

**MORC Board of Directors Meeting - Agenda**  
**Feb 13, 2017; 6:30pm – 8:30pm**  
**Midwest Mountaineering - Basement**  
**309 Cedar Ave S, Minneapolis, MN 55454**



Directors in Attendance: Andrey Ablamunets, Brandon GW, Graydon Betts, Jason Schmidt, Aron Braggans, Bill Bieganeck, Ryan Lieske, Mark Christensen, CJ Lindor

Meeting Attendees: Matt Andrew (ED), Steve Boyd, Sarah Jansen (CROCT), Ben Marks & Teddy Nordvold (Minnetonka)

Absent BoD Members: Sam Pond, Anne Clark, Jamie Molitor, Nick de Julio, Matt Moore, Nick de Julio

**Welcome & Call to Order**

**Graydon Betts**

1. Director & audience introductions

**Consent Agenda**

**(Approved)**

**Graydon Betts**

1. Approve 1-30-2017 Meeting Minutes
2. Approve Committee Nominations
  - a. Governance Chair – Mark Christensen
  - b. Events Chair – CJ Lindor
  - c. South Trail Coordinator – Ryan Lieske
  - d. MORC Lead Trails Consultant – Jay Thompson

**MORC/IMBA Relationship Updates (10 mins)**

**Graydon Betts**

1. Review current situation, and next steps
  - a. The decision was made two months ago to terminate chapter agreement with IMBA
  - b. Still have not received revised chapter agreement proposal from IMBA so MORC cannot move forward with IMBA
    - i. Cleaned MORC website of IMBA logo
  - c. We have received some positive feedback regarding change to chapter status
  - d. We have been contacted by 13 other chapters nationwide supporting MORC's decision
  - e. Sarah (CROCT) commented her chapter is considering separation from IMBA
  - f. Ryan L. commented that his relationships have confirmed this has been a good move for MORC
  - g. Communications from MORC and IMBA have been reaching our membership
  - h. MORC has submitted cease and desist letter to IMBA to stop using MORC intellectual property
  - i. MORC intends to remain a supporting organization pending new chapter agreement
  - j. Dave Wiens has accepted a position as Executive Director at IMBA

**Executive Director Briefing**

**(30 min)**

**Matt Andrews**

1. Executive Director Report
  - o Sam P. And Matt met with REI 2 weeks ago regarding REI Grant
    - a Criteria has changed and become a little more challenging due to increased organizations filing for Grant
  - o Gala Committee
    - a Met to start discussions and Planning
    - a Waiting for 2017 partnership proposal to be signed with Surly
  - o Transitioning from Basecamp2 to Basecamp3

- Anyone who has not signed on needs to do so this by 2/18
- Still waiting for Advocate Cycles donation. Matt A. left message with them today

## Committee Reports

(30 min)

Graydon Betts

1. Finance/Fundraising
  - a. We are seeing increased “directed” donations for trails
2. Membership
  - a. New website launch planned for 3/1/2017
  - b. We do not have all of the data from IMBA for our addresses and Member Data.
    - i. We do not know previous contribution levels
    - ii. IMBA is not providing the information
    - iii. We need to follow up with a demand letter to IMBA for all historical donation and contribution levels of all MORC members and non-members
  - c. We need to discuss what our 2017 membership dues need to be
    - i. Matt to start basecamp discussion on basecamp regarding dues
    - ii. Needs to be finalized by 2/24 for rollout with new website
  - d. CIVICRM (SP?) Is membership software that was chosen to be used and must remain the primary relationship management software
    - i. Chosen by cost(free)
    - ii. Open Source
    - iii. Past history
    - iv. Decent software for our needs
  - e. Transitioning forums in 2017
3. Events
4. Trails
  - a. Have not met since last meeting Ryan will be new SW trail Coordinator
  - b. Need to do more support for Battle Creek
    - i. Listening session on February XXX
  - c. Edina Trail – Braemar Trail
  - d. Chaska Trail
  - e. Lakeville Trail
  - f. Does MORC become a consultancy?
  - g. Need to have a masterplan or someway to define what trail systems and organizations we work with
    - i. Need a program for this
    - ii. Consultation and Support SOP for these projects
    - iii. Utilize the Vantage proposal as a pilot program?
    - iv. Trails committee to develop trail plans to help develop aster plans for trail systems
5. Governance
  - a. Reviewing bylaws
    - i. Were designed by IMBA
    - ii. Need to adjust some internal control issues
    - iii. Draft a working by-laws (to be continued on Basecamp)
      1. Terms and Service
        - a. Extending terms from 2 years in 2 positions to a 6-year total
      2. New bylaws drafted and signed by end of week
6. Marketing/Communications
  - a. New SWAG ideas
    - i. Brandon working on ideas for new products and new SWAG
      1. Stickers, hats, socks,

- b. STRAVA Challenge group
  - i. Century Club for MORC Trails
  - ii. Looking for volunteers to help map all of the trails
- 7. Technology
  - a. Some membership doesn't know we are moving from IMBA
    - i. Aaron proposed to trim website to be more clear about transition from IMBA
    - ii. CIVI CRM migration
      - 1. All members have been added
      - 2. Testing new memberships
      - 3. Need to generate a form to allow new (and existing members) to sign up
      - 4. Created all emails and accounts for board members
  - b.

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**Other Business (30 min) Various**

1. Jeff Anderson resigned from MORC looking for a secretary
  - o Voted and offering Callie B. opportunity to add her as a Director
  - o Matt to contact her on week od 2/13/2017
2. Minnetonka Trails introduction
  - o Minnetonka has a business program Called Vantage looking to do a business study for trails
    - Immersion based business program
    - Drafted presentation for Minnetonka park board for a trail feasibility study
    - Now they are looking at a funding study
      - March 1st is the next park board meeting
      - Park board needs to decide where funding for trail
        - o Pickle-ball courts
        - o Mountain bike trails
        - o Dave Johnson
        - o Unique system for trail
        - o Two locations
        - o 3-4 miles of single-track in Big Willow
          - Use LRT trail to connect to Civic Center trail (second location)
  - o Looking at a kickstarter campaign to help fund trail
    - Target date April-May for Kickstarter Campaign
    - May-June for final approval from City Council
    - Help identify if and who support trail
    - Need a non-profit to help support kickstarter campaign as they need a location to utilize the funding from Kickstarter campaign
      - Can they use MORC for this?
      - Would they utilize MORC to help maintain trail system
    - Ability to utilize MORC to help trail conditions and awareness of trail
    - City of Minnetonka is supportive of project
    - New managed trail will help minimize other bandit trails
    - Tim Wagner is providing help with trail design and project construction
    - Neither of these locations are near private property
  - o MORC will review definition of project and proposal and respond to the Vantage Team