SUMMARY OF MORCA BOARD MEETING –
Tuesday, March 5, 2024 at 6 PM, Springhill Suites Conference Room, Marina
For more info, visit the MORCA website: www.morcamtb.org or social media

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 6:06 PM with 5 directors present (Taylor and Kevin K absent). Attending members included Peter Berridge, Brian Tomasini, Darius Rike, and John Beardshear. Board action and follow-up is in yellow highlight.

3/5/2024 Business Agenda (possible minor renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for February 6, 2024 were adopted unanimously [Lisa motion, Mike second]. **(b) Bylaws/SOP**— The Board unanimously adopted the changes to the Bylaws that were reviewed previously [Lisa motion, Henri second]. Henri and Mike will begin to review the Standard Operating Procedures (SOP) that go into more detail on how certain Bylaws are implemented (after Sea Otter). They may ask for help with specific sections (e.g., financial protocol, trail work, proxy assignments, etc).
2. **Treasurer's Report**— (a) Lisa reviewed our **financial status**. As of February 29, 2024, the US Bank balance was $46,057. Expenses totaled $1,240 for CAMTB contribution for Sea Otter booth ($200), trail work shirts ($450) and PortaPotty installation ($570) and other minor items. There was no income. (b) Recent **PayPal donations** to be deposited in March totaled $531. *Henri to send thank you notes.* (c) The board unanimously **accepted the Treasurer's Report** [Lisa motion, Mike second]. (d) Mike described proposed action for our **CD/savings account** that he, David and Kevin K determined as best. The board unanimously approved moving $15,000 into a Monterey Credit Union 9-month CD [Mike motion, Henri second]. (e) Mike reviewed our new **insurance** policies, which better reflect our needs and responsibilities with volunteers, events, equipment usage, liability etc. It will be roughly twice as expensive but more appropriate coverage. The new insurance broker is Conservation United. This action was approved by the Board last month.

   MAJOR OBJECTIVES FOR 2024-- At the 1/13/2024 Planning Retreat, we agreed that **Communication and Outreach** was the top priority, and that our activities would be organized around the **"ENGAGE-BUILD-RIDE"** tagline. Sections 3 through 6 below focus on these efforts.

3. **Communications & Outreach**— Member Peter Berridge chairs a committee that includes Taylor, Kevin T and David. Peter reviewed current/near-term action on the following components:
   - **A. Communications/Outreach Plan:** Peter reviewed the "final" plan, which includes 2024 goals, overall strategies and tactics to achieve those goals, and a detailed spreadsheet. Thank you Peter for the extensive work you put into this document.
   - **B. Sponsorship Opportunities**— Peter has pretty much finalized the Sponsorship Deck to be shared with potential sponsors. It describes monetary amounts paid to MORCA and what the sponsor gets in return. Peter requests a list of potential sponsors to contact.
   - **C. Social Media**—Taylor has been working closely with Peter and Lisa on how best to crosslink web + newsletter+ social etc.
   - **D. Newsletters**—Peter is helping with ideas and content for March newsletter.
   - **E. Website**—Ian and Peter coordinated on how to best reformat our website to fit the Engage/Build/Ride theme and meet our promises to sponsors. Ian is out of country until March 19 and having website ready for Sea Otter is high priority.

F. **Fundraising**—MCGives applications for 2024 campaign are due in July. Our Big Idea will be additional trail signage for Happy Trails.

G. **Promotional Items**-- (1) Mike noted opportunities for items. (2) Brian described options for new tear-drop flags with icons for Engage-Build-Ride. Brian/Peter/Lisa to finalize design. (3) Mike noted that 24 trail worker Tees (rewarded for 10 hours) are coming soon.

4. **ENGAGE**—The following activities are ways to engage the public, agencies and community:

A. **Marina Pump Track April 13** -- hosted by Sea Otter and MORCA. Community Bicycle Collective will loan bikes and we'll have bike rodeo gear for tots.

B. **Sea Otter Classic April 18-21**—Our focus is new Kid's Zone and Brian is lead on this. Volunteers are encouraged to choose Kids Zone and/or Dual Slalom and designate MORCA as recipient for volunteer hours. Sign-ups also available for MORCA booth. Peter emphasized the overall message should be MORCA's work on trails benefits Sea Otter and the broader community, with emphasis on the Couch Canyon Bridge this year. Peter suggests booth have a story board on the Bridge, perhaps postcard with QR code to donate. [Note: several post-meeting emails were exchanged about having Bridge ribbon cutting during Sea Otter Week, but this fell through due to time constraints and logistics].

C. **CAMTB Hollister Hills**—A site meeting with CAMTB and State Parks awaits dry conditions.

D. **Porta-Potty at 8th&Gigling**— Mike happily declared this project is installed! We concurred a formal ribbon cutting should be the June 1 First Saturday Ride. Signage at the potties requests donations to keep them going. [Note: After the meeting, the Ogs installed wooden fencing.]

E. **Monterey County Parks**— (1) Darius reported that our next project with Monterey County is numbering the remaining **Happy Trails** segments. (2) Darius suggested holding off any **Toro Park** action until after Happy Trails project is done. We continue to urge County to adopt a comprehensive trails plan with extensive community engagement. (3) No recent action on the **Fort Ord Habitat Resource Management Plan.**

F. **Monterey Peninsula College (MPC)**— No action yet to engage this land owner re trail numbering and maintenance (MPC owns land near Parker Flats).

G. **Wilderness First Aid Training**— No recent action. Taylor previously contacted provider who recommended an 8-hr day ($150 per person assuming 10-15 folks). Taylor will follow-up re potential dates after Sea Otter.

H. **Fundamental Skills Clinic via City of Marina**— Henri, Lisa and other Girls Rock instructors met at the pump track to practice skills and brainstorm ideas, possible dates etc. MORCA would be the sponsoring entity for insurance purposes.

I. **CA Coastal Trail (CCT)/Big Sur National Forest**— Peter will follow up on this after Sea Otter. Notably, there is Forest Service land in Big Sur that is not designated Wilderness.

J. **BLM Recreation Conference (Fall 2024 SoCal)**— Info is sparse at this time.

K. **CA Trails and Greenways Conference (4/30-5/3)**— Peter (and others?) are interested in going. Kevin T has extensive experience with this conference and contacts.

L. **PG Scout Pak 126 Bike Rodeo (4/14**)— The scout leader requested our participation. Lisa suggested they come to the 4/13 event at Marina Pump Track.

M. **Repack Racing Partnership (2/17 and 3/30)**- Repack requested our help in soliciting volunteers in exchange for donation link to MORCA. Their races conflict with trail evens but we will promote on social media.

N. **Rec x Con Conference** (2025)—This is a potential conference hosted by the Topo Collective.

O. **Rana Creek Presentation—**Kevin T noted this March 16 event, 3-5 PM at Hidden Valley.

5. **BUILD**-- The following activities relate to trail building/maintenance and related opportunities:
   A. **FONM Grant (Bridge, T60 Reroute)—**Mike reported there is roughly $27,000 available from the deferral grant to work on the T60 reroute.
   B. **Trail Days**—Darius reported on continuing work on new T31 South reroute. Ten folks worked on 2/17. Year-to-date effort on T31 alone totals 241 hours; with 291 hours for all projects. There is a formal ribbon cutting media event for T31 on March 30 at 9 AM.
   C. **National Trails Day (6/1/2024)—**No action to date—we may postpone our First Saturday ride to enable trail work on this special trail day, with perhaps a porta-potty ribbon cutting.
   D. **Fort Ord Trail Hardening (Great America Outdoor Act)—**Projects like the T31South effort are funded under this grant. Ribbon cutting of new trail segment 3/30 at 9 AM.
   E. **CSUMB Trails**—Darius previously described outreach to the college.
   F. **Keystone Project/Bike Park** – This is a future concept yet to be determined.
   G. **Fort Ord Public Lands Day (October 2024**)—Typically we do trail day for this annual event, usually the 4th Saturday in October—to be confirmed.

6. **RIDE**—The following are ride opportunities:
   A. **Sea Otter Pump Track Event (4/13/2024)**—we are coordinating with SOC and City of Marina to hold this youth-oriented event.
   B. **Take a Kid MTB Day (10/5/2024)**— Mike noted that a committee is needed to take on specific tasks as we move closer to the important annual event.
   C. **Social Rides** – (1) **First Saturday** Rides have been well attended. (2) **Full Moon Night Ride** did not occur on 2/24 due to rain and conflicting schedules. (3) **George Fontes Memorial** will now be focus of May 4 First Saturday Ride. (4) Informal **Wednesday sunset** weekly rides continue.

7. **President's Report**—(a) Lisa will ensure each director receives a Slack invitation to better learn from the **CAMTB community**. (b) Lisa attended the **MCGives! check presentation** on February 12, where we received $13,517 for the Portapotty fund, which includes roughly at 10% match from Community Foundation. Yay!! (c) Lisa reported as of 3/2/2024, we have **170 active IMBA members** (8 new, 3 lapses). Our goal is 200 members in 2024.
8. **New Business --** none
9. **Calendar Summary**-- We confirmed the following dates:
   3/16 at 9 AM—Trail Day T31 out of Creekside
   3/30 at 9 AM—T31 ribbon cutting out of Creekside
   4/2 at 6 PM— MORCA Board meeting, Springhill Suites, Marina
   4/6 at 9 AM— First Saturday Ride, 8th & Gigling
   4/13 at 9 AM—Marina Pump Track event/Pre-Sea Otter
   4/18-21—Sea Otter Classic
   5/4 at 9 AM—First Saturday Ride + George Fontes Memorial (gather at his bench at 11 AM)

We adjourned at 7:59 PM
Prepared by Henrietta Stern, Secretary, on 3/29/2024 at 10:30 PM