

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, March 7, 2023 at 6 PM, Springhill Suites, Marina
For more info, visit the MORCA website: www.morcambt.org**

YOUR 2023 DIRECTORS are: Lisa Birch (Pres), Mike McGirr (V.P. and Acting Treasurer), Henrietta Stern (Secretary), and Julie Hymer, Sheri Covey and Phil Craig (Members-at- Large). NOTE: There is one board opening with departure of Rodrigo last month.

Next Monthly Board Meeting: Tuesday, April 4, 2023 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:10 PM. Five of six directors were present (Phil absent). Attending members included Brian T., Kevin T., Darius R., and Taylor S (Epicenter Manager). **Formal Board action or task follow-up is in yellow highlight.**

3/7/2023 Agenda (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for February 7, 2023 were adopted unanimously [Mike motion, Julie second].
2. **MORCA Organization—** Kevin Kushner expressed interest in joining the Board and serving as Treasurer. Mike will speak to him in more detail to confirm interest. 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**. As of February 28, 2023, the combined bank + PayPal balance is \$46,027. Major expenses totaled \$1,393, including General Liability insurance (\$881), BLM night ride fee (\$342), and Girls Rock food (\$170). Income was \$479, mostly from previous donations via PayPal. **Henri to send thank you notes to donors.** (b) We already paid General Liability **insurance** but now Directors and Officers insurance is due 3/28. (c) Mike is working with IMBA and IRS to correct our **employer ID** number. (d) Mike reviewed his ideas for restructuring the **chart of accounts**, including restricted funds set aside for specific projects. This may result in a need to change language in our Bylaws or Standard Operating Procedures. **Mike will discuss with Kevin or other knowledgeable accounting type person.** (e) Mike updated PayPal and is working on Venmo to enable easier donations. **Need QR codes.**
4. **2023 MAJOR OBJECTIVES:** Priority order set by the Board in January 2023.

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 Sheri have met but are not ready to report back yet. Mike feels a succession plan should first be in place.
 - ii. **Events**— Two major events include **Sea Otter Classic (4/20-23/2023)** and **TAKMBD (10/7/2023)**. We will be sharing booth G45 with CAMTB. *Knowledgeable folks need to sign up for booth duty.* Dual slalom is 50% filled and bike valet is also 50% filled. Julie to post on social media soon. CAMTB has youth ambassadors who can potentially help. Taylor can advertise through her Epicenter network. Look for *emails and Facebook posts to recruit volunteers.* Brian has approached 1Up USA and other businesses to display “MORCA” License Plates and holders. *Julie and Brian to brainstorm a collage poster* with photos of MORCA cards with 1-Up racks.
 - iii. **Partnerships with Local Businesses/Groups**— (1) No recent action with the **Salinas Valley Composite” NORCAL/NICA Middle School team** via Lauri Banks, head coach. They are working on getting designated as a 501-c-3 non-profit. (2) Taylor with **Epicenter Cycling** needs to know what specifically do we need re volunteers or donations with links and QR codes and perhaps a promotional display brochure etc. She is willing to have a donation box for MORCA in the shop and display MORCA jerseys for a minimum donation. She asked how we can better engage folks besides inviting them to the formal business-oriented board meeting. Perhaps a brainstorming session on one topic at Alvarado brewing; or a ride + discussion “Ridea” event.
 - iv. **Social Rides**-- The **First Saturday Rides** continue with good attendance. March 4 was cancelled due to rain. April 1 is next ride. We discussed how to handle requests for minors under 18 to join the ride. The current policy is 18+ only. We are open to younger folk on a case-by-case basis—they must be able to fulfill the ride description in terms of fitness (distance/ride time), maturity, etc. Parents or legal guardian with written authority to make medical decisions for the minor must ride with the minor at all times. Due to limited number of sweeps, the strong preference is that parent knows the trails in case they need to turn back. Informal **Wednesday rides** will start at 6 PM once daylight savings begins.
 - v. **Trail Work**-- Darius reported 10 workers came on February 18 to work again on T47 (upper Couch). The **March 18** trail day will focus on T47 adjacent to the race track. Impromptu weekday work sessions also are led by John or Darius. 116 volunteer hours to date in 2023. REI contacted us about trail work info as their staff is interested in helping out. Suggest poster or flyer + QR code to sign up. Darius and John want to lead a Trailbuilding 101 class at REI in Sept-October.

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. Taylor suggested a simple video with what to do and what not to do regarding riding muddy trails and puddles after a rain. Julie has six plus videos.
- iii. **Newsletter**— **Mike to work on a draft**. Previously, Julie suggested having a plan of what subjects (when/where) and Taylor suggested having fun info tid-bits woven in. A good topic for March/April is SeaOtter + rain protocol.
- 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. Taylor has suggestions to better engage younger folks and could potentially partner with MORCA on certain subjects in Epicenter’s social media posts.

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

- i. **CAMTB** (California Mountain Bike Association) -- Lisa reported on a statistical survey she filled out. CAMTB to share our booth at Sea otter.
- ii. **Porta-Potties at 8th & Gigling**— Mike suggested a new way of approaching this subject. Instead of holding off on fundraising until the County promises to build a permanent facility, Mike suggested MORCA set aside \$7,000 now to serve as matching fund and conduct a campaign in the near future. The \$14,000 will support two years of porta-potties. During this time, we engage the community to pressure the County Supes to support long-term porta-potty maintenance (or permanent structure) at 8&G. Julie and Henri have taken photos and video to document use. We agreed that before starting a campaign, we must have buy-in from the County that we can physically locate the porta-poties on their property and they will facilitate maintenance (gate keys etc). **Mike to request a meeting with Supervisor Wendy Askew.**
- iii. **BLM Grant to Build Bridge**— Mike reported that 1.5 tons of bridge materials are at the BLM work center. Due to soggy trails that preclude vehicles, likely start will be May-June 2023.
- iv. **Hollister Hills SRVA Buffer Zone**— Lisa reported that the OHV buffer area field trip with CAMTB and State Parks staff re potential for new MTB trails has yet to occur. Darius noted he has a friend who lives there who could be helpful.
- 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 their General development Plan. **Henri to prepare formal statement to read at MPRPD Board meeting (via Zoom).**
- vi. **Marina Pump Track**— Darius reported there is no date certain for opening due to needed repairs; he saw workers this past week. He is on city mailing list for info.
- vii. **Toro Park**— No report this month. Trail closures after rains. Hillbillies have worked on Pipeline to keep it in good shape.
- viii. **East Garrison “Travel Camp” area**—No report this month.
- ix. **BLM Safe PASSAGES**— MORCA purchased six \$50 REI gift cards and regularly highlights the 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.
- ii. **Special Events**— Mike attended a webinar on running a Film Festival. Kevin T. noted he has organized several in the past and suggested using CSUMB as a less expensive venue (HS note: partner with their mountain bike club!) *Mike/Kevin to discuss ideas.*
- iii. **Promotional**—(1) At SeaOtter, we can display **MORCA branded items** (including jerseys) in exchange for donations. Jerseys also could reward volunteers. **(2)** Brian’s display of **“license plates”** and holders can be used for marketing purposes with 1-Up or any rack manufacturer at SeaOtter. He has also contacted car/motorcycle dealerships with license plate inserts promoting MORCA. **(3)** Henri will have **Fort Ord art cards** at First Saturday rides if good weather. The donations are via FORT Friends and benefit BLM Trailhead Maintenance Fund.

5. Presidents Report/Membership--- As of 3/3/2023, we have 152 active IMBA/MORCA members (3 lapse); exceeds 2022 benchmark goal of 150 members.

6. New Business — Darius noted that the Cypress Community Church (Hwy 68 near Corral de Tierra) has built a small trail on their property and may build more. They have asked for his assistance in trail design. This potentially could be open to the public in the future.

7. Calendar Summary:

3/18/2023—Trail Day out of Laguna Seca Campground at 9 AM
4/1/2023— First Saturday ride 9 AM
4/4/2023— MORCA Board meeting 6 PM
April 20-23-- Sea Otter Classic

We adjourned at 8:02 PM

Prepared by Henrietta Stern, Secretary, on 3/9/2023