SUMMARY OF MORCA BOARD MEETING *(revised; correction Item 4-b)*
Tuesday, December 5, 2023 at 6 PM, Springhill Suites, Marina
For more info, visit the MORCA website: www.morcamtb.org

YOUR 2023 DIRECTORS are: Lisa Birch (Pres), Mike McGirr (V.P.), Henrietta Stern (Secretary), Kevin Kutcher (Treasurer), with Julie Hymer, and Taylor Short (Members-at-Large).

Next Special Board Organizational Meeting: Saturday, January 13, 2024 at 9 AM-1 PM Springhill Suites, Marina (to be confirmed). Determination of officers + Planning Retreat

Secretary Notes: President Lisa Birch opened the meeting at 6:04 PM with a quorum. Five of 6 directors were present (Taylor absent). Attending members included new 2024 board members David Santos and Kevin Tatsugawa as well as Brian T, John B, Darius R, and Phil C. Board action/follow-up is in yellow highlight.

12/5/2023 Agenda (possible minor renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for November 7, 2023 were adopted unanimously [Lisa motion, Julie second]. **(b) Bylaws/SOP**— Given the holidays, Henri recommended reviewing Bylaws/SOP by the January 13, 2024 special meeting and identifying sections that need work without detailed word-smithing.
2. **Action Including 2024 Board Members— (A) 2024 Budget:** Mike+Kevin K reviewed version 2 of the 2024 budget and noted BLM must approve certain tasks before release of additional federal grant funds. The budget was unanimously approved by 2024 board and general members present (Mike motion, Lisa second). (**B) Date for Organization Meeting**—The meeting will be on Saturday January 13 from 9-1 at Springhill Suites. Mike needs to confirm room is available. The 2024 Board is comprised of (alpha order): **Lisa Birch, Kevin Kutcher, Mike McGirr, David Santos, Taylor Short, Henrietta Stern and Kevin Tatsugawa.** These directors will select officers that day.
3. **Treasurer's Report**— (a) Kevin reviewed our **financial status**. As of November 30, 2023, the US Bank balance was $44,621. Expenses totaled $4,384, including roughly $1,383 for bridge construction (to be repaid by grant), $1,448 for George Fontes memorial bench, $462 for trail worker shirts, $151 for trail days, and several other expenses. Income totaled $1,413, including $1,383 for bridge grant reimbursement, and $30 cash night ride fees. (b) Recent **PayPal donations** totaled $5; previous donations were swept into the bank account in early December. *Henri to send thank you notes.* (c) The board unanimously accepted the Treasurer's Report (Mike motion, Henri second).
4. **Special Agenda Items**-- **(a) George Fontes Memorial.** The bench was installed on Dec 3. We agreed the memorial ride should be on the First Saturday, **February 3, 2024**. (**b) Recognition for Julie Hymer** – Henri presented outgoing director Julie H with a "social media maven" glass trophy and thank you card describing her many volunteer hours as a director for ***three*** years.
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) Fundamental skills clinic** is a potential future event (Lisa and Henri). (2) **Sea Otter Classic kid's event at Marina pump track on April 13, 2024**. We will volunteer and provide some small skills structures. (3) **Sea Otter Classic is April 18-21, 2024—SOC+Woom** coordinating with Brian and Mike re use of MORCA's TAKMBD Adventure Zone structures. Continuing SOC tasks include **Dual Slalom** (Ken H may be stepping down as lead; need to confirm), **booth** (we donated $200 to enable CAMTB close to us) and possible **trail work** partnership with Fox. Since SOC is 3rd Saturday, our April trail day likely will be the 4th Saturday. Getting into the SOC program and donation ideas will need to wait until 2025. (4) **National Trails Day is June 2024**. We need to be involved in this major event.
- **ii.** **Partnerships with Local Businesses/Groups—** (1) As a reminder, last month Taylor asked about our interest in **Wilderness First Aid/CPR** for mountain bikes as she knows an excellent instructor.
- **iii.** **Social Rides— (1)** The **11/22 Night Ride** included 13 riders and a beautiful evening. (2) **12/2 First Saturday Ride** had over 20 riders. **(3)** Excitement is growing for the **Dec 9 holiday night ride. (4) Jan 6 is First Saturday ride of 2024!** (5) Informal **Wednesday afternoon rides+BBQ** start at 4 PM these days for a short ride.
- **iv.** **Trail Work—Darius announced 1,111 hours so far, a record!** (1) Darius reported on the **11/18** trail day with 8 folks doing mowing and drainage on T47. (2) The next trail day **is December 16** with final work on T47 (bridge to campground) for the year. NICA team kids have been invited to participate as they use this trail for races. (3) **Weekday work sessions** led mainly by John B continue. (4) **Future plans** involve T41 and T31 re-route, pending BLM staff plans. Don't forget, we also owe the County some trail days in exchange for waiving permit fee for TAKMBD.

C. **MARKETING**

- **i.** **Marketing Plan--** See August minutes plus current email suggestions. Peter Berridge is preparing final marketing plans and suggested changes to website, include sponsorship. Previously, Taylor expressed interest in working with Peter on marketing. Peter suggested two stories for each of three topics: **engage, ride and build.** Henri volunteered to review text in January per her institutional memory.

ii. **Newsletter—** Mike sent out a Mailchimp newsletter focusing on need to donate to the porta-potty fund.

iii. **Website—**Mike, Peter and Ian will work on upgrades but the marketing plan needs to be completed first.

iv. **Social Media--** Julie continued to post on Facebook and Instagram, but will hand over reins to Taylor by the end of the year. She noted that Instagram and Tik-Tok best reach younger people (older folks tend to be on Facebook).

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

i. **CAMTB (California Mountain Bike Association**) – (1) Lisa met via Zoom with State Parks re MTB trails on the **Hollister Hills OHV** buffer area. State is supportive of concept but does not have staff so MORCA will need to take the lead on formal plan development. Darius suggested Hollister resident/MORCA member David Butler to be the local liaison (to be confirmed).

ii. **Porta-Potties at 8th & Gigling—** Mike reported we are closer to a final Special Use Permit for porta-potties at 8th&Gigling, good for 3 years. The Board unanimously authorized MORCA reps to sign the permit (Lisa motion, Mike second). The Monterey Gives! Annual fundraising campaign is in progress (see Item E-2).

iii. **BLM Grant to Build Couch Canyon Bridge + Alternative T60—** The bridge project was successfully completed under budget. The BLM would like to have some sort of ribbon cutting and media exposure. We now turn our attention to **T60 reroute** as an alternative uphill to T50 North. More coordination is needed on the alignment to ensure no harm to sensitive plant and animal species.

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) IMBA Trail Solutions professional team contacted Darius to inquire about developing an **integrated Trails Management Plan** for Toro Park. Darius to discuss concept with County staff. Funding of this work and coordination with other user groups is key.

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 to attend the **recreation committee** meeting (12/7 at 3 PM) to hear update on County's action on e-bike ordinance.

xii. **City of Marina Pump Track and Other**— Darius noted erosion in certain places that could harm the track. Also, there is some metal protrusion. He'll advise the City.

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 through 12/31. Lisa reported that $7,000 out of

$21,000 goals has been raised to date. Mike prepared signs for 8&G areas. Julie noting on social media.
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 for only 3 months—almost over. We previously purchased **500 MORCA bells** and Velcro; we can hand these out at MORCA events. (3) Mike noted we need to order trail crew shirts. (4) Lisa activated the means to get **20% off on Timbr bells** with some proceeds to MORCA.

6. **Presidents Report/Membership---**

(a) As of 12/1/2023, we have 174 active IMBA/MORCA members (5 new, 2 lapses). Note: 200 members is our 2023 goal.

7. **New Business**

A. Mike acknowledged Lisa for her excellent project management skills and leadership. [Note: Mike has done a tremendous amount of important work and accomplishments this past year as well!). THANK YOU BOTH!!

8. **Calendar Summary:**

12/9/2023 at 6 PM—Night Ride
12/16/2023 at 9 AM – Trail Day
1/6/2023 at 9 AM— First Saturday ride at 8th & Gigling
1/13/2023 at 9AM-1PM – Board organizational meeting, Springhill Suites
__??__ January Night Ride
2/3/2023—First Saturday Ride + Fontes Memorial Ride
__??__ February Night Ride

We adjourned at 8:00 PM
Prepared by Henrietta Stern, Secretary, on 12/13/2023 at 10 PM.

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