

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, June 6, 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 Kutcher (Treasurer), and Julie Hymer, Sheri Covey and Taylor Short (Members-at-Large).

Next Monthly Board Meeting: July 11, 2023 at 6 PM, Springhill Suites, Marina NOTE DATE CHANGE

Secretary Notes: President Lisa Birch opened the meeting at 6:10 PM. Six of 7 directors were present (Sheri C absent). Attending members included Brian T, Kevin T, Darius R, Ken H, John B and Phil C. Board action/follow-up is in yellow highlight.

6/6/2023 Agenda (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for May 2, 2023 were adopted unanimously [Mike motion, Julie second]. (Kevin Kutcher name was later corrected). (b) We agreed the **next meeting** should be July 11 rather than July 4 holiday. (c) Henri reported on her meeting with Mike Splain of the **Resources Legacy Fund** about potential large projects at Fort Ord that are worthy of funding. (d) Henri noted that Lisa and Henri were both certified as BICP Ride Leaders and Level 1 Mountain Bike Instructors on June 3 after a rigorous multi-day process. We briefly touched on the concept of a beginner skills clinic separate from a group ride.
2. **Treasurer’s Report—** (a) Mike reviewed our **financial status**. He noted Union Bank was purchased by U.S. Bank and there are logistics involved with changing accounts. As of May 26, 2023, the Union Bank balance was \$44,684. Income in May was \$111, from Amazon Smile and a cash donation to the trail fund. Expenses totaled \$360 for various minor expenses and trail lunch. Mike listed PayPal donations totaling \$639, which have not been swept into the new bank account. *Henri to send thank you notes to donors.* (b) Mike submitted IRS/state tax returns.
3. **Special Agenda Items-- (a) Recognition for Kimberly Beardshear.** John B noted that Kim did not want special recognition for her trail worker lunch coordination. *Henri will write a letter thanking her for her continuing efforts.* (b) **George Fontes Memorial.** Long-time MORCA member George Fontes died of a medical emergency while riding with fellow MORCAns. *Julie will post obituary with memorial service details (June 14, 10 AM, Struve & LaPort).* Darius to discuss with Eric Morgan replacing the old bench on T57 with a new memorial bench for George. Ken H to pick a date for a memorial bike ride to occur in the next few weeks.
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) Darius reported on the **Marina Pump Track grand opening (5/13)**. There were hundreds of kids and adults having fun! MORCA’s tent with loaner bikes was well received (90 sign-outs). Thank You Community Bike Collective for the loaner bikes and helmets, and Lisa for the transportation. We received a Letter of Recognition from the City of Marina. Sea Otter may include the pump track in youth outreach next year. It has potential for TAKMBD. Darius spoke to City about locked bathrooms at this heavily used venue. (2) **July 15-23 is Latino Conservation Week**. Our July 15 Trail Day can be one event. **Henri to contact other possible partners.** (3) **TAKMBD is Saturday September 30**. Mike has begun coordinating with County re use of Travel Camp and not being charged commercial rate. Suggest trading trail work for reduced fees. **Mike to contact volunteers from last year** in June. **Henri to contact Prevelo Bikes for donation.** (4) **Public Lands Days is October 28**. Henri is involved via FORT Friends. MORCA typically does “ride and trim.” (5) **Sea Otter Classic is April 2024**. We received a \$2,900 check from SOC Foundation for our dual slalom work. Mike suggests a \$5 per SOC entry fee to go towards trail work fund. He’ll also will suggest better management of dual slalom as a premier event. **We need to work on SOC marketing plan ASAP.** (6) **National Trails Day is mid-2024**. We need to be involved in this major event.
- ii. **Partnerships with Local Businesses/Groups**— (1) Brian reported that 12 walkie-talkies are about to be delivered to the **Salinas Valley Composite” NORCAL/NICA Middle School team** (Lauri Banks, head coach). (2) Taylor with **Epicenter Cycling** reported she is leaving Epicenter to pursue a dream position with Dirt Series, but Ron Cox is an excellent replacement. (3) Kevin T noted an article about the sale of **Rana Creek Ranch** in upper Carmel Valley with potential for new bike trails.
- iii. **Social Rides**—(1) The **First Saturday Rides** continue; attendance remains pretty steady. Julie noted the need to have materials together in case normal leads/greeters are absent. (2) We decided to keep the July 1 date. (3) Informal **Wednesday rides+BBQ** start at 6 PM. Kevin K also leads a **Sunday afternoon** ride via Bobcat Bikes. (4) We decided October 28 was the best date for a **full moon/Halloween ride**. **Mike and Lisa will work on permit application.**
- iv. **Trail Work**-- Darius reported 384 hours total this year. (1) Eleven workers came on **May 20** to work on T56, 57, 14 AND c36. (2) The **June 17** trail day will focus on T42 and 43. (3) Impromptu weekday work sessions also are led by John B or Darius. Previous note: Darius and John want to lead a Trailbuilding 101 class at REI in Sept-October.

C. **MARKETING**

- i. **Marketing Plan**-- Peter has put info together and needs final review.
- ii. **Videos**—There have been no recent videos.
- iii. **Newsletter**— Mike has sent out several Mailchimp newsletters and advisories.
- iv. **Website**—Mike and Ian will work on upgrades with help from Peter.
- v. **Social Media**-- Julie continues to post on Facebook and Instagram.

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

- i. **CAMTB** (California Mountain Bike Association) -- Lisa reported that MORCA gets 80% of \$1,034 raised through the Dream Bike raffle. She'll get the list of donors and contact info in order to thank them. No new info on Planning Retreat or Hollister Hills OHV site visit.
- ii. **Porta-Potties at 8th & Gigling**— Mike reported that the draft County budget includes \$180,000 for Travel Camp improvements, including bathrooms. We are hoping that some of that money can be put toward 8&G porta-potty. Potential County Supervisor action on June 22. Henri noted Don Chapin Co. owns a portapotty business and perhaps could donate or charge reduced fees.
- 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. Site prep and materials move-in will occur in September. Coordination with BLM and County/Laguna Seca will be needed.
- iv. **MPPRD Palo Corona Backcountry**— No new info. Henri to prepare statement to read at MPPRD Board meeting (via Zoom).
- v. **Marina/Other Pump Track**— See "Events" above. Hopefully other cities follow suit.
- vi. **Monterey County/Toro Park and Others**— Darius noted County follow-up e-bike survey asking preference re types of e-bikes that should be allowed on trails.
- vii. **East Garrison "Travel Camp" area**— Note proposed County budget of \$180,000 for improvements to be considered June 22.
- viii. **Cypress Community Church Trail Plan**—Darius continues contact with church trail planner about potential routes that would be open to the public.
- ix. **Fort Ord Habitat Resource Management Plan**— no new info. Certain County parcels, including Happy Trails area, will be addressed in the plan to protect species.
- x. **Great American Outdoor Act/2024 Trail Hardening Projects** – BLM wants funds to harden trails that easily degrade (e.g., T31 backside) and reduce sand buildup. Darius/John to flag T20 realignment to avoid low spots that badly puddle up.
- xi. **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 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) No report on MORCA branded items, though several options exist. (2) Brian has offered to pay for MORCA display banners and showed prototypes. We agreed that Lisa will ask if we can put one at Marina pump track as outreach to bicycle families. (3) Henri still has Fort Ord art cards for First Saturday rides or other

gatherings. The donations are via FORT Friends and benefit BLM Trailhead Maintenance Fund.

5. Presidents Report/Membership--- As of 6/5/2023, we have 167 active IMBA/MORCA members (7 new, 0 lapse). Note: 200 members is our new goal.

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

7. Calendar Summary:

6/17/2023 at 9 AM—Trail Day at 9 AM at 8th & Gigling

7/1/2023 at 9 AM— First Saturday ride at 8th & Gigling

7/11/2023 at 6 PM— MORCA Board meeting, Springhill Suites

7/15/2023 at 9 AM—Trail Day at 9 AM at 8th & Gigling – (Latino Conservation Week event)

7/15-7/23—Latino Conservation Week

8/1/2023 at 6 PM – MORCA Board meeting, Springhill Suites

We adjourned at 8:10 PM

Prepared by Henrietta Stern, Secretary, on 6/11/2023

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