

**SUMMARY OF MORCA BOARD MEETING –
Tuesday, September 5, 2023 at 6 PM, Springhill Suites, Marina
For more info, visit the MORCA website: 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, October 3, 2023 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:01 PM with a quorum. Five of 6 directors were present (Kevin K absent). Attending members included Brian T, Phil C, John B, Darius R, Kevin T and guest Paul. **Board action/follow-up is in yellow highlight.**

9/5/2023 Agenda (possible minor renumbering by HS for clarity):

- 1. Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for August 1, 2023 were adopted unanimously [Mike motion, Julie second]. **(b) Bylaws/SOP—**No new info. Previously we agreed to review the Bylaws and Standard Operating Procedures (SOP) to update and clarify, starting in December. Revisions would occur in 2024.
- 2. Treasurer’s Report—** (a) Mike reviewed our **financial status**. As of August 31, 2023, the US Bank balance was \$47,699. There was no income in August besides minor interest. Expenses totaled \$1,438, including \$750 to City of Marina for Sept 23 Pump Track/Movie Night, trail crew lunch (\$140), Hyperthreads trail shirt samples (\$310) and bridge construction items (to be reimbursed by Grant (\$218)). (b) Recent **PayPal donations** totaled \$5.60. **Henri to send thank you notes.** (c) **The board unanimously accepted the Treasurer’s Report (Mike motion, Henri second).**
- 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. Mike noted that the inscription details are still being worked out. He will send out a follow-up email re final inscription. Then Kevin can buy the bench.
- 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) **Sept 23 Marina Family Movie Night** at pump track— Lisa reported we have donated \$750 to secure the movie Esperanto. We agreed to have our booth there. CBC will provide bikes and helmets. Darius will assess if there is room for some mini-ramps. Henri/Julie can meet him at storage locker. We need to **finalize the MORCA banner** and get City approval. (2) **TAKMBD is Saturday September 30. THANK YOU, MIKE**, for extensive coordination and communication. Fliers in English and Spanish are available. Henri encouraging Jake Flores to do outreach to Latino community. Several booths will be there. Bobcat giving away a bike. We can bring water bottles and bells and sleeves. Mike suggested some MORCA jerseys as a drawing item. Taylor said Capt & Stoker could provide coffee for volunteers. Henri said FORTFriends could help with expenses for outreach to Latino community. 30 kids registered so far; volunteers also need to get “free ticket” via Eventbrite. (3) **Public Lands Days is October 28**. John noted this will be a regular “ride and trim” as the Couch Canyon bridge should be done by then. Also on October 28 is **Full Moon Ride** (see Social Rides below). (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 kid’s event at Marina pump track on April 13, 2024**. Camping situation unclear (waitlist). We previously discussed asking SOC to recognize MORCA trail work via donation and in programs/website, or possible \$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.
- iii. **Social Rides**— (1) **The First Saturday Rides** continue; attendance remains pretty steady. (2) Next ride is October 7. (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) **We have permit for October 28 Full Moon Ride**. Lisa noted out BLM permit runs throughout winter season and entails streamlined coordination for future rides. 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 shows 562 hours total to date this year. (1) Darius reported the August 19 trail day successfully brushed out the back of T31 reroute down to Jacks Road, which will almost double the length. This is preparation for a hardening project in coordination with BLM staff. (2) A big day is scheduled on September 9 with MoCo Locals to begin bridge construction in Couch Canyon. (3) **Weekday work sessions** also are led by John B or Darius and have focused on bridge site preparation. Future work on Station One trail is planned.

C. **MARKETING**

- i. **Marketing Plan**-- See August minutes for details. No new information.
- ii. **Newsletter**— Mike sends out Mailchimp newsletters, most recently in August.

- iii. **Website**—Mike and Ian will work on upgrades with help from Peter but the marketing plan needs to be completed first.
- iv. **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. (2) We are still trying to set a date for a site walk with State Parks at the **Hollister Hills OHV** area.
- ii. **Porta-Potties at 8th & Gigling**— Mike reported the County is ready to issue a Special Permit for porta-potties at 8th&Gigling, but MORCA will need to fund-raise the first year or two. We received notice that our fundraising efforts were accepted to be part of the Monterey Gives! Annual campaign.
- iii. **BLM Grant to Build Couch Canyon Bridge**— Mike/John B reported on progress and near-term tasks (see Trail Work above). We plan to have a grand opening and invite the media.
- iv. **MPRPD Palo Corona Backcountry**— No new info. **Henri to prepare statement to read at MPRPD Board meeting (via Zoom).**
- v. **Monterey County/Toro Park and Others**—We believe a comprehensive trails plan is needed. No new info.
- vi. **East Garrison “Travel Camp” area**— County approved \$180,000 for improvements.
- vii. **Cypress Community Church Trail Plan**—No new info.
- viii. **Fort Ord Habitat Resource Management Plan**— No new info on County action.
- ix. **Great American Outdoor Act/2024 Trail Hardening Projects** – BLM funds will address T31, T20 and others. We are working on these at our trail days.
- x. **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.
- xi. **BLM Recreation Conference**—This will be in Fall 2024 in Southern California.
- xii. **City of Marina Fort Ord Resources Management Plan**—City is holding open house on their plan on 9/12. Darius to attend.

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) A variety of **MORCA branded items** are possible. Local embroidery of any shirt is available. (2) MORCA needs to finalize **banner at the Marina pump track**. **September 23 is deadline** to be ready for Movie Night. (3) Brian purchased **500 bells** and Velcro to hand out at events. (4) Mike ordered samples of **tech trail work shirts** from Hyperthreads, and we await arrival. (5) Henri still has **Fort Ord art cards** (donations via FORT Friends and benefit BLM Trailhead Maintenance Fund).

5. **Presidents Report/Membership**--- As of 9/3/2023, we have 167 active IMBA/MORCA members (3 new, 5 lapse). Note: 200 members is our 2023 goal.

GOVERNANCE: September is when nominations for directors begins and closes at October 3 meeting. Lisa/Mike to send out notices to IMBA members; social media also. The following folks confirmed their willingness to serve: Lisa, Mike, Henri, Taylor (if can arrange remote attendance

at meetings), Brian, Phil (if position remains open), Kevin T (needs to assess family responsibilities). Kevin K was absent but our understanding is he would continue next year. Julie declined next year.

6. New Business —

A. Henri described positive chat with CSUMB student who would like to organize trail club and encourage volunteerism, and help with our outreach to CSUMB. John B described being interviewed by CSUMB student for an article on trail work. Henri noted emails about Greenfield science Project needing helmet donation. We did not take action at this meeting given CBC providing loaner helmets for TAKMBD and Marina pump track event.

7. Calendar Summary:

9/9/2023 at 9 AM—special bridge construction trail day (invitation only)

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)

10/3/2023 at 6 PM – MORCA Board meeting, Springhill Suites

10/7/2023 at 9 AM— First Saturday ride at 8th & Gigling

10/28/2023 at 9 AM—Public Lands Day at Lightfighter LZ and other locations

10/28/2023 at 5:30 PM—Halloween Full Moon Night Ride at 8&Gigling

We adjourned at 7:38 PM

Prepared by Henrietta Stern, Secretary, on 9/12/2023

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