

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, May 2, 2023 at 6 PM, Springhill Suites, Marina**
For more info, visit the MORCA website: www.morcambt.org

YOUR 2023 DIRECTORS as of May 2 are: Lisa Birch (Pres), Mike McGirr (V.P.), Henrietta Stern (Secretary), Kevin Kushner (Treasurer), and Julie Hymer, Sheri Covey and Taylor Short (Members-at-Large). NOTE: Welcome new board members Kevin and Taylor! We look forward to your ideas and energy!

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

Secretary Notes: President Lisa Birch opened the meeting at 6:07 PM. Five of five directors were present. Attending members included Brian T., Kevin T., Darius R., Ken Howat, Kevin K., Taylor S., John B, Peter B, and Steve K (BLM ranger). **Board action/follow-up is in yellow highlight.**

5/2/2023 Agenda (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for April 4, 2023 were adopted unanimously [Mike motion, Julie second].
2. **MORCA Organization/Special Election—** Darius reported the special election results. Twelve ballots were returned and all selected Kevin Kushner and Taylor Short as new board members. The board unanimously approved Kevin to serve as Treasurer (Mike motion, Henri second).
3. **Treasurer’s Report—** (a) Mike reviewed our **financial status**. As of April 29, 2023, the bank balance was \$44,932. Income in April was \$1,604, primarily from quarterly IMBA dues (\$1,400). Expenses totaled \$1,276, including \$775 for CAMTB membership, \$395 for trail day lunches, and \$105 for Sea Otter supplies. Mike has not yet swept PayPal donations through April. **Henri to send thank you notes to donors.** (b) Last month, Mike reported he will file IRS/state tax returns.
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**— (1) Ken and Mike reported on **Sea Otter Classic (4/20-23/2023)** dual slalom and booth, respectively. Ken described challenges and extensive staffing needed and questioned if return merits this commitment. Kevin T recommended starting now to gain more recognition for our work on the trails from Lifetime/SeaOtter and other potential sponsors. Mike to take lead on this with help from Kevin T, Peter, Ken and others on improvements and strategy for next year. Henri noted some of her contacts and helpfulness of CAMTB staff re connecting with contacts. Mike to thank volunteers and should we consider some sort of party? (2) **Marina Pump Track grand opening is May 13 from 11-2**. Lisa described potential bike donation from Bobcat and loaners from Community Bike Collective. Taylor said special BMX bike also available. REI may donate 10 helmets. **Henri to ask Workhorse Bikes for donation**. Darius to bring MORCA booth and we will represent! City in charge of planning. (3) No planning yet for **TAKMBD** except we agreed it should be **Saturday September 30** due to bridge construction in early October. Mike to contact volunteers from last year in June. **Henri to contact Prevelo Bikes for donation**.
- ii. Partnerships with Local Businesses/Groups**— (1) Mike reported that we purchased 12 walkie-talkies for the **Salinas Valley Composite” NORCAL/NICA Middle School team** (Lauri Banks, head coach). Brian is painting them with bright colors to reduce loss. (2) Taylor with **Epicenter Cycling** reported on her promotion/partnership activities and ideas to encourage more volunteering.
- iii. Social Rides**-- The **First Saturday Rides** continue; attendance may be lower as Santa Cruz trails improve. We recognized there will always be challenges filling leads and sweeps and will adapt on ride day as needed. **Taylor suggested a mini-poster with QR code for folks to sign-up for rides at all bike shops**. Informal **Wednesday rides** now start at 6 PM. Kevin K also leads a **Sunday afternoon** ride via Bobcat Bikes.
- iv. Trail Work**-- Darius reported 287 hours total this year. (1) Eleven workers came on **April 15** to work on T50 south to smooth this trail for SeaOtter participants. (2) The **May 20** trail day will focus on T22 tread. (3) Impromptu weekday work sessions also are led by John B or Darius. (4) Darius noted potential future work on entrance to lower Goat (very eroded). (5) We agreed that we would like to thank Kim Beardshear with a gift for her many years of effort feeding the trail workers, and that \$15 per person is a reasonable lunch expense goal, but is flexible depending on the situation. Previous note: Darius and John want to lead a Trailbuilding 101 class at REI in Sept-October. See D-vii below for new County trails info.

C. MARKETING

- i. Marketing Plan**-- Peter is back and will focus on Sea Otter strategy and sponsorship, **with emphasis on the value we provide; then website improvements**. Regarding sponsorship, a question is posed whether we want material items and/or cash.
- ii. Videos**—Sheri reported no recent videos.
- iii. Newsletter**— Mike will send out a Mailchimp advisory about the County questionnaire on e-bikes due May 8.
- iv. Website**— **Mike and Ian will work on upgrades** with help from Peter.

- 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 that she signed us up for part of the Spring bike give-away drawing (\$5 per ticket). MORCA gets 80% by using a **special URL code to come in the near future from Lisa.**
- ii. **Porta-Potties at 8th & Gigling**— Mike and Lisa reported on the April 26 on-site meeting at 8th & Gigling with Yuri Anderson, chief of staff for Supervisor Wendy Askew. We toured the area and learned about funding opportunities and constraints. Supervisor Askew is supportive but long-term funding is always an issue. First key step is a Needs Assessment that could be accomplished via an on-line questionnaire hosted by the County (similar to e-bike questionnaire—see below). **Henri to update previous porta-potty fund donors on status.**
- iii. **BLM Grant to Build Couch Canyon Bridge**— Mike reported that we received approval of a one-year time extension and construction should start first week of October.
- 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; guided backcountry bike ride rejected.. **Henri to prepare statement to read at MPRPD Board meeting (via Zoom).**
- vi. **Marina/Other Pump Track**— Marina grand opening is May 133; see Item 4-b-i-2 above. Darius and Peter noted interest in Monterey and Pacific Grove.
- vii. **Monterey County/Toro Park and Others**— (1) Julie noted Brian Flores would like to meet to discuss Toro trails. Darius noted that a comprehensive trails plan is needed at Toro. (2) Lisa reported that County staff is asking for help to disseminate a questionnaire about ebike use on County trails. **MORCA will forward via Mailchimp and social media solely for educational purposes** (not taking a position).
- viii. **East Garrison "Travel Camp" area**— see above re e-bike questionnaire.
- 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 will re-contact trail planner about potential routes on church property that would be open to the public.
- xi. **Great American Outdoor Act/2024 Trail Hardening Projects** – BLM is hoping to get funding to harden trails that easily degrade (e.g., T31 backside) and do projects to reduce extensive sand buildup. Darius noted re-aligning T20 to avoid large puddles in low-lying areas is also of interest.
- xii. **Fort Ord Habitat Resource Management Plan**— no new info. Certain County parcels, including Happy Trails area, will be addressed in the plan to protect listed species. We need to track progress on this plan.

E. **FUNDRAISING**

- i. **Sponsorships**—Peter Berridge will finalize 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.
- iii. **Promotional**—(1) Henri reported visit by HyperThreads re hats, clothing etc. They do Sea Otter and NICA as clients. Mike and Henri have contact info for field rep. **(2)**

Brian's display of "license plates" and holders can be used for potential future marketing purposes. (3) We agreed that we do not wish to pay for a banner at the Sollecito baseball field; this may be best at a bike park or pump track. (4) 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 5/1/2023, we have 160 active IMBA/MORCA members (4 new, 0 lapse). Note: 200 members is our new goal. Taylor described Epicenter's possible purchase of IMBA/MORCA memberships for a certain number of folks who buy a new bike.

6. New Business —
No discussion other than already noted above.

7. Calendar Summary:
5/6/2023 at 9 AM— First Saturday ride 8th & Gigling
5/13/2023 at 11-2—Marina Pump Track grand opening
5/20/2023 at 9 AM—Trail Day out via 8th & Gigling
6/3/2023 at 9 AM—First Saturday ride at 8&G
6/6/2023 at 6 PM— MORCA Board meeting, Springhill Suites

We adjourned at 8:00 PM
Prepared by Henrietta Stern, Secretary, on 5/3/2023

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