SUMMARY OF MORCA BOARD MEETING –
Tuesday, October 3, 2023 at 6 PM, Springhill Suites, Marina
For more info, visit the MORCA website: www.morcamtb.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, November 7, 2023 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:05 PM with a quorum. Four of 6 directors were present (Mike and Taylor absent). Attending members included Brian T, Phil C, John B, Darius R, and Kevin T. Board action/follow-up is in yellow highlight.

10/3/2023 Agenda (possible minor renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for September 7, 2023 were adopted unanimously [Lisa motion, Julie second]. **(b) Bylaws/SOP**— 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) Kevin reviewed our **financial status**. As of September 30, 2023, the US Bank balance was $41,000, a drop of several thousand dollars. Expenses totaled $6,666, including roughly $3,900 for bridge construction (to be repaid by grant), roughly $2,100 for Take-A-Kid-Mtn Bike Day, $200 for trail days, and $470 for office/admin. There was no income in September except for minor interest. (b) Recent **PayPal donations** totaled $405.60. *Henri to send thank you notes.* (c) The board unanimously accepted the Treasurer's Report (Lisa motion, Julie second).
3. **Special Agenda Items**-- **(a) George Fontes Memorial.** We agreed on the inscription wording and will proceed to purchase the bench (Kevin lead). John Beardshear will lead pre-installation prep work. We will have a memorial ride 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— A BIG MONTH** (1) **Sept 23 was Marina Family Movie Night** at pump track—Lisa reported we have about $300 left of the donated $750 for future events at Marina. The night was a success with about 250 attendees who enjoyed the pump track, MORCA mini-structures, CBC loaner bikes/helmets and MTB movie "Esperanto." The City sent us a thank you letter. The MORCA banner is up and will stay for 3 months. Thank You to all who volunteered for set-up, booth, and tear-down. (2) **TAKMBD was September 30.** Due to a rainy morning, 66 out of 115 registrants actually attended, but all had a great time. We agreed we need a committee next year with folks taking ownership of specific tasks. Also save bikes for last in the drawing (rather than first). THANK YOU to the many volunteers who did outreach, set up, structure marshalling, trail ride leaders, drawing, booths and tear-down. Kudos to Mike as TAKMBD chair for extensive coordination with County. Henri to write thank you letters to groups involved. (3) **Public Lands Days is October 28**. John/Darius noted this will not be "ride and trim" – instead we will carpool from Badger Hills to work on T47 approaches to Couch Canyon bridge. 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**. (6) SOC tasks include Dual Slalom, booth and more; 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. (7) **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**.

iii. **Social Rides— (1)** The **First Saturday Rides** continue; attendance remains pretty steady. (2) Informal **Wednesday rides+BBQ** start earlier in the Fall. Check Facebook posts. Darius/others ride Monday and Friday at 4 PM; Kevin K leads a Sunday at 2:30 PM ride (aka "Bobcat" ride). (3) We **have permit for October 28 Full Moon Ride**. Signups available on website. MORCA will pay BLM fee for MORCA members. We will charge $10 per person for non-MORCA members. (Bring change and $10 bills) We must tabulate and pay BLM fee for all riders. Permit is good thru March 2024 so we can plan future night ridesl. (4) Next First Saturday Ride is November 4.

iv. **Trail Work—**The website shows 789 hours total to date this year. (1) Darius reported the September 9 trail day had 12 people, including MoCo Locals, who anchored 4 large piers for the Couch Canyon Bridge. (2) October trail day is **Oct 28 as part of Public Lands Day**, where we will finish the approached to the bridge on T47. (3) **Weekday work sessions** led mainly by John B has involved an extensive effort by the "OGs" – they completed bridge construction in September. Kudos!! (4) **Future plans** involve T60 re-route to create an alternative to T50 North. This is also part of the grant. A key step is getting approval from BLM for the reroute alignment. We also owe the County some trail days in exchange for waiving permit fee for TAKMBD.

C. **MARKETING**

i. **Marketing Plan--** See August minutes for details. Peter Berridge is back and will work to finalize plans and suggested changes to website.

ii. **Newsletter—** Mike sends out Mailchimp newsletters, usually monthly.

iii. **Website—**Mike, Peter and Ian will work on upgrades 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 has registered. (2) Lisa is 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— Lisa** reported that the County provided a draft Special Permit for porta-potties at 8th&Gigling good for 3 years. We agree and will finalize it immediately. MORCA will fund raise for placement and maintenance. We were accepted to be part of the Monterey Gives! Annual campaign (see Special Events below, Item E-2).

iii. **BLM Grant to Build Couch Canyon Bridge—** John B reported on progress (see Trail Work above). We plan to have a grand opening and invite the media. BLM approved a sign at the bridge describing MORCA's role and the BLM grant.

iv. **MPRPD Palo Corona Backcountry—** No new info. Back-country opening to the public is very unlikely for some time, except for limited guided hikes. *Henri to prepare statement to read at MPRPD Board meeting (via Zoom).*

v. **Monterey County/Toro Park and Others**— (1) Recreation Chief Bryan Flores asked MORCA to become involved with **trail work at Toro**. We believe a comprehensive trails plan is needed first as well as coordination with other riding groups. Lisa to lead outreach. (2) MORCANs will attend County recreation committee meeting (10/5 at 3 PM) on **e-bike ordinance** and other issues. See "New Business" below. (3) Lisa noted Supervisor Wendy Root Askew at TAKMBD expressed interest in more **bike-oriented facilities at Laguna Seca** for year-round use, not just Sea Otter. There is lots of potential there!

vi. **East Garrison "Travel Camp" area**— County approved $180,000 for improvements, including pit toilets and parking area, which should be completed by June 2024. John noted that County wants to expand trail signage and will ask for our help to install.

vii. **Cypress Community Church Trail Plan—**No new info. Unlikely. Delete from agenda.

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 held open house on 9/12. Darius and Lisa attended. There are 4 parcels aimed to protect species.

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-- (1) Monterey Gives! Campaign to raise funds for Porta-Potty at 8th&Gigling—**Campaign runs 11/9-12/31. Lisa attended 2 meetings and described an Oct 18 deadline for upfront "seed money" ($500 minimum "challenge grants") which must come from a person or company (not a non-profit group). Henri committed to donate $500 and will contact others. We all should contact companies or individuals.

iii. **Promotional**—(1) A variety of **MORCA branded items** are possible. Local embroidery of any shirt is available. **(2)** MORCA **banner at the Marina pump track** is up and will remain for 3 months per agreement with City. We previously purchased **500 bells** and Velcro; we handed out at Movie Night and TAKMBD. These can available at Night Rides too. (3) We tried on sample sizes of **tech trail work shirts** from Hyperthreads.

5. Presidents Report/Membership---

(a) As of 10/1/2023, we have 167 active IMBA/MORCA members (5 new, 1 lapse). Note: 200 members is our 2023 goal.

(b) **GOVERNANCE**—(i) The following 8 folks confirmed their willingness to **run for office** for 7 director seats: Lisa B, Mike M, Henri S, Kevin K (limited Treasurer tasks), Taylor S (if can arrange remote attendance when traveling; interest in social media), Brian T, Kevin T, and David Santos from MoCo Locals. We previously confirmed that Bylaws allow assigning "agent" to represent if can't make meeting so long as agent is MORCA member. Each candidate needs to prepare a ballot statement by 10/6. Lisa to prepare ballots and work with Mike to notify members and distribute ballots [Note: emails with ballots sent]. Deadline is November 7 meeting. (ii) The formal **General Membership meeting** was set for November 7 at 6 PM at Springhill Suites. Ballots will be counted and reported (Darius). (iii) November 7 is also date for **review of Draft Budget** by the Board and Membership.

6. New Business

A. Given pending **Monterey County ordinance on e-bikes**, which is just beginning its process, Henri asked if MORCA should take a position at this time. The Board felt that was premature and our current position is to abide by current rules of land managers. We noted there is confusion about what an e-bike is as some don't know difference between the Class 1,2,3, electric motorcycle etc.

B. Henri noted email from Mari Lynch describing need for **balance bikes donation** for City of Greenfield rec program for young children. The Board needs more specific information on need and cost before committing to a donation. Henri to contact Greenfield rep.

C. Darius noted request from City of Marina for MORCA to maintain **pump track tools.** Darius noted the bike pump is not working and would be about $150 to replace. Henri noted we have $150 in Pump Track Fund that can be used. The Board is open to reimbursing Darius for near-term expenses (up to $200) but needs more info on how often repairs will be needed (and associated cost) before committing to full-time

maintenance. Darius also noted some minor landscaping work is needed to ensure integrity of pump track itself (prevent erosion).

D. Lisa noted a program sponsored by **Timbr Bells** where they will give a 20% discount and 20% of sales go to MORCA. We agreed Lisa should sign us up and we can notify folks just in time for Christmas/Holiday giving.

7. **Calendar Summary:**

10/28/2023 at 9 AM—Public Lands Day at Lightfighter LZ and other locations
10/28/2023 at 5:30 PM (ride at 6 PM)—Halloween Full Moon Night Ride at 8&Gigling
11/4/2023 at 9 AM— First Saturday ride at 8th & Gigling
11/7/2023 at 6 PM – MORCA Board and General Membership meeting, Springhill Suites

We adjourned at 8:13 PM
Prepared by Henrietta Stern, Secretary, on 10/9/2023

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