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

YOUR 2024 DIRECTORS are: Lisa Birch (Pres), (open) (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 6:10 PM with 5 of 6 directors present (with David Santos absent). Attending members included Brian Tomasini, Darius Rike, Peter Berridge and John Beardshear. Board action and follow-up is in yellow highlight.

SPECIAL NOTE—There was no board meeting in July. Next meeting: THURSDAY SEPT 5 at 6 PM

8/5/2024 Business Agenda (possible minor renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for June 4, 2024 were adopted unanimously [Mike motion, Henri second]. **(b) Bylaws/SOP**— Henri and Mike need to begin drafting Standard Operating Procedures (SOP) that provide detail on how certain Bylaws are implemented. Kevin K will provide text on Treasurer issues; Darius/Mike to provide text on trail crew, which entails BLM hiring MORCA to be a paid trail crew. Lisa previously suggested looking at CAMTB for models.
2. **Treasurer's Report**— (a) Kevin K. reviewed our **financial status**. As of July 31, the US Bank balance (checking) was $46,705 with $15,057 in the CD. Income was $21,534, with reimbursement payments from the BLM grant ($16,992), IMBA Q2 dues ($1,428), CAMTB fundraiser ($2,299) and PayPal donations ($815). Expenses totaled $12,634 with main items including monthly PortaPotty maintenance ($558), trail worker lunch ($124), BLM grant expenses ($11,931), and monthly Mailchimp subscription ($20). (b) Recent **PayPal donations** to be deposited later in August totaled $425. *Henri to send thank you notes.* (c) The board unanimously **accepted the Treasurer's Report** [Lisa motion, Mike second]. (d) Kevin described the new **CD status** at US Bank. (e) Mike described that we are now up to date as a **Registered Charity** with Cal. Dept. of Justice.
3. **Board Vacancy:** Lisa reported that Brian Tomasini was the only nomination received by the deadline. She will send out ballots with an August 21 due date. There is an option for write-in candidate. **The goal is counting the ballots at the Thursday Sept 5, 2024 board meeting.** (b) Lisa and Mike communicated with Taylor to obtain the **kid's bikes and Feedback bike stand** to move to the MORCA storage unit. (c) A key question is the **social media duties**. Peter Berridge is willing to take over the newsletter. We need to find someone who enjoys social media outreach and preferably is willing to volunteer.
4. **Remote Participation at Board Meetings**-- We discussed options to facilitate participation if physical participation creates a hardship or a director is out of town. Springhill Suites does not provide this option. Kevin K noted a certain technology; he'll research further re cost and requirements and report back next meeting. Cost goal is less than $1,000.
5. **College Intern (Summer)--** We became aware of possible summer internship for CSUMB student and discussed various ideas. Unfortunately, school starts in late August.
6. **MTB Film Festival**—Kevin T. described an email he just sent on the potential of hosting an MTB film festival as a fund-raiser and community building activity. He's had experience with film fests and described factors such as finding a venue and paying for the screening fee. Perhaps this could be part of Sea Otter Week. [Update—See 8/28/2024 emails from Kevin on this].

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 7 through 10 below focus on these efforts.

7. **Communications & Outreach**— Peter Berridge chairs a committee with Kevin T and David S.

- **A.** **Communications/Outreach Plan:** Peter has pretty much finalized the Plan and is implementing components of it.
- **B.** **Sponsorship Opportunities**— Peter reported we now have Montage Health as a $3,000 sponsor!! Other suggested companies are Trek, Trail1 Bike Components, Doug Chapin, Granite Rock, Cal Custom Sheds and Giant. Peter noted that Sea Otter brass don't want to add a voluntary donation to MORCA on next year's race registration.
- **C.** **Social Media**— Lisa is doing this as time allows, and reported on data re Facebook and Instagram followers. Old Capitol site effort was energizing. We should contact knowledgeable friends to ask for recommendations. Paying someone is also an option.
- **D.** **Newsletters**— We discussed ideas for the August newsletter. Mike and Peter collaborate.
- **E.** **Website**— **We thank Ian Furgeson** for a great job revamping the website and responding to requests in a timely manner.
- **F.** **Fundraising**—(a) Lisa reported $2874 was raised via CAMTB Dream Bike effort and we get to keep about $2,300. This is double last year. (b) MCGives application was submitted for additional trail signage for Happy Trails. (c) Future options include leveraging the donated Feedback Bike Stand (retails for $400). (d) Lisa noted that website donation portal should have 3 choices: general, portapotty, and trail.
- **G.** **Promotional Items**-- (1) Kevin K. noted that Culture Designs in Santa Cruz does nice t-shirts and related items. (2) No new info on banners etc.

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

- A. **CAMTB Hollister Hills**— Lisa will explore a site meeting with CAMTB and State Parks as we now have dry conditions. No date set so far.
- B. **Porta-Potty at 8th&Gigling**— More overt signage requesting donations has been installed.
- **C.** **Monterey County Parks**— (1) We have submitted request for funding additional trail signage and maps for **Happy Trails** as part of Monterey Gives! County staff or ?? need to actually create the numbering system. (2) No new info on County **proposed e-bike ordinance. (3)** We continue to urge County to adopt a comprehensive **Toro Park** trails plan with extensive community engagement.
- D. **Monterey Peninsula College (MPC)**— No action yet to engage this land owner re trail numbering and maintenance (MPC owns land near Parker Flats).
- E. **Fundamental Skills Clinic via City of Marina**—Mike confirmed that our Events insurance covers this type of activity. Henri and Lisa need to meet with Marina Rec Director and write a formal proposal. Given busy schedule through October, class would likely be in November.
- F. **CA Coastal Trail (CCT)/Big Sur National Forest**— Peter noted some re-routing has occurred.
- G. **FT Ord Tour with BLM State Director**—Peter reported on tour given to BLM officials and Executive Director for the Foundation for America's Public Lands, which is authorized by Congress to provide money for worthy projects. John Beardshear was one of the presenters describing MORCA's partnership with BLM on trail design, construction and maintenance.
- H. **Old Capitol Site/Monterey**—Peter reviewed community input and desire for bike trails. A free-ride bike park may not be realistic, but multi-use trails should be. Peter met with City Recreation Director to make the case for bikes. August RecCom meeting was cancelled. This may occur in late September instead.

I. **Forest Grove School and Other Requests for MORCA Skill Structures**—Peter asked about use of structures and we have received other requests. Via subsequent e-mail, issues identified include adequate liability protection, insurance coverage, indemnification etc. Also, human resources are needed to assemble and transport the structures.

9. **BUILD**-- The following activities relate to trail building/maintenance and related opportunities:

A. **FONM Grant (Modification, T60 Reroute)—**Mike reported on many physical and administrative tasks for MORCA to be a paid contractor. About $6,700 is left over from the bridge component which can hopefully be applied to other efforts.

B. **Volunteer Trail Days**—Darius reported on the July 20 effort where 10 folks worked on Lower Goat trail (T41). The next monthly trail day is August 18, which will focus on Lower Redrock (T42). The OG's trail work is on Tuesday mornings (John/Monument) or Thursday afternoons (Darius/County). Year-to-date volunteer trail work totals 895 hours. Henri noted that FORT Friends could pay for lunch for the September 28 trail day as part of Latino Conservation Week. October 26 is Public Lands Day where we typically do a Ride and Trim event.

C. **Fort Ord Trail Hardening (Great America Outdoor Act)—** Next up will likely be marshy areas on T20, with roughly 12 miles of trails affected over several years.

D. **CSUMB Trails**—Darius will reach out re permission to work on Headknocker trail.

E. **Keystone Project/Bike Park** – (a) The **Old Capitol Site in Monterey** has been a major effort. Dozens of cyclists attended the June 12 Recreation Commission meeting; the next meeting appears to be September 30. Visit **www.HaveYourSayMonterey.org** (then select "Old Capitol Site") for more information. (b) Darius began his short list of **other potential locations**, including Toro Park, Laguna Seca, and non-BLM Fort Ord (MPC land, Artillery Hill, East Garrison/Water Tank area. Next steps include identifying pro/cons of each site, land owners, communication with decision-makers, etc. Peter noted that Friends of Laguna Seca is the new manager of the track and associated lands. Peter plans to meet with Sea Otter managers re permanent bike park or similar facilities to attract patrons year-round.

10. **RIDE**—The following are ride opportunities:

A. **Marina Pump Track Event (7/27)**-- Lisa reported on this event which also included booths from REI, Community Bike Collective (loaner bikes and helmets) and MORCA. Thank you to all who participated.

B. **Latino Conservation Week (9/14-22)**—MORCA typically has a volunteer trail day. We need to reach out to Latino groups to participate. FORT Friends to provide lunch.

C. **Take a Kid MTB Day (10/5)**— Mike has been contacting previous booth participants and volunteer groups. The County permits are in process.

D. **Cyclovia Salinas (10/6**)-- We voted to hold off on this event given the proximity to TAKMBD. Brian suggested having a Spanish speaker in the booth if we attend. Suggestion to ask Jake, Benny or David who may know resources.

E. **Sea Otter Classic (4/10-13, 2025)**—Mike reported we have our booth; camping is still in progress per Mike emails; co-hosting a film might be a great opportunity.

F. **Social Rides** – (1) **First Saturday** Rides have been well attended. (2) Informal **Wednesday sunset** rides continue (alternate 8&G and Creekside). AMG asked to host a free maintenance clinic following the 9/7 ride.

G. **Night Rides in Fall/Winter**—Ken Chrisman indicated he'd like to lead this effort and have more frequent rides. Lisa to coordinate with Ken re permit process and logistics.

11. **President's Report**—(a) Lisa reported as of 8/4/2024, we have **158 active IMBA members** (3 new, 6 lapses) which is a downward trend (goal is 200 members). However, donations are up. (b) MORCA continues to support Safe PASSAGES and post drawing winners on website.
12. **New Business --** A brief discussion of a new bike park [notes are fuzzy here].
13. **Calendar Summary**-- We confirmed the following dates:
    8/17 at 9AM—Trail Day (out of Creekside)
    9/5 at 6 PM— MORCA Board meeting, Springhill Suites, Marina (new day=Thursday)
    9/7 at 9 AM—First Saturday Ride at 8th & Gigling
    9/28 at 9 AM—Trail Day out of Creekside (Latino Conservation Week)
    10/3 at 6 PM—MORCA Board Meeting, Springhill Suites
    10/5 all day—TAKMBD, East Garrison Day Use area
    10/26 at 9 AM—Public Lands Day, Lightfighter LZ picnic area (Ride and Trim)

We adjourned at 8:01 PM
Prepared by Henrietta Stern, Secretary, on 8/27/2024 at 5:30 PM

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