SUMMARY of MORCA BOARD MEETING
Tuesday, March 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 6:02 PM with 5 of 6 directors present (Kevin absent). Attending members included Darius Rike and Ken Chrisman. Noone attended remotely. Board action and follow-up is in yellow highlight.

NEXT MEETING— TUESDAY, APRIL 1, 2025 at 6 PM, Springhill Suites Executive Room, Marina or request a Zoom invitation by emailing meetings@morcamtb.org 24 hours ahead

3/4/2025 Agenda (There may be renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for the February 4, 2025 meeting were adopted unanimously [Lisa motion, Mike second]. Mike and Henri will meet in the near future to begin the **Standard Operating Procedures** (SOP) process related to clarifying the Bylaws. See related documentation tasks under Vice President Report (Item 10).
2. **2025 Board/Special Election for 7th Seat**— We confirmed that we should identify what talent, skills and interests are needed and try to find that person. A first effort should be soliciting volunteers for desired activities (see VP report, Item 10). A skilled and/or motivated volunteer would likely make a good board member. Also clarify expectations re: hours per week (on average) and participation in activities.
3. **Treasurer's Report**— (a) Lisa reviewed Kevin's **financial status at US Bank as of February 28, 2025**. The checking balance was $60,966 with another $15,465 in the CD. February income was $14,142 total, primarily from MCGives fundraising ($9,959), BLM grant related draws ($1,214), and January PayPal donations ($503). Expenses totaled $6,748 with main items being Portapotty maintenance fees ($462), BLM grant expenses ($4,892), Trail work lunch reimbursements ($150), and several other miscellaneous tasks. The "Sparky" quad vehicle is now registered to MORCA. Thank you to Brian for the donation. (b) **PayPal donations** received in January (to deposit in February) totaled $11 (less PayPal fees). *Henri to send thank you notes.* (c) The board unanimously **accepted the Treasurer's Report** [Mike motion, Henri second]. (d) Mike updated us on **IRS tax filings under MORCA**, now separate from IMBA. Thanks to Mike for your efforts. (e) Mike described **insurance** that has been paid and policy renewals coming soon.

4. **Priority Goals for 2025 –** 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. See **detailed description in the February 4, 2025 Minutes and Peter's Summary of the January 11, 2025 Planning Retreat.** The following sections highlight **COMMUNICATIONS/OUTREACH + ENGAGE-BUILD-RIDE** as we keep in mind the priority goals for 2025.

5. **Communications & Outreach**— Peter is the lead on the following activities:
   A. **Communications/Outreach Plan:** Peter will continue to implement the existing plan and make tweaks as necessary.

B. **Sponsorship Opportunities**— Peter will reach out to businesses, especially those associated with Sea Otter.

C. **Social Media**— Lisa/Peter doing this as time allows. Focus on Sea Otter and volunteers.

D. **Newsletters**— Mike and Peter to collaborate on news, upcoming events, volunteer opportunities and recruitment of long-term volunteers as topics.

E. **Website**— Peter to provide newsletter content to Ian.

F. **Fundraising**—(a) Lisa reported we received $9,959 from MCGives **for additional trail signage.** We continue to fundraise to maintain the **portapotties.**

G. **Promotional Items**—Mike noted that a new Easy Up will be ready for SeaOtter. Peter will purchase some logo'd t-shirts, hats for Board members to wear at SOC plus extra to provide for larger donations.

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

A. **Events— (1) Sea Otter Classic (4/10-13/2025)**— see previous meeting notes for details. We need reminder posts on social media plus MORCA booth signup on website. Lifetime has provided extra space for the Family Zone structures (Brian lead). Thanks to Brian for preparing a handbook on dual slalom volunteer tasks. Ken and Peter brainstormed ideas on soliciting sponsorship support from SOC vendors, including use of Sponsorship Deck. Peter was interviewed by The Weekly re MORCA's trail work benefitting Sea Otter. Peter met with Sara from Lifetime re future campaigns and partnership ideas. (2) **Film Fest (July-August)** to be developed. (c) **Take-a-Kid Mtn Bike Day (October 4**) planning begins in a few months. (d) **Ales and Trails** concept TBD. (e) **Volunteer appreciation** event TBD.

B. **Porta-Potty at 8th&Gigling**— We've completed one full year! We agreed to do new signage with simple message and better location so all can easily see.

C. **Monterey County Parks**— (1) Darius and Mike to meet with Bryan re next steps for **trail signage and maps for Happy Trails.** The County has provided a Phase 2 map, but still need to generate a numbering system for the trail signage. We need to keep public apprised of each step. (2) The new **pit toilet at Travel Camp** should be opening pretty soon, sources say. (3) There has been no specific action regarding **Toro Park** but we briefly discussed possible future options. A key question is how to finance a comprehensive trails plan that possibly could include bike-only or hike-only areas; this could possibly lead to gravity/bike park.

D. **Monterey Peninsula College (MPC)**— No report. This area has potential for bike park.

E. **Fundamental Skills Clinic via City of Marina**—Henri and Lisa need to write a formal proposal. Construction at pump track (1 year) may require a different location for clinic.

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

A. **FONM Trail Hardening Grant (Modification)/Great American Outdoor Act**-- Mike summarized progress and expenditures to date. With Trump directives, any new grant is frozen for now. Mike described facets of HR Plan and associated documents he prepared.

B. **Volunteer Trail Days**—Darius reported that the 2025 total is now 245 volunteer hours, a great start to the year. On February 15, 17 folks did lots of drainage work on T50 North. March 15 is tentatively focused on T42, but a trail used at Sea Otter may be worked on instead. The OG's recently did lots of work on T50 South, which is used for Sea Otter (Tues/Thursday).

C. **CSUMB Trails**— No report.

D. **Keystone Project/Bike Park** – (a) Sadly, the City of Monterey did not include bike access at the **Old Capitol Site** despite community participation asking for bike access. We agreed that taking the lead, establishing relationships with City staff, and engaging with new folks was a positive outcome. (b) Many have suggested taking a **regional perspective**. Over the course of

tonight's meeting, we suggested possible sites on Fort Ord and other areas in Monterey County. Darius previously developed a spreadsheet with possible sites, pros-cons, opportunities and constraints. We agreed we should focus on 2-3 best options and ensure land owner buy-in before pursuing further. So far, it appears Travel Camp, Laguna Seca and Toro Park have most promise. Peter to meet with Friends of Laguna Seca in 10 days. Last month, Ken suggested a Symposium at Sea Otter given land managers and MTB advocacy groups will already be there.

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

A. **Social Rides** – (1) **First Saturday** Rides have been very well attended. Next ride is 4/5/2025. (2) Informal **Wednesday sunset** rides continue (alternate 8&G and Creekside). Current start is 4 PM but will change with daylight savings.

B. **Night Rides in Fall/Winter**— We have a Night Ride permit through September 2025. Ken C has led weekly Wednesday night rides since mid-February, though some were cancelled due to rain. Attendance was small but was growing, and he feels it will be a good lead-in for next year. We will go back to 6 PM regular ride March 12 due to daylight savings time.

C. **CBC Ride 3/22**— Community Bike Collective will bring Police Athletic League group to Fort Ord on Saturday March 22 for easy ride. Henri to lead plus other guides are welcome (Mort a maybe). 12-14 kids plus 3 adults. FORT Friends to pay for transportation costs and lunch.

9. **President's Report**—(a) Lisa reported we have **192 active IMBA/MORCA members** as of 3/1/2025, which is a gain 1 from last month (getting closer to 200 goal). (b) Lisa highlighted **CAMTB upcoming events,** including conferences and summits in various awesome locations. Darius and Ken C are interested.

10. **Vice-President Report**—Peter reminded us of the priority to develop **Job Description/Handbooks for 5 key areas** identified in our retreat: (1) **Trail Crew** (Darius), including volunteer coordinator; (2) **Events** (Mike); **Social Media/Communications** (Peter); (4) **Relationships/Advocacy** (Henri); and (5) **Membership/Fundraising/Sponsorships** (Peter). Use of Google, AI and CAMTB Slack helpful!

11. **New Business--** (a) Mike noted large size and scope of NICA racing at Travel Camp, and encouraged a **MORCA-NICA intersect**, and make it clear that MORCA works on the County trails in that area. (b) New/added by Henri-- BLM is not doing the **Safe PASSAGES** program in 2025.

12. **Calendar Summary**

3/15/2025—Trail Day at 9 AM
3/22—CBC trail ride; time TBD (guessing 10+ AM)
4/1/2025—Board meeting at 6 PM (no fooling!)
4/5/2025—First Saturday Ride at 9 AM
4/10-4/13—Sea Otter Classic (set-up 4/9)

We adjourned at 7:38 PM.
Prepared by Henrietta Stern, Secretary, on 3/5/2025 at 5 PM