

**SUMMARY OF MORCA BOARD MEETING –  
Tuesday, August 1, 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 August 1 are:** Lisa Birch (Pres), Mike McGirr (V.P.), Henrietta Stern (Secretary), Kevin Kutcher (Treasurer), with Julie Hymer, and Taylor Short (Members-at-Large). One director seat is open.

**Next Monthly Board Meeting: Tuesday, September 5, 2023 at 6 PM, Springhill Suites, Marina**

**Secretary Notes:** Vice-President Mike McGirr opened the meeting at 6:08 PM without a quorum for general information sharing. Three of 6 directors were present (Julie H, Lisa B and Taylor S absent). Julie H arrived at 6:25 PM and the business meeting began at that time. Attending members included Brian T, Phil C and John B. **Board action/follow-up is in yellow highlight.**

**8/1/2023 Agenda** (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for July 11, 2023 were adopted unanimously [Mike motion, Julie second]. **(b) Bylaws/SOP--** Henri noted the need to review the Bylaws and Standard Operating Procedures (SOP) as several sections seem out of date, difficult to interpret, or missing SOP clarification. We agreed the **board should review Bylaws and SOP by the December meeting** to highlight sections that need work. Revisions would occur in 2024 due to a busy Fall 2023.
2. **Treasurer's Report—** (a) Kevin reviewed our **financial status**. As of July 29, 2023, the US Bank balance was \$49,107. Income in June was \$3,249, mostly from IMBA Q2 membership (\$1,362), CaMTB Crankbrothers fundraiser (\$925) and older PayPal donations (\$943). Expenses totaled \$1,418, mostly for MORCA Bell purchase (\$1,362) and misc. expenses. (b) Recent **PayPal donations** totaled \$21, which are included in July income. **Henri to send thank you notes to donors.** (c) We agreed we want the **Treasurer's Report to be formally accepted** like the Minutes each month, starting with the September meeting. (Also add to Bylaws and/or SOP).
3. **Special Agenda Items-- (a) George Fontes Memorial.** We previously agreed to pay for the bench + securing equipment (donations gratefully accepted) and have a memorial ride after the bench is installed. John B quoted cost for a 6-foot bench (\$919) with 2 panels of 32 characters each for an inscription as approved by the Fontes family. Subsequent emails with Ken H provide some inscription ideas. John B volunteered to do site prep work (remove old bench near the T57 pond).
4. **Board Vacancy/Member-at-Large--** We agreed given the time of year to not do a special election and continue to standard election protocol (per Bylaws 4.5-4.7, call for nominations at September meeting; close nominations at October meeting; ballots counted at November meeting).
5. **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) **Sept 23 Marina Family Movie Night** at pump track—Mike reviewed Lisa’s July 26 email re details. **Key tasks are to secure the movie and finalize the MORCA banner** that the City will allow to be displayed for 3 months (2) **TAKMBD is Saturday September 30**. THANK YOU, MIKE, for coordinating Travel Camp permits with the County; contacting all display participants from last year, many of whom will come again; re-starting Eventbrite invitations etc. **Henri to contact Prevelo Bikes for donation**. (3) **Public Lands Days is October 28**. John opined this may be a regular “ride and trim” as the Couch Canyon bridge should be done by then. (4) **Fundamental skills clinic** is a potential future event. Lisa and Henri getting experience via Girls Rock. (5) **Sea Otter Classic is April 18-21, 2024, with potential kids event at Marina pump track on April 13, 2024**. Mike advised we are on camping waitlist. Jeff Lindenthal of SOC is interested in TAKMBD (details unknown). We agreed to ask Kevin T (who was not at meeting) for help contacting SOC to recognize MORCA trail work via donation and programs/website. Kevin previously suggested SOC include a \$5 per MTB registration donation to MORCA. **We need to finalize SOC marketing plan ASAP**. (6) **National Trails Day is June 2024**. We need to be involved in this major event.
- ii. **Partnerships with Local Businesses/Groups**— (1) we previously donated walkie-talkies to the **Salinas Valley Composite” NORCAL/NICA Middle School team**. No new action. (2) See “Events” above re **City of Marina**. (3) **Community Bike Collective** bike fix-it day was August 5. We publicized this event. Mike also has contacted CBC about TAKMBD.
- iii. **Social Rides**— (1) The **First Saturday Rides** continue; attendance remains pretty steady. (2) Next rides are **August 5 and September 2**. (3) Informal **Wednesday rides+BBQ** start at 6 PM. Darius/others ride Monday and Friday at 4 PM; Kevin K leads a Sunday at 2:30 PM ride (aka “Bobcat” ride). (4) Lisa has been finalizing BLM permit for **full moon/Halloween ride Saturday October 28** (same day as Public Lands Day). Per subsequent emails, BLM plans to have our permit valid for the entire season with coordination on future specific dates such as December holiday ride. Fees per person have gone up. We agreed to charge \$10 per person for non-MORCA members and MORCA members are free. (Note: we still must pay BLM for all riders).
- iv. **Trail Work**—The website has not been updated from 478 hours total as of last month. (1) John B reported that 8 folks came on **July 15** to work on the T20 re-route;

we removed vegetation and will compact soil once it is moist enough (and close the old trail). (2) The **August 19** trail day will focus on T31 in preparation for a hardening project in coordination with BLM staff. (3) **Weekday work sessions** also are led by John B or Darius. (4) Mike noted a **member donated a plate compactor (HS needs contact info to send thank you)**. (5) We are trying coordinate with the **County re trails near East Garrison** but are held up due to lack of biology resource trainers. We also need to redo Munitions Online training to work on County owned trails. The link is: <https://www.fortordsafety.com/> (6) We also would like to coordinate with **CSUMB** about trails on their property.

### C. **MARKETING**

- i. **Marketing Plan**-- Peter has created a draft which 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. We discussed a key question of "What is it that we are promoting and what do we want to support?" Julie suggested an annual scholarship (deals to be developed).
- ii. **Videos**—There have been no recent videos, and we will delete this item.
- iii. **Newsletter**— Mike has sent out several Mailchimp newsletters. He welcomes text submitted by board and members. A new one will go out early August.
- 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) Their annual retreat is at Camp Loma October 20-22. Darius previously 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 the County is ready to issue a Special Permit for porta-potties at 8<sup>th</sup>&Gigling, but MORCA will need to fund-raise the first year or two. (Note: County already approved \$180,000 for Travel Camp improvements, including bathrooms, for 2024). **We agreed to have a line-item account to track donations.** Funding ideas include: matching funds to a certain limit, similar to Make Your Miles Matter in 2021; and grant application to Monterey Peninsula Foundation. Lisa/Mike/Sheri submitted an application to Monterey Gives! Year-end campaign to support the porta-potty fund.
- iii. **BLM Grant to Build Couch Canyon Bridge**— Mike/John B reported BLM has moved many materials to bottom of the canyon with more to come. John envisions several weeks of upfront prep work before the big build in early October.
- 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**— Not needed for Advocacy any more. See Events above.
- vi. **Monterey County/Toro Park and Others**—We believe a comprehensive trails plan is needed. 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 trail days.

- xi. **BLM Safe PASSAGES**— Not needed as a Advocacy line item. MORCA purchased six \$50 REI gift cards and regularly highlights the monthly drawing winner.
- xii. **Rana Creek Ranch**-- No new info. Darius previously reported that the Wildlife Conservancy is new owner and deed restrictions or other policies may preclude mountain biking. There is community interest in this property so need to confirm.
- xiii. **BLM Recreation Conference**—This will be in Fall 2024 in Southern California.

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**— See above for upcoming events.
- iii. **Promotional**—(1) No report on MORCA branded items, though several options exist such as local embroidery of any shirt. (2) MORCA previously agreed to pay for a banner at the pump track. Need Peter input on final design. Mike’s daughter is a designer and can help. 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). (3) Brian purchased 500 bells and Velcro to hand out at events.

6. **Presidents Report/Membership---** As of 7/30/2023, we have 169 active IMBA/MORCA members (1 new, 2 lapse). Note: 200 members is our 2023 goal.

7. **New Business** —

- A. See Trail Work above re member who donated a plate compactor (need contact info).

8. **Calendar Summary:**

- 8/19/2023 at 9 AM—Trail Day at 9 AM at Creekside.
- 9/2/2023 at 9 AM— First Saturday ride at 8<sup>th</sup> & Gigling
- 9/5/2023 at 6 PM – MORCA Board meeting, Springhill Suites
- 9/23/2023 at 5:30 PM—Marina Family Movie Night 5:30-7:30 fun stuff; 7:30-9:15 movie
- 9/30/2023 at 10:00 AM—Take a Kid Mtn Biking Day (set up begins 8:00 AM)
- Future-- 10/28/2023—Public Lands Day

We adjourned at 8:01 PM

Prepared by Henrietta Stern, Secretary, on 8/8/2023