

SUMMARY OF MORCA BOARD RETREAT MEETING
Saturday, January 13, 2024 from 9 AM to 1 PM, REI Community Room, Marina
For more info, visit the MORCA website: www.morcambt.org

YOUR 2024 DIRECTORS are: Lisa Birch (Pres), Taylor Short (V.P.), Henrietta Stern (Secretary), Kevin Kutcher (Treasurer), David Santos, Kevin Tatsugawa, and Mike McGirr (Members-at-Large).

Secretary Notes: President Lisa Birch opened the meeting at 9:13 AM with all newly elected directors present. Attending members included Peter Berridge and later Darius Rike. **Board action and follow-up is in yellow highlight.**

There was a brief business agenda followed by the retreat agenda to set priorities and goals.

1/13/2024 Business Agenda (possible minor renumbering by HS for clarity):

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for December 5, 2023 were adopted unanimously [Mike motion, Taylor second]. **(b) Bylaws/SOP—** Henri briefly reviewed her 1/12/2024 e-mail that highlighted sections that need clarification or amendment without detailed word-smithing. Lisa suggested a small committee work on this task. (Note: After the meeting, Mike volunteered to help with word-smithing.)
2. **Treasurer's Report—** (a) Kevin reviewed our **financial status**. As of December 31, 2023, the US Bank balance was \$44,267. Expenses totaled \$619, primarily for trail lunch (\$199) and MCGives! advertising (\$400). Income totaled \$265, primarily previous PayPal donations (\$255) and \$10 night ride fee. Henri also hand-delivered \$40 cash for previous night ride. **(b) Recent PayPal donations** to be deposited in late January totaled \$1,277! **Henri to send thank you notes.** **(c) The board** unanimously accepted the Treasurer's Report (Mike motion, Kevin T. second). **(d) The Board** unanimously authorized Kevin K + Mike +David Santos to determine which short-term CD plan we should select and take appropriate action [Henri motion, Taylor second].
3. **President's Report—**(a) Lisa reported that we raised \$11,751 for the PortaPotty fund via Monterey County Gives (ended 12/21/2023). We will learn of matching amount in the near future. A check-presentation ceremony will be held in late February. **Henri has dozens of thank you notes to write!** (b) Lisa reported as of 1/9/2024, we have 166 active IMBA members (2 new, 10 lapses). We still strive to meet that goal of 200 members.
4. **Organize 2024 Board/Determine Officers--** **In a series of motions, the board unanimously selected the following officers for 2024:** **President Lisa Birch** (Henri motion, Kevin T second); **Vice-President Taylor Short** [Henri motion, Kevin T second]; **Secretary Henrietta Stern** [Mike motion, Taylor second]; and **Treasurer Kevin Kutcher** [Kevin T. motion, Taylor second]. The remaining directors serve as Members-at-Large.
5. **Calendar Summary--** We confirmed the following dates:
 - 1/20 at 9 AM—Trail Day
 - 1/25 at 6 PM— Full Moon Ride (rain w/in 24 hours cancels)
 - 2/3 at 9 AM— First Saturday + George Fontes Ride (gather at his bench at 11 AM)
 - 2/6 at 6 PM— MORCA Board meeting
 - 2/17 at 9 AM— Trail Day
 - 2/24 at 6PM—Full Moon Ride

RETREAT AGENDA—OBJECTIVES AND PRIORITIES

Lisa listed the 5 priorities (in order) that the board set in January 2023, and asked whether these should be changed. See previous minutes for details. They were:

Objective 1—Replace or augment committees with working groups/panels/teams.

Objective 2— Enhance community outreach through events, rides, partnerships and trail work

Objective 3—Improve marketing through improved communication and outreach in order to appeal to a broader spectrum of riders; develop and implement marketing plan.

Objective 4—Continue advocacy at all levels to maintain and expand mountain bike access on public lands

Objective 5—Fundraising is needed to fund objectives; explore sponsorships, events, and promotional items.

Action 1-- We agreed that having committees should not be a priority. Committees will naturally flow as a means to implement specific objectives, such as trail work or a special event.

Action 2-- We agreed to completely reorganize the agenda objectives under the “Three Pillars” that are described in Peter Berridge’s proposed marketing plan. They are: ENGAGE—BUILD—RIDE.

Examples of ENGAGE are special events, partnerships with local businesses, or fund-raising.

Examples of BUILD are trail work and advocacy (build relationships with land managers).

Examples of RIDE are First Saturday, Night Rides, and informal social rides.

Action 3— We agreed “Outreach/Communications” (not “marketing”) should be the top priority through the implementation of Peter Berridge’s proposed “Outreach/Communications Plan”. Peter will provide the Plan as well as the Sponsorship Deck to all board members who will review it by January 21. Peter verbally reviewed the key plan components and we discussed some in detail.

- Peter volunteered to chair the **Outreach Committee** and Taylor will work closely with him as the new social media person. Kevin K and David Santos also volunteered. The committee will likely meet once a month between board meetings.
- We agreed Mission Statement is too wordy and needs to include our conservation efforts. It should be consistent with the language in Article 1 of our Bylaws.
- We agreed we need a short Tag Line that defines MORCA, such as “#engagebuildride” .
- We discussed how the website could be reformatted to match the Three Pillars and add a sponsorship page. **Peter to coordinate with Ian and Darius.**
- Peter also prepared a Sponsorship Deck that describes why we are worthy of sponsorship and how we can support them in our communications.
- Taylor wants to consolidate all current photos in a repository on google drive. She plans to take many photos as well.
- A newsletter should be organized around the Three Pillars with info on each: Engage/Build/Ride.
- There should be a consistent look and feel between website, newsletter and social media.
- There should be a Spring (Sea Otter) and Fall membership campaign.
- There should be an annual fundraising event.
- We should better leverage our many volunteer hours that benefits Sea Otter and get more financial support from them (idea: voluntary donation box on entry form).

Action 4—We briefly reported on current advocacy efforts. They include:

- A site walk with State Parks and CAMTB at **Hollister Hills SRVA** buffer zone will hopefully occur in Feb-March (weather dependent).
- We discussed next steps for installing the **porta-potties** at 8th&Gigling now that we have a year’s worth of funding. County needs to install a pad first. We discussed signage to ask for continuing donations, with a QR code to a specific account.
- Darius provided an update on **Toro Park** and the need for a comprehensive Trails Plan
- Darius provided an update on **T31 hardening** funded by the Great American Outdoor Act

Action 5—We briefly reviewed Fundraising Topics.

- **Sponsorship** possibilities were discussed under Action 3 Outreach above.
- A **skills clinic** with requested donation may be an option. **Henri will do more research** on what options are possible. Lisa noted City of Marina's interest in an event at their **pump track**. Taylor is an experienced pump track instructor!
- No recent action on **promotional items**.

Action 6—We briefly reviewed Special Events we are already committed to.

- **Sea Otter Classic is April 18-21.** We are committed to run the Kid's Zone with Brian's structures (new this year) and not the dual slalom. Also, our booth needs staffing as it is a key opportunity for outreach.
- **Take-a-Kid Mountain Biking Day (TAKMBD)** is first Saturday in October 5. This is a huge effort and needs a committed group to implement.

ASPIRATIONS—Lisa listed our aspirations, many of which were discussed previously. They include:

- Grow membership; get more volunteers
- Accomplish work in subpanels outside of board meetings
- Improve/enhance relations with public agencies who are land managers
- Identify funding sources
- Carry out fundraising events
- Focus on underserved communities

CHALLENGES—Lisa listed challenges, which include:

- **Planning and Succession**—A 1-Year and 2-Year plan should be developed each year by President and VP
- Be sure to complete necessary filings with state of California
- Track advocacy opportunities and follow through
- Engage the full community
- Improve public image

OTHER—Other items included:

- **Taylor will contact her friend** who is a certified **First Aid/CPR/Wilderness** instructor on what options are available for a local training

We adjourned at 1:03 PM

Prepared by Henrietta Stern, Secretary, on 1/24/2024 at 11 PM.