been delivered to BLM work center; 1.5 tons of equipment. Due to soggy trails that preclude vehicles, likely start will be May-June 2023. John B to help with CAD drawings. Mike to change dates on official reports.
- iv. **Hollister Hills SRVA Buffer Zone**— OHV buffer area field trip with CAMTB and State Parks staff needs to be rescheduled. This area has potential for mountain bike trails.
- v. **MPRPD Palo Corona Backcountry**— The Park District rejected Henri’s proposed Guided Ride class in the backcountry and stated it may be quite some time before bikes are allowed. Previous meeting with staff indicated 2 years for additional approvals for General development Plan.
- vi. **Marina Pump Track**— Lisa reported that an opening is delayed due to needed repairs from heavy rains.
- vii. **Toro Park**— No report this month. Trail closures after rains.
- viii. **East Garrison “Travel Camp” area**—No report this month.
- ix. **BLM Safe PASSAGES**— MORCA purchased six \$50 REI gift cards and regularly highlights monthly drawing winner and good trail etiquette.

E. **FUNDRAISING**

- i. **Sponsorships**— Peter Berridge is finalizing the sponsorship deck for potential partners. We need a specific protocol and policies in place re receiving money and how to coordinate with website placement and links. Kevin T noted it’s important to show how a sponsorship will benefit the sponsor. He will be at a major e-bike trade show in June and can bring MORCA materials to a national audience.
- ii. **Special Events**— We were exploring the Esperanto MTB film, but that did not pan out. Perhaps there are some opportunities at SeaOtter.
- iii. **Promotional**—(1) We displayed **MORCA branded items** in exchange for donations. Jerseys were expensive but we may use for drawings for volunteers or other reward. (2) Henri plans to have **Fort Ord art cards** at First Saturday rides if good weather. The

donations are via FORT Friends and benefit BLM Trailhead Maintenance Fund. (c). Brian showed a great display of “license plates” and holders that could be used for marketing purposes with 1-Up or any rack manufacturer at SeaOtter. He will also contact car/motorcycle dealerships with license plate inserts promoting MORCA.

- 5. Presidents Report/Membership---** As of 2/5/2023, we have 155 active IMBA/MORCA members (5 new, 1 lapse); exceeds benchmark goal of 150 members. Lisa asks how can we better advise their membership is about to lapse?
- 6. New Business** — BLM Law Enforcement Ranger Steve Korsgren introduced himself and answered a variety of questions. He noted that after several months of training, he will soon be on patrol on a powerful e-bike, including night patrols.
- 7. Calendar Summary:**
  - 2/18/2023—Trail Day out of Laguna Seca Campground at 9 AM
  - 3/4/2023— First Saturday ride 9 AM
  - 3/7/2023— MORCA Board meeting 6 PM
  - FUTURE—April 20-23-- Sea Otter Classic

We adjourned at 8:11 PM

Prepared by Henrietta Stern, Secretary, on 2/14/2023

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