

**SUMMARY OF MORCA BOARD MEETING –  
Tuesday, July 11, 2023 at 6 PM, Springhill Suites, Marina**  
For more info, visit the MORCA website: [www.morcambt.org](http://www.morcambt.org)

**YOUR 2023 DIRECTORS as of July 11 are:** Lisa Birch (Pres), Mike McGirr (V.P.), Henrietta Stern (Secretary), Kevin Kutcher (Treasurer), with Julie Hymer, and Taylor Short (Members-at-Large). Sheri Covey submitted her resignation. See “New Business”.

**Next Monthly Board Meeting: Tuesday, August 1, 2023 at 6 PM, Springhill Suites, Marina**

**Secretary Notes:** President Lisa Birch opened the meeting at 6:01 PM. Five of 7 directors were present (Sheri C and Taylor S absent). Attending members included Brian T, Kevin T, and Darius R; Steve K from BLM also attended. **Board action/follow-up is in yellow highlight.**

**7/11/2023 Agenda** (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** **Minutes for June 6, 2023 were adopted unanimously [Mike motion, Julie second].**
2. **Treasurer’s Report—** (a) Kevin reviewed our **financial status**. As of June 30, 2023, the US Bank balance was \$47,277. Income in June was \$2,925, mostly from Sea Otter Classic donation for our dual slalom and bike valet volunteering (\$2,900). Expenses totaled \$332 for trail lunch (\$36), radio donation via Brian T. for the middle school ride group (\$276), and misc. expenses. (b) Mike listed **PayPal donations** totaling \$208, which have not been swept into the new bank account. **Henri to send thank you notes to donors.** (c) We **clarified Bylaws 6.5** to mean a check made out to the President needs to be signed by the Treasurer and vis versa (i.e., officers can’t write and sign checks to themselves).
3. **Special Agenda Items-- (a) Recognition for Kimberly Beardshear.** Lisa reported that a thank you letter was sent. **(b) George Fontes Memorial.** Ken H. advised via email that BLM has approved replacing the old bench near the T57 pond on with a memorial bench. The Board confirmed MORCA will pay for the bench. We agreed the memorial ride will be after the bench is installed.
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) **July 15-23 is Latino Conservation Week.** Our July 15 Trail Day can be one event. (2) **China Peak Club Day** is August 26. We agreed we don't have band width given other activities. (3) **Marina Family Movie Night** at pump track (**September 23** to be confirmed)—We voted unanimously (Mike motion, Henri 2<sup>nd</sup>) to co-sponsor this event with limit of \$800. Pursuant to Bylaws 7.2, \$500 of this expense in budget (#65150), and \$300 is not. City will allow MORCA banner at the event (**need to finalize banner**). (4) **TAKMBD is Saturday September 30.** Mike has begun coordinating with County re use of Travel Camp. **Mike to contact volunteers and booths from last year.** **Henri to contact Prevelo Bikes for donation.** (5) **Public Lands Days is October 28.** Instead of our normal "ride and trim," we will focus on Couch Canyon bridge tasks. (6) **Fundamental skills clinic** is a potential future event. Lisa and Henri getting experience via Girls Rock. (7) **Sea Otter Classic is April 18-21, 2024.** Jeff Lindenthal asked MORCA to help with a **kids event at Marina pump track on April 13, 2024.** Mike trying to get camping spot in Grand Prix section like previous years. Kevin T reiterated need for SOC to recognize MORCA trail work via donation and programs/website. He suggested SOC include a \$5 per MTB registration donation to MORCA. **We need to finalize SOC marketing plan ASAP.** (8) **National Trails Day is June 2024.** We need to be involved in this major event.
- ii. **Partnerships with Local Businesses/Groups**— (1) Brian reported that 12 customized walkie-talkies were delivered to the **Salinas Valley Composite" NORCAL/NICA Middle School team.** Thanks Brian! (2) Lisa reported her conversations with **City of Marina re MORCA banner at pump track.** Annual cost is \$3,000 but **Lisa will ask that our donation to Movie Night (up to \$800) be prorated for 3+ months display time** (3) **East Garrison Town Center** plan—Lisa reported that MORCA members responded with ideas for businesses in the pending town center (café, bike repair shop etc). (4) **Community Bike Collective bike fix-it day is August 5.** **We will publicize this** (note— same day as First Saturday ride)
- iii. **Social Rides**— (1) The **First Saturday Rides** continue; attendance remains pretty steady. (2) Next ride is **August 5.** We declined a request to move start time to 10 AM as folks want time to do other things that day. (3) Informal **Wednesday rides+BBQ** start at 6 PM. Darius/others ride Monday and Friday at 4 PM; Kevin K+ Bobcat lead a Sunday afternoon ride. (4) Lisa submitted permit application to BLM for a **full moon/Halloween ride Saturday October 28.** (same day as Public Lands Day).
- iv. **Trail Work**-- Darius reported 478 hours total this year. (1) Seven workers came on **June 17** to work on T43. (2) The **July 15** trail day will focus on T20 re-route to remove vegetation and create bare dirt trail (lunch provided by FORT Friends). (3) Impromptu weekday work sessions also are led by John B or Darius. They will go out and flag T31 realignment in anticipation of August 19 trail day. (4) Mike noted a member wishes to donate a plate compacter. (5) Darius reminded us that we need to redo Munitions Online training to work on County owned trails. The link is: <https://www.fortordsafety.com/>

C. **MARKETING**

- i. **Marketing Plan**-- Peter has put info together and needs final review. Mike and Peter are working on sponsorship program. Kevin T emphasized need for businesses and public to know about MORCA's volunteer trail work that benefit all trail users.
- ii. **Videos**—There have been no recent videos.
- iii. **Newsletter**— Mike has sent out several Mailchimp newsletters and advisories. He welcomes text submitted by board and members.
- iv. **Website**—Mike and Ian will work on upgrades with help from Peter but the marketing plan needs to be completed first.
- 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) – (1) Lisa reported that MORCA will get \$926 from Dream Bike raffle. She'll get the list of donors and contact info so we can thank them. (2) Annual retreat is at Camp Loma October 20-22. Darius volunteered to attend as our rep. (3) No new info on Hollister Hills OHV site visit.
- ii. **Porta-Potties at 8<sup>th</sup> & Gigling**— Mike reported County on 6/22 approved 2024 budget to include \$180,000 for Travel Camp improvements, including bathrooms. It looks unlikely they will free up some of that money for 8&G porta-potty. Mike suggested MORCA have a budget line item to jump start 8&G potty in our 2024 budget. Also ask County staff to do a similar questionnaire like they did for ebikes to document bathroom need at 8&G.
- iii. **BLM Grant to Build Couch Canyon Bridge**— Mike reported construction should start first week of October with site prep and materials move-in during late September. Steve K from BLM noted they have vehicles and equipment to help transport. Laguna Seca will be having races Sept 19-23, so may need to put job trailer at top of Hurl Hill.
- iv. **MPRPD Palo Corona Backcountry**— No new info. Henri to prepare statement to read at MPRPD Board meeting (via Zoom).
- v. **Marina/Other Pump Track**— See "Events" above. Hopefully other cities follow suit.
- vi. **Monterey County/Toro Park and Others**— No new info.
- vii. **East Garrison "Travel Camp" area**— County approved \$180,000 for improvements.
- viii. **Cypress Community Church Trail Plan**—No new info.
- ix. **Fort Ord Habitat Resource Management Plan**— No new info.
- x. **Great American Outdoor Act/2024 Trail Hardening Projects** – BLM funds will address T31, T20 and others. We are starting work on these at our future trail days.
- xi. **BLM Safe PASSAGES**— MORCA purchased six \$50 REI gift cards and regularly highlights the monthly drawing winner and good trail etiquette.
- xii. **BLM Public Lands Rule**— Henri submitted a comment per IMBA template (July 5).
- xiii. **Rana Creek Ranch**-- Darius reported that the Wildlife Conservancy is new owner and deed restrictions or other policies may preclude mountain biking. It appears MTB is not included as a planned use (contrary to media article). Likely an uphill battle.

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**— Lisa will submit an application for MORCA to be included in the Monterey Gives! campaign, which kicks off around Thanksgiving. July 28 deadline.

- iii. **Promotional**—(1) No report on MORCA branded items, though several options exist. (2) MORCA previously agreed to pay for a **banner at the pump track**. Need Peter input on final design. September 23 is deadline to be ready for Movie Night. (3) Henri still has **Fort Ord art cards** ( donations via FORT Friends and benefit BLM Trailhead Maintenance Fund).

**5. Presidents Report/Membership---** As of 7/6/2023, we have 170 active IMBA/MORCA members (3 new, 0 lapse). A positive trend these past few months. Note: 200 members is our new goal.

**6. New Business —**

- A. **NEW BOARD MEMBER NEEDED**—Sheri has resigned due to health and work issues. Brian Tomasini agreed to be nominated. Note Bylaws 4.8/Vacancies states: “Vacancies shall be filled by election at the next regular member meeting (i.e., August 1). The director elected this way must then go through the regular election process. Bylaws 4.6/Nominations states that a normal call for nominations is made at the September meeting (September 5). If immediate replacement is desired, then Lisa/Mike need to advise members of the August 1 election and also give opportunity for someone to write in self or other member. OR... we can choose to hold off on replacement until normal election cycle begins in September.
- B. **NEED FOR MORE MORCA BELLS**—Brian noted we have limited bells left and several events this Fall where we may need them (e.g. TAKMBD). Thus, the board unanimously approved purchase of 500 more bells at an estimated cost of \$1,400 (Henri motion, Julie 2<sup>nd</sup>). This would be co-funded by budget accounts #67400, 67700 (possibly others) and unbudgeted.
- C. **CYCLOVIA SALINAS** is mid-October. We agreed that we won’t participate this year due to extra work for the Couch Canyon Bridge that likely will be needed each weekend in October.
- D. **REVIEW BYLAWS**— Some Bylaws are not clear and others have outdated spending limits. Changes to the Bylaws can be considered at the annual meeting of members. **Henri suggested reviewing the Bylaws** and preparing changes to consider at the annual meeting (November 7).

**7. Calendar Summary:**

7/15/2023 at 9 AM—Trail Day at 9 AM at 8<sup>th</sup> & Gigling – (Latino Conservation Week event)  
8/1/2023 at 6 PM – MORCA Board meeting, Springhill Suites  
8/5/2023 at 9 AM— First Saturday ride at 8<sup>th</sup> & Gigling  
8/5/2023 at 19 AM—Community Bicycle Collective Fix-It Day, Watsonville  
8/19/2023 at 9 AM—Trail Day at 9 AM at Creekside.

We adjourned at 8:01 PM

Prepared by Henrietta Stern, Secretary, on 7/18/2023