SUMMARY of MORCA BOARD MEETING
Tuesday, February 4, 2025 at 6 PM, Springhill Suites Executive Room, Marina
For more info, visit the MORCA website: www.morcamtb.org or social media

YOUR 2025 DIRECTORS are: Lisa Birch (Pres), Peter Berridge (V.P.), Henrietta Stern (Secretary), Kevin Kutcher (Treasurer), Mike McGirr and Brian Tomasini (Members-at-Large). (vacant 7th seat)

Secretary Notes: President Lisa Birch opened the meeting at 6:05 PM with 6 of 6 directors present (Kevin a few minutes late due to traffic). Attending members included Darius Rike and Ken Chrisman. Two folks attended via Livestream. Board action and follow-up is in yellow highlight.

NEXT MEETING— TUESDAY, MARCH 4, 2025 at 6 PM, Springhill Suites Executive Room, Marina or request a Zoom invitation by emailing meetings@morcamtb.org 24 hours ahead

2/4/2025 Agenda (renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for the January 11, 2025 meeting were adopted unanimously [Lisa motion, Mike second].
2. **2025 Board**— Lisa confirmed the Board of Directors/Officers listed above. Before filling the 7th open seat on the Board, Lisa suggested we identify what talent/skills/interests are needed and try to find that person. Ken suggested minimum requirements for all board members (such as hours of service and/or fund raising) as is common for many non-profits. We agreed to share thoughts via email and discuss more fully at the March meeting.
3. **Treasurer's Report**— (a) Kevin reviewed our **financial status at US Bank as of January 31, 2025**. The checking balance was $53,602 with another $15,414 in the CD (renewed thru 6/5/2025). January 2025 income was $4,742 total, primarily from IMBA Q4 distribution ($2,477) and many end-of-year PayPal donations ($2,165). Henri provided $60 cash collected from the December 15, 2024 night ride. Expenses totaled $1,059 with main items being BLM grant expenses ($128), Trail work lunch reimbursements ($266), and several other miscellaneous tasks. (b) **PayPal donations** received in January (to deposit in February) totaled $545 (less PayPal fees). *Henri to send thank you notes.* (c) The board unanimously **accepted the Treasurer's Report** [Lisa motion, Henri second]. (d) The Board confirmed that the **General, 8&G, and Trail Funds will be tracked separately,** including income and expenditures. (e) Mike described the mix-up about MORCA's **IRS and State non-profit status** as an entity separate from IMBA. Action is needed to clear this up ASAP. (f) There was no report on MORCA branded **promotional items**.

4. **Priority Goals for 2025 –** From the January 11 Planning Retreat, the five priority goals are: (1) Recruit and Retain Volunteers; (2) Create Fundraising and Membership Plan; (3) Deliver on Existing Commitments; (4) Host and Grow Annual MORCA Events; and (5) Build and Strengthen Community Relationships. Also "2025 Stretch Goals" are (1) Identify and Site Keystone Projects; and (2) Pursue Grant Opportunities. Each of these are described in more detail in the following sections. We still hold to the overall ENGAGE-RIDE-BUILD organizational mantra.
   - **A. Recruit and Retain Volunteers:** This will be accomplished by:
     1. **Create Standard Operating Procedures (SOP)/Job Description/Handbook** for lead volunteers in 5 key areas: Trail Crew (Darius); Events (Mike); Social Media/Communications (Peter); Relationships/Advocacy (Henri); and Membership/Fundraising/Sponsorships (Peter). We should check CAMTB and other sources for examples. Henri noted we also have the SOP task to review the Bylaws and clarify all components, as needed (Henri + Mike).

2. **Identify local businesses and groups who can commit to service hours**
3. **Incentivize and appreciate volunteers** through recognition in a variety of platforms; hold appreciation events; and prize drawings. Ken suggested more complete tracking of volunteer hours of all types (trail, ride, TAKMBD, SOC, admin).

B. **Create Fundraising and Membership Plan:** We agreed that all activities we do should be linked in some way to the goal of membership and fundraising.

1. **Identify When/Where MORCA will raise awareness.** Examples are biannual membership drive (SOC in April and IMBA in October), Saturday rides; set up booth at 8&G or Creekside on ride or trail day, MORCA events like Film Fest. We discussed a printed or digital calling card. Key question is what incentivizes someone to join, donate or volunteer?
2. **Pursue Sponsorships**. Montage Health joined last year. Expand via Sponsorship Deck.

C. Deliver on Existing Commitments: Four ongoing commitments are:

1. **8 & G PortaPotties**. These continue to be funded and are working well.
2. **Happy Trails Signage**. Lisa will attend the MCGives check disbursement ceremony later in February (amount unknown); but we did not raise the full needed amount. A meeting with County is needed to assess which specific trails to be signed, numbering system, kiosk placement (8&G preferred), timing and other logistics.
3. **BLM Trail Hardening Grant**. Mike reported that T20 work should be done next week. Future contracts should go through the BLM Central Coast Field Office.
4. **HR Plan**. Mike explained that a formal HR plan, with emphasis on safety and complying with various regulations, is needed as we now have trail crew employees as well as volunteers. Ken asked about independent contractors to reduce risk. Mike noted there are certain requirements even with volunteers.

D. Host and Grow Annual MORCA Events: Five key events envisioned for 2025 include:

1. **Sea Otter Classic (April 10-13)**. Peter and Brian explained that we will focus on Kid's Adventure Zone within the larger Family Zone run by SOC. We communicated our footprint needs and will be meeting with Jeff again. We and CAMTB will have same booth spaces as before on the grass, but no camping spot. Lifetime indicated willingness to help promote a MORCA event. Peter noted some enticement is needed to bring folks to our booth to hopefully join or donate. In related news, Brian created a handbook for Dual Slalom volunteers; and Lisa noted the SOC pump track event in Marina won't be happening due to construction.
2. **Film Festival (TBD**). Freehub won't have films ready until next August but we learned Shimano also has a film slate that is available much earlier.
3. **Take-a-Kid Mtn Biking Day (early October).** Mike will be updating the handbook.
4. **Ales & Trials (TBD).** Just a concept at present.
5. **Volunteer Appreciation Event (TBD**). Just a concept at present.

E. Build and Strengthen Community Relationships. This will be accomplished by:

1. **Enhance MORCA Credibility** by refining our "elevator pitch" and building a polished list of key accomplishments and initiatives (also include volunteer hours).
2. **Calendar/Plan for outreach and comment for many local agencies/land managers**, of which there are many on the federal, state, and local level
3. **Build a coalition of outdoor recreation advocates** from a variety of sources such as hospitality/tourism, local government, land managers, conservation, education, health, etc

5. **2025 "Stretch Goals"—**these are things we'd like to do but are not as high priority. They include:
    1. **Identify and Site Keystone Projects and Partners** for dedicated MTB trails, bike parks or new trails.
    2. **Pursue Grant Opportunities**, which could be a new BLM grant or other grants.

6. **Current Business--** This encompasses the **ENGAGE-BUILD-RIDE** mantra that governed 2024, and continues in 2025. This includes:
    1. **ENGAGE**—Darius plans to attend the 2/6 **County Parks** Commission regarding **Toro Park**. No report for **MPC and CSUMB**. Lisa to check whether construction at the **Marina** pump track will impact ability to hold a skills clinic in partnership with the City.
    2. **BUILD**—Darius reported on the **1/18 trail day** with 11 folks working on T43 (Ewok) drainage. The **2/15 trail day** will focus on T42 (Redrock) problem spots. **Weekday** activity continues with drainage improvements on Ewok and Chain Gang. Yay Rain!
    3. **RIDE—**The **February 1 First Saturday Ride** was rained out. We confirmed we will hold a **February 8 replacement** ride; Darius to change signup. Next ride is **March 1**. We agreed to hold **4 night rides on Wednesdays at 6 PM** with Ken as lead (see Calendar below). Lisa to advise BLM. Ken to coordinate with Darius regarding signups. The **Wednesday afternoon** sunset rides also continue.

7. **President's Report**—(a) Lisa reported we have **191 active IMBA/MORCA members** as of 2/3/2025, which is a loss of 3 from last month. (b) The **MCGives!** check ceremony will be in late February. (c) Lisa hasn't received recent **Safe PASSAGES** info from BLM. Henri noted she contacted BLM about status of this program in 2025, but hasn't received a response.

8. **New Business--** (a) We learned that **MPRPD had a "bike path"** at Rancho Canada on their agenda, but it would require cyclists to walk their bike for at least ½ mile. Ridiculous! Unfortunately, the deadline for written comments already passed. Some members indicated they would join the Wednesday night meeting via Zoom. Too bad that agency is so anti-bike as to be punitive. (b) **Repack Racing invited MORCA to have a booth** at its Race #4 on 2/16. Members present did not volunteer given other plans and volunteer commitments. (c) Mike has prepared an **Illness & Injury Prevention Plan (IIPP**) as part of our insurance requirements. (d) We confirmed that Boy Scout **Pack 126 Bike Rodeo** on 4/27 would be better served by coming to Sea Otter.

9. **Calendar Summary**

    2/8/2025—First Saturday Ride (rescheduled) at 9 AM
    2/15/2025—Trail Day at 9 AM
    3/1/2025—First Saturday Ride at 9 AM
    3/4/2025—Board meeting at 6 PM
    Night Rides: Ken Chrisman will take the lead on 4 night rides on Wednesdays, rolling at 6 PM
    2/12, 2/19, 2/26 and 3/5

We adjourned at 8:02 PM.
Prepared by Henrietta Stern, Secretary, on 2/6/2025 at 9:15 PM