

SUMMARY OF MORCA BOARD MEETING
Tuesday, November 7, 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, December 5, 2023 at 6 PM, Springhill Suites, Marina

Secretary Notes: President Lisa Birch opened the meeting at 6:06 PM with a quorum. Five of 6 directors were present (Julie absent). Attending members included Brian T, John B, Darius R, Ken C, Jim (Mort) M, Peter B, Kevin T and BLM Ranger Steve K. In addition, CAMTB Executive Direct Michael Anzalone and Redwood Trails Alliance director Debbie St Cyr also attended a portion of the meeting. **Board action/follow-up is in yellow highlight.**

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

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** **Minutes for October 3, 2023 were adopted unanimously [Lisa motion, Taylor second]. (b) Bylaws/SOP—** Previously we agreed to review the Bylaws and Standard Operating Procedures (SOP) starting in December.
2. **Board of Directors Election Results—**Darius reviewed the results of the ballots submitted by today's meeting (later confirmed 17 valid ballots). There were 8 people running for 7 seats. The board's one-year term begins in January 2024, when they will select officers at a planning retreat. **The top 7 vote getters are (in alpha order): Lisa Birch, Kevin Kutcher, Mike McGirr, David Santos, Taylor Short, Henrietta Stern and Kevin Tatsugawa.** Thank you to all who ran!
3. **Treasurer's Report—** (a) Kevin reviewed our **financial status**. As of October 31, 2023, the US Bank balance was \$47,592. Expenses totaled \$3,682, including roughly \$3,164 for bridge construction (to be repaid by grant), \$108 for trail days, and other miscellaneous expenses. Income totaled \$10,054 including \$7,707 for bridge grant reimbursement, \$1,538 for IMBA dues, \$401 from PayPal donations, and others. (b) Recent **PayPal donations** totaled \$255. **Henri to send thank you notes.** (c) **The board unanimously accepted the Treasurer's Report (Lisa motion, Mike second).** (c) Mike and Kevin reviewed the **draft 2024 budget**, which the board discussed. **The board unanimously voted to adopt the draft budget with refinements to be submitted at the December 5 meeting (Henri motion, Mike second).** The entire membership may participate on Dec 5.
4. **Special Agenda Items-- (a) Couch Canyon Bridge Recognition--** Mike McGirr lauded the six "OG's" (Old Guys) who put in 461 hours building the Couch Canyon Bridge (a \$23,000 value). They are: Paul Norris, Brian Tomasini, John Beardshear, Jim (Mort) Morton, Randy Ricketts, and Mike McGirr. Mike awarded **Brian Tomasini the "Puzzle Piece" award** as he always had all the needed pieces of equipment organized and ready to go onsite. **John Beardshear was given the "Bridge Builder" award** for using engineering skills to assess exactly how to put the bridge together in the most efficient manner. CONGRATULATIONS OG'S. Note: **Mike McGirr** generously thought of others but **deserves special recognition** for writing the grant and functioning as the administrative manager, with many extra hours donated in addition to field work. THANK YOU, MIKE!! **(b) George Fontes Memorial.** The bench has been ordered and should arrive by early December. John B et al are preparing the concrete pad. The memorial ride will occur after the bench is done.
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) October 28 was Public Lands Day—**21 MORCA volunteers finished the Couch Canyon Bridge approaches. **Jim (Mort) Morton was added to the Fort Ord ExtraORDinary Volunteer Hall of Fame** for his many hours working at the Couch Canyon project. Congras Mort! (2) **Fundamental skills clinic** is a potential future event (Lisa and Henri). (3) **Sea Otter Classic kid’s event is at Marina pump track on April 13, 2024.** We will volunteer and provide some small skills structures. (4) **Sea Otter Classic is April 18-21, 2024--** Brian and Mike are meeting with SOC staff on 11/9 re use of MORCA’s TAKMBD Adventure Zone structures. Continuing SOC tasks include Dual Slalom, booth and more. Michael from CaMTB updated us with their Sea Otter plans. Peter B volunteered to help ask SOC to recognize MORCA trail work via donation and in programs/website, or possible \$5 per MTB registration donation. **We need to finalize SOC marketing plan ASAP.** (5) **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.** Michael from CaMTB described their youth ambassador program where high school juniors and seniors learn about advocacy. (2) Taylor asked about our interest in **Wilderness First Aid/CPR** for mountain bikes as she knows an excellent instructor.
- iii. **Social Rides—** (1) **The First Saturday Rides** continue; attendance has grown in recent months. Next ride is December 2. (2) Informal **Wednesday afternoon rides+BBQ** start earlier now. Check Facebook post for start time. (3) We had 19 people attend the October 28 **Full Moon Night Ride.** We agreed that **Wednesday November 22 and Saturday December 9** at 6 PM are the next Night Rides. Signups available on website. MORCA will pay BLM fee for MORCA members. We will charge \$10 per person for non-MORCA members. We discussed the logistics of tracking riders as we

must tabulate and pay BLM fee for all riders. Lisa noted T65 has been added to the approved list. We discussed how we can coordinate with the FOCP group to join us. Permit is good thru March 2024.

- iv. **Trail Work**—The website shows **1,027 hours total to date this year**. Congrats for breaking the 1000-hour mark! (1) Darius reported on the **10/28 Public Lands Day** trail day. (2) The next trail day is **November 18**. (3) **Weekday work sessions** led mainly by John B continue. (4) **Future plans** involve T60 re-route to create an alternative to T50 North. This is also part of the BLM grant. We now need BLM approval of a proposed 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 will work to finalize plans and suggested changes to website, include sponsorship. Taylor expressed interest in working with Peter on marketing. Peter suggested two stories for each of three topics: engage, ride and build.
- ii. **Newsletter**— Mike plans to send out a Mailchimp newsletter in mid-November.
- 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. Taylor will take over this role when Julie's term ends.

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

- i. **CAMTB (California Mountain Bike Association)** – (1) Darius attended the **annual retreat** at Camp Loma October 20-22, and learned a lot from other groups. (2) Lisa will be part of a Zoom call next week followed by a site visit with CaMTB and State Parks at the **Hollister Hills OHV** area. Hollister residents/MORCA members David Butler and Paul Lieberman may also participate.
- ii. **Porta-Potties at 8th & Gigling**— Mike reported that we provided comments on the Draft Special Permit for porta-potties at 8th&Gigling good for 3 years, and hope it will be finalized soon. The Monterey Gives! Annual fundraising campaign has begun (see Special Events below, Item E-2).
- iii. **BLM Grant to Build Couch Canyon Bridge**— As noted earlier, this project was successfully completed under budget. Congratulations! The BLM would like to have some sort of ribbon cutting and media exposure.
- 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.
- v. **Monterey County/Toro Park**— (1) Recreation Chief Bryan Flores previously 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.
- vi. **East Garrison "Travel Camp" area**— County previously approved \$180,000 for pit toilets and parking area, which should be completed by June 2024. Also, County wants to expand trail signage and will ask for our help to install.
- vii. **Fort Ord Habitat Resource Management Plan**— No new info on County action.
- viii. **Great American Outdoor Act/2024 Trail Hardening Projects** – BLM funds will address T31, T20 and others. We will work on these at our trail days.
- ix. **Rana Creek Ranch**-- No new info.
- x. **BLM Recreation Conference**—This will be in Fall 2024 in Southern California.

- xi. **County Parks Commission Meeting**-- MORCANs will attend the **recreation committee** meeting (11/16 at 3 PM) to review the County's e-bike survey results.
- xii. **City of Marina Pump Track and Other**— No new info.

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 reported that 7 folks each donated \$500 seed money for the challenge grant (\$3,500). **Henri to write thank you notes.** Now anyone can donate \$5 and up. We'd like fliers at 8th & Gigling and bike shops. Donate here: <http://www.montereycountygives.com/morca> .
- 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 MORCA bells** and Velcro; we can hand these out at MORCA events. (3) We are awaiting initial order of **tech trail work shirts** for the OG bridge crew. (4) Lisa activated the means to get **20% off on Timbr bells** with some proceeds to MORCA.

6. Presidents Report/Membership---

- (a) As of 11/7/2023, we have 173 active IMBA/MORCA members (9 new, 3 lapses). Note: 200 members is our 2023 goal.
- (b) **GOVERNANCE**—See Item 2 for Election Results. December 5 is the date to finalize the budget, which was accepted in draft form this evening.

7. New Business

- A. Lisa noted that Hootmobile Bike Solutions is having an event December 1.
- B. Darius asked whether we should consider paid staff (Executive Director etc), with the understanding that extensive fundraising would be needed and more complex duties.
- C. Henri needs to follow up on communication with City of Greenfield request for **balance bikes donation** for City rec program for young children. The Board needs information on need and cost before committing to a donation. **Henri to contact Greenfield rep.**
- D. Darius noted he is coordinating with City of Marina re maintenance of the **pump track tools and some landscaping.**

8. Calendar Summary:

11/18/2023 at 9 AM – Trail Day
 11/22/2023 at 5:30 PM (ride at 6 PM)— Pre-thanksgiving Night Ride at 8th & Gigling
 12/2/2023 at 9 AM— First Saturday ride at 8th & Gigling
 12/5/2023 at 6 PM – MORCA Board and General Membership meeting, Springhill Suites

We adjourned at 8:05 PM

Prepared by Henrietta Stern, Secretary, on 11/15/2023