SUMMARY of MORCA BOARD MEETING
Tuesday, October 7, 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, Brian Tomasini and Ken Chrisman (Members-at-Large).

Secretary Notes: President Lisa Birch opened the meeting at 6:08 PM with all directors present. Ken and Henri attended remotely. Attending members included Darius Rike and John Beardshear. Board action and follow-up is in yellow highlight.

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

10/7/2025 Agenda (There may be renumbering by HS for clarity)**:**

1. **Secretary Report—(a) Adopt Minutes of Previous Meeting—** Minutes for the September 2, 2025 meeting were adopted unanimously [Mike motion, Brian second]. (b) Mike and Henri need to meet after TAKMBD to begin the **Standard Operating Procedures** (SOP) process to clarify the Bylaws. See related documentation tasks under Vice President Report (Item 10). (c) We agreed that **8 mounted Bobcat photos** should be kept as special gift or fundraising. The Board unanimously decided that the poster will be gifted to Bobcat Bicycles along with a thank you letter for their years of donations to TAKMBD [Henri motion, Peter second].

2. **Treasurer's Report**— (a) Kevin reviewed our **financial status at US Bank as of September 30, 2025**. The checking balance was $50,253 with another $25,927 in the CD. September income was $1,991, primarily from a refund from the State Workman's Comp and various donations. Expenses totaled $3,331 with many items associated with TAKMBD ($1,500), plus PortaPotty maintenance fees ($1,022), Sea Otter Campsite ($620), trail work lunch ($95), and other office expenses. (b) **PayPal donations** received in September (to deposit in October) totaled $566 (less PayPal fees). *Henri to send thank you notes.* (c) The board unanimously **accepted the Treasurer's Report** [Mike motion, Henri second]. (d) Mike reported that our request to the IRS to waive penalties was successful and a revised 2023 990EZ form will be submitted soon! Great work Mike!

3. **Annual Governance Tasks**—(a) Lisa sent out **requests for nominations** in September; none received except from Henrietta who nominated the entire current board. All current board members except Brian confirmed their willingness to serve next year. (b) Lisa will **prepare a ballot** with six names and space for a write-in candidate, and will advise members via social media and emails twice (near-term and end of October). We discussed whether write-in invitation should be more task/time oriented or enticing/passion mode. Peter to assist Lisa drafting text with "enticing" slant to it. Each candidate needs to submit a Candidate Statement and photo. Darius noted limited results from social media/emails, and it's most effective to reach out to a specific person we have experience with. Discussion ensued on determining our needs and searching for someone to fulfill those needs vs. encouraging a willing person and figuring out how best to use them. Peter suggested a specific recruitment committee for board members as well as volunteers and the need for an "elevator pitch" or script with bullet points to be used at all rides and events (along with potential take-home items such as QR code). The board unanimously agreed that **for next year we need to have an established procedure,** board member requirements (e.g., volunteer time, fundraising), and skills/abilities that MORCA needs [Ken motion, Mike second].

(c) We determined the **General Membership meeting** will be November 4, 2025. Ballots will be counted and Draft Budget reviewed. (d) Kevin reviewed his initial **Draft 2026 Budget** and received several comments and suggestions about potential income and expenses. Ken had requested more information on grant opportunities with links to applications and deadline information. Kevin will provide revised versions to the Board via email before the 11/4 meeting. Henri clarified that the 11/4 action is to adopt a Draft Budget which will be finalized pursuant to the January 2026 Board Retreat/Goal Setting meeting.

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.** See September 2025 minutes for associated needed information.

   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 continues to implement the existing plan.
   - **B. Sponsorship Opportunities**— Peter will update the sponsorship deck.
   - **C. Social Media**—We have increased followers and engagement across the various platforms. There was a nice article about TAKMBD in The Weekly.
   - **D. Newsletters**—Newsletter recently focused on volunteers and TAKMBD.
   - **E. Website**— Peter + Ian working to refine per suggestions received previously.
   - **F. Fundraising**—No new info. We won't be doing MCGives this year.
   - **G. Promotional Items**— We have logo'd t-shirts and trucker hats. There are also tech shirts for trail work volunteers. We have 1Up-USA rack in box ($600 value). Also swag from Taylor and Workstand previously donated. Also mounted Bobcat photos as described above.

6. **ENGAGE**—The following activities are ways to engage the public, agencies and community:
   - A. **Events—** (1) Darius staffed a booth at **9/13 Fort Ord 50** Race (Repack Racing). They are donating $300 from entry fees. (2) **Latino Conservation Week (9/13-21)** included 9/20 trail day; no new faces. (3) **Take-a-Kid Mtn Bike Day (10/4/2025**)— Mike described attendance of 120 folks (96 registered riders plus 30 walk-in). Cost was $2,063 vs $2,200 budgeted. He recognized exhibitors and volunteers. Pre-arranged teams of younger folks are needed for set-up and breakdown. He has written an After-Action Report via email. Congratulations on another successful TAKMBD!! (4) **Other Brother MORCA Night (10/10**) is a means to partner with AMG, appreciate volunteers, and drum up membership. Peter will be there at 5 PM—hourly drawings from 6-8 PM. (5) Kevin reported on Cinemark as a venue for a **MORCA Film Festival**, which is much too expensive and restrictive. Could an entity like REI co-sponsor like Banff Film Fest? We have just a couple of weeks to find a venue or drop this event. (6) **Sea Otter Classic (mid-April 2025)**—Peter/Mike confirmed our same booth space (G45/47) and campsite 166. Brian noted he will not be able to volunteer at dual slalom next year, but was encouraged to staff the Adventure Zone. We agreed that Mike could donate leftover pencils and notebooks from Sea Otter to a local Salinas school.
   - B. **Porta-Potty at 8th&Gigling**— Mike noted we are half-way through our 3-year commitment to fund portapotty maintenance. County needs to start moving on permanent replacement.

C. **Monterey County Parks**— (1) **Happy Trails Expanded Signage**: We are now meeting monthly with County staff. Jackie Estrada (GIS specialist) walked nearby trails at TAKMBD. Mike is riding and tracking trails in the Oak Oval. (2) The new **pit toilet at Travel Camp** opened at TAKMBD but closed shortly thereafter due to malfunctioning locking mechanism. (3) No report on **Toro Park.** (4) Peter noted positive meeting with **Laguna Seca** Foundation president, who is "cautiously optimistic" about **skills park as part of the Master Plan**. But LSF was disappointed that MORCA didn't step up to create a Kids Zone at their recent event. They may not realize the work involved. Best if we guide them in creating their own facility and help out as needed. Peter will revise our proposal from 4 to 3 phases.

D. **Monterey Peninsula College (MPC)**— No report. This Fort Ord area could be a bike park site.

E. **Fundamental Skills Clinics**—Lisa and Henri are both injured; postponed until 2026.

F. **Wilderness First Aid for Mountain Bikers**—The Back Country Medical Guides training is October 25-26 at Wilder Ranch (sold out). Another one is scheduled next May 2026.

G. **Bike Rodeo Equipment Loans**: see questions posed in September 2025 minutes. Peter is committed to May 2, 2026 event with PG School group.

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

A. **Volunteer Trail Days**— The 2025 total is now 790 volunteer hours. The 9/20 trail day/Latino Week had 8 folks brushing T27 out of Creekside. The 10/18 day plans to work on T32 and 35. The OG's continue working on Tuesday/Thursday mornings (John lead) with emphasis on mowing the Station 1 realignment corridor. Our work can continue even with shutdown.

B. **CSUMB Trails**— We need to obtain permission to work on these trails.

C. **Keystone Project/Bike Park** – (a) See March and April 2025 minutes for more detailed information on possible sites. See Item 5-C-4 above about Laguna Seca.

D. **Updated Bike Rodeo Equipment** – We asked if this should be included in the 2026 budget.

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

A. **Social Rides** – (1) **First Saturday** Rides have been well attended. Next ride is 11/1/2025. (2) Informal **Wednesday sunset** rides continue (5 PM).

B. **Night Rides in Fall/Winter**— We need to pay BLM for the 2025 season. Ken's email asks about automating registration. Government shutdown may delay permit issuance.

9. **President's Report**—(a) Previously, Lisa asked that each Board member identify which events or initiatives they would like to "own" or lead. b) We have **220 active IMBA/MORCA members** as of 10/3/2025, a drop of 4. But much better than this time last year. Hopefully Fall IMBA membership drive will boost membership again. (c) Lisa noted **CAMTB Summit on** 10/10-12 at Tamarancho. Darius will be presenting on MORCA; Ken asked if we have questions for CAMTB members.

10. **Vice-President's Report**—We need 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). Be specific about each task that is needed, and the time commitment involved. How would volunteers be needed?

11. **New Business—none**

12. **Calendar Summary**

10/10—Other Brother Beer event 6-9 PM

10/18—Trail Day, 9 AM
11/1— First Saturday Ride, 8&G at 9 AM
11/4 – Board meeting 6 PM (Annual Meeting)

We adjourned at 8:06 PM.

Prepared by Henrietta Stern, Secretary, on 10/24/2025 at 2:55 PM

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