SUMMARY of MORCA BOARD MEETING (corrected)
Tuesday, April 1, 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 6:07 PM with 6 of 6 directors present. Attending members included Darius Rike and Ken Chrisman. Noone attended remotely. Board action and follow-up is in yellow highlight.

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

4/1/2025 Agenda (There may be renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for the March 4, 2025 meeting were adopted unanimously [Mike motion, Brian second]. Mike and Henri will meet after Sea Otter 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**— See March meeting description of goals for new board member. We decided to wait until after Sea Otter to begin a search for a volunteer with associated documentation of expectations.
3. **Treasurer's Report**— (a) Kevin reviewed our **financial status at US Bank as of March 31, 2025**. The checking balance was $56,279 with another $15,511 in the CD (matures in June). March income was $2,000. primarily from BLM grant related draws ($2,776). Expenses totaled $7,517 with main items being purchase of a new booth canopy ($2,443), CAMTB dues and donations ($1,270), Portapotty maintenance fees ($462), insurance ($2,398), BLM grant expenses ($364), trail work lunch reimbursements ($372), and several other miscellaneous purchases. (b) **PayPal donations** received in March (to deposit in April) totaled $55 (less PayPal fees). *Henri to send thank you notes.* (c) The board unanimously **accepted the Treasurer's Report** [Lisa motion, Mike second]. (d) Mike updated us on **IRS tax filings under MORCA**, including resolving a late fee for 990EZ as we followed their instructions. (e)Mike noted he was able to get MORCA removed from IMBA's group Tax ID number as we have our own. Kevin will look into using QuickBooks vs a CPA for future financial tracking.

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. Sea Otter is the main focus in April. He noted an upcoming positive article in The Weekly on our efforts to maintain trails at Fort Ord that benefit the Sea Otter participants and general public. He also described the "Sustain the Ride" campaign.

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. Peter described cooperation by Sea Otter media staff.

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

E. **Website**— Peter provides newsletter and other content to Ian. For the donations page, we agreed that a "Sustain the Ride" option will replace "General Fund", and also remove "Bike Park". Ian also created a Sustain the Ride page to provide more information on what we do.

F. **Fundraising**—(a) We hope to receive several thousand dollars from Sea Otter. We continue to fundraise to maintain the **portapotties plus the Happy Trails signage.**

G. **Promotional Items**— Peter purchased some logo'd t-shirts and hats for Board members to wear at SeaOtter plus extra to provide for larger donations. There are also tech shirts.

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

A. **Events— (1) Sea Otter Classic (4/10-13/2025)**— We discussed final details and tasks for the booth and Family Zone. Both coming together. Ken C will lead a gravel ride for POC riders. Darius will lead 6 PM mtb ride Wednesday evening. (2) **Film Fest (July-August)** to be developed. (c) **Take-a-Kid Mtn Bike Day (October 11, 2025**) planning begins in a few months. (d) **Ales and Trails** concept TBD. (e) **Volunteer appreciation** event TBD.

B. **Porta-Potty at 8th&Gigling**—We installed new signage clearly asking for donations. Peter noted that Supervisor Wendy Askew is interested in a permanent pit toilet at 8&G.

C. **Monterey County Parks**— (1) Darius and Mike met via Zoom with Bryan re next steps for **trail signage and maps for Happy Trails.** 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) The Zoom meeting included some discussion of **Toro Park** and possibly meeting with IMBA Trails Solutions staff. (4) Peter asked that we add **Laguna Seca** as a discussion topic as he spoke with Friends of Laguna Seca about a permanent dual slalom track and other MTB amenities**.**

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

E. **Fundamental Skills Clinic via City of Marina**— Lisa noted that construction at the pump track (1 year) will require a different location for a clinic, so we need to rethink our concept. Lisa to meet with Marina Rec director next week to get updated info.

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. We are almost done and will phase out HR components if no employees. Future grants are unlikely. Our HR Plan and associated documents can be used in the future as needed.

B. **Volunteer Trail Days**—Darius reported that the 2025 total is now 372 volunteer hours. On March 15, 18 folks (including Boy Scouts and parents) worked on T42. The April 19 trail day is planned for T41 (Goat) bottom. The OG's continue working on Tuesday mornings (John lead).

C. **CSUMB Trails**— No report.

D. **Keystone Project/Bike Park** – (a) See March minutes for overview of regional goals. Note that Darius previously developed a spreadsheet with possible sites, pros-cons, opportunities and constraints. We previously 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 the most promise.

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

A. **Social Rides** – (1) **First Saturday** Rides have been very well attended. Next ride is 5/3/2025. (2) Informal **Wednesday sunset** rides continue (alternate 8&G and Creekside). Current start time is 5 PM.

B. **Night Rides in Fall/Winter**— Our current Night Ride permit ends in September 2025. By next summer, we should plan permitting and schedule events for 2025-2026.

9. **President's Report**—(a) Lisa reported we have **193 active IMBA/MORCA members** as of 3/30/2025, which is a gain 1 from last month (getting closer to 200 goal). (b) Lisa highlighted **CAMTB upcoming events,** including bike give-away, 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—**none identified

12. **Calendar Summary**

4/5/2025—First Saturday Ride at 9 AM
4/10-4/13—Sea Otter Classic (set-up 4/9)
4/19/2025—Trail Day at 9 AM
5/3/2025 – First Saturday Ride
5/6/2025—Board meeting at 6 PM

We adjourned at 7:33 PM.
Prepared by Henrietta Stern, Secretary, on 5/5/2025 at 1 PM

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