

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, April 4, 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, and Sheri Covey and Phil Craig (Members-at- Large). NOTE: There are two board openings due to recent friendly resignations due to life changes.

Next Monthly Board Meeting: May 2, 2023 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:07 PM. Five of six directors were present (Phil absent, and tendered resignation). Attending members included Brian T., Kevin T., Darius R., Ken Howat, Kevin K., Taylor S.(Epicenter manager) and Steve K (BLM ranger). **Formal Board action or task follow-up is in yellow highlight.**

4/4/2023 Agenda (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for March 7, 2023 were adopted unanimously [Mike motion, Sheri second].
2. **MORCA Organization—** There are two board openings. Both Kevin Kushner and Taylor Small were unanimously nominated to serve on the Board (Mike motion, Julie second). Kevin expressed interest in serving as Treasurer. Brian Tomasini and Kevin T. were also willing to serve. Bylaws Section 4.8 state that a **special election is needed** to fill a vacancy. **Mike will prepare ballots** to the membership with brief candidate statements (4/12/2023 Note: this has been done with Kevin and Taylor on the ballot).
3. **Treasurer's Report—** (a) Mike reviewed our **financial status**. As of March 31, 2023, the combined bank + PayPal balance is \$44,605. Expenses totaled \$1,422, including Directors and Officers General Liability insurance (\$1,147), and lunch costs for trail days and board retreat (\$275). There was no income. Mike noted \$105 donations via PayPal swept in early April. **Henri to send thank you notes to donors**. (b) All insurance +has been paid for the year. (c) Mike has been working with IMBA and IRS to correct our **employer ID** number, and will **file annual tax statements to the feds and state**. (d) Mike will also submit Secretary of State info with new board members in May. (e) Mike activated Venmo to enable easier donations and created QR codes for donations or trail work. THANK YOU MIKE!!
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. **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. Mike noted openings for booth (Henri to take Saturday and Sunday morning). Ken Howat noted several openings for dual slalom. Julie and Darius to post on social media. CAMTB will also help. Taylor has advertised through her Epicenter network. Brian has “MORCA” License Plates and holders for display as needed. **Julie and Brian to brainstorm a collage poster** with photos of MORCA cars with 1-Up racks. See New Business re April 19 ride. Mike in charge of booth construction and teardown. No planning yet for TAKMBD.
- ii. **Partnerships with Local Businesses/Groups**— (1) Mike reported that the **Salinas Valley Composite” NORCAL/NICA Middle School team** (Lauri Banks, head coach) needs 12 walky-talkies. **The board unanimously voted to expend up to \$300 to buy these for the team** (Henri motion, Mike second). (4/12/2023 note: Brian ordered them and paid for incidentals associated with the units). (2) Taylor with **Epicenter Cycling** reported on her promotion/partnership activities and noted future free demo day cards, tune-ups and accessory packages as drawing items for volunteers. THANK YOU, TAYLOR.
- iii. **Social Rides**-- The **First Saturday Rides** continue with good attendance; most recent was April 1. We discussed how to best ensure leads and sweeps are signed up early to ensure coverage for all groups. Ideas include: personally asking ride friends to commit to a date; do pre-ride so a route is known; start with sweep duty and then move up to lead. Henri can't lead on next ride May 6. Informal **Wednesday rides** now start at 6 PM. Kevin K. also leads a **Sunday afternoon** ride via Bobcat Bikes.
- iv. **Trail Work**-- Darius reported 16 workers came on **March 18** to work again on T47 (Couch). The **April 15** trail day will focus on T50 tread. Impromptu weekday work sessions also are led by John or Darius. 211 volunteer hours to date in 2023. QR codes are in 5 bike shops to sign up. From last month, Darius and John want to lead a Trailbuilding 101 class at REI in Sept-October.
- v. **Advisory Panel recruitment**— no discussion this month; needs succession plan first.

C. MARKETING

- i. **Marketing Plan**-- Lisa reported no recent info from Peter Berridge.
- ii. **Videos**—Sheri reported no recent videos. Taylor may be able to take some at Sea Otter – folks take pix and vids at MORCA booth.
- iii. **Newsletter**— Mike sent out Sea Otter themed newsletter.
- 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 reaches many through Epicenter's social media posts. THANKS to both of you!

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

- i. **CAMTB** (California Mountain Bike Association) -- Lisa reported we paid our annual fees, declined to join SoCal working group, and will share our booth at Sea otter.
- ii. **Porta-Potties at 8th & Gigling**— Mike wrote Supervisor Askew's office requesting a meeting re sanitation situation at 8&Gigling, especially after NorCal NICA meet had no facilities and hundreds of kids parked there. (Update 4/12/2023—Askew's staff responded and will be setting up a meeting with Mike to review the situation in more detail. Next step would be meeting with Supervisor Askew. Henri noted conversation with Mike Splain of Resources Legacy Foundation (RLF) that focuses on staffing and needs for BLM in California. He will be here May 18 for a tour. Henri noted 8&G is a major trailhead for Ft Ord Natl Monument but is not on federal land. Not sure if RLF is a possible funding source??
- iii. **BLM Grant to Build Bridge**— Mike reported that he'll meet with BLM on April 5 to discuss delayed implementation due to very wet canyon and logistics to get 1.5 tons of bridge materials to the site. Likely start is July-August 2023. Mike noted timing challenges with Laguna Seca events etc. Steve K noted BLM has a lot of useful equipment but may lack operators available in a timely manner.
- 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. Hopefully with storm season passing, a visit can be scheduled.
- v. **MPRPD Palo Corona Backcountry**— No new info. 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. Possible 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 but repairs are underway. He is on city mailing list for info.
- vii. **Toro Park**— No report this month. Trail closures after nearly every rain; very wet out there. 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.
- x. **Cypress Community Church Trail Plan**—Darius is coordinating with their trail planner about potential routes on church property that would be open to the public.
- xi. **Fort Ord Habitat Resource Management Plan**—Darius and John B. attended the 3/22 Zoom meeting hosted by the County. Certain County parcels, including Happy Trails area, will be addressed in the plan to protect listed species. Darius emphasized need to preserve heavily used trail system for public access. This likely will be the case in the "Habitat Parcels" but uncertain in parcels deemed as potential "Development Parcels." *Request to get on County mailing list* if interested.
- xii. **Great American Outdoor Act/2024 Trail Hardening Projects** – BLM is hoping to get funding to harden trails that easily degrade (e.g., T25, T31) and do projects similar to T65 to reduce extensive sand buildup.

E. **FUNDRAISING**

- i. **Sponsorships— From previous--** 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—** No report this month. Film fest at CSUMB was discussed previously.
- iii. **Promotional—**(1) At SeaOtter, we can display **MORCA branded items** (including jerseys) in exchange for donations. We agreed that jersey donation should be \$40 each or two for \$60. **(2)** Brian’s display of “**license plates**” and holders can be used for marketing purposes with 1-Up or any rack manufacturer at SeaOtter. **Brian will email Julie with photos** to create a potential poster. **(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 4/3/2023, we have 156 active IMBA/MORCA members (3 new, 0 lapse). **We agreed on 200 members as our new goal.**

6. New Business —

- A. Darius would like to replenish an **empty bell box** near 7-11 (Boyscout Project) with MORCA bells. We agreed this is a good outreach idea.
- B. Julie thanked **Brian for donating a 360 camera** to MORCA to enhance photos/videos. Taylor is willing to test it out.
- C. Mike noted a personal injury lawyer asked about **sponsorship**—we are leery of this type of sponsorship and would need more detailed info on what he has in mind.
- D. We agreed the **Wednesday April 19 ride** should be out of campsite M-166 at Sea Otter/Laguna Seca with BBQ afterwards. Darius and Julie to share on social media.

7. Calendar Summary:

4/15/2023 at 9 AM—Trail Day out via 8th & Gigling
5/2/2023 at 6 PM— MORCA Board meeting, Springhill Suites
April 19 at 6 PM— Wednesday night ride at Sea Otter campsite M-166
April 20-23 all day-- Sea Otter Classic
5/6/2023 at 9 AM— First Saturday ride 8th & Gigling

We adjourned at 8:05 PM

Prepared by Henrietta Stern, Secretary, on 4/12/2023