

**MORC Board of Directors Meeting – Meeting Minutes
3/14/2017**



Phone Call

Meeting number: 929 880 010

Meeting password: MORC2017

WEBEX Meeting link:

~~<https://onclowebex.webex.com/onclowebex/j.php?MTID=mobbcd56cef0e7725df551b422f292e81>~~

Audio connection:

1-877-668-4493 Call-in toll-free number (US/Canada)

Access code: 929 880 010

ATTN: if your computer doesn't have a microphone, you must call in

Meeting Attendees: Matt Andrews (ED)

Directors: CJ Lindor, Sam Pond, Aron Braggans, Graydon Betts, Ryan Lieske, Bill Bieganek, Jason Schmidt

Absent BoD Members: Anne Clark, Andrey Ablamunets, Brandon GW, Jamie Molitor, Nick de Julio, Matt Moore, Mark Christensen.

Welcome & Call to Order (5 mins) Sam Pond

Consent Agenda Sam Pond

1. Approve February (2-13-2017) BoD Meeting Minutes
2. Approve 2017 (3-11-2017) TS/DB Summit Meeting Minutes

Motion to approve – Motion passed.

Executive Director Briefing (30 min) Matt Andrews

1. February ED Report – Posted at the beginning of each month, for the previous month
 - a. Directors to review prior to Board Meeting and discuss on Basecamp.
 - b. Frees up time at Board Meetings
2. Low engagement & communication among Directors in Q1 2017.
 - a. Need to have more engagement from Directors on Basecamp and at meetings.
3. Fundraising Strategy
 - a. Reviewed from Events side of things.
 - b. Fundraising-Membership-Events
 - c. Discussion & plan posted on Basecamp -Broken out by quarter.

MORC Business Sam Pond

1. Recruit Secretary
 - a. Present to Board again to fill Secretary Role.
 - b. Reach out to public through personal recruitment – not general posting.
 - c. Put deadline on the application.
 - d. Reminder, this is an Executive level position.
2. MORC Director Vacancy – Extend offer to Aaron R?
 - a. Aaron R is not interested in full board position.
 - b. Interested in participating Finance committee.
3. Board Member Participation
 - a. Low participation at events, Basecamp.
 - b. Only half of the Board Members attended the Fundraising Gala.
 - c. Are we keeping track of participation?
 - d. What are we using/doing to hold people accountable?
 - e. As a new member (Ryan L) has noticed a lack of participation and has hard time learning current organization.
 - f. Matt A – when he joined MORC, the bulk of the work was done by the Exec Committee. Now that we have committees, we are supposed to delegate work out. Still, bulk of the work is being done by a core group of the people.
 - g. Bill – Layout expectations – conduct reviews?
 - h. CJ - Matt Andrews to assign tasks to hold people accountable.
 - i. Individual assignments.
 - ii. This requires Directors to take more responsibility than they are currently demonstrating.
 - i. We may need to look at semi-annual performance review, to hold people accountable, and to enforce the director agreement as necessary.
4. Graydon – MORC needs to adopt new bylaws that do not include IMBA.
 - a. New bylaws posted in Basecamp were not approved.
 - b. Remove IMBA from everything - first priority
 - c. Make changes regarding MORC organization – second priority
 - d. [Motion made below in Other Business]
5. Create document regarding Basecamp motion-approval process & procedure
 - a. Matt Andrews to create document to do this.
 - b. Process is similar to live meeting.
 - c. We need a majority vote from all directors.
 - d. Unlike this current, live meeting, we need a majority of the people present.
6. MORC/IMBA Relationship Update
 - a. Matt Andrews – Last week Chequamegon Chapter unanimously voted to leave the IMBA chapter program.
 - b. Chapter leader contacted Matt Andrews to discuss membership management, etc.
 - c. Many chapters across the nation are considering leaving chapter program, and looking for answers
 - d. All eyes on MORC.
 - e. IMBA has dropped insurance from their Chapter 2.0 proposal.
 - f. Suggestion was made for MORC to offer membership management for other chapters, what does this require? Can we do this w/o losing sight of what is important for MORC
 - g. Great opportunity to collaborate, but we currently are stretched for what we can do to keep our organization moving forward.
 - h. Suggestion for MORC board to look at a fee-for-service model. Would be less than 60% of your membership....
 - i. MORC wouldn't be where it is today without Aron Braggans and his dedication to the organization.
 - i. If this is something MORC wants to pursue, it would be a paid position funded by our fee-for-service.
 - ii. Is this sustainable?
 - j. Aron – Membership management is not something we cannot do in the next 6 months or a year.
 - i. A lot of work, time, and energy.

- k. Right we are successful with membership management b/c CiviCRM is free.
 - i. A managed service will cost us money and cut into profits.
- l. Currently, providing membership management services does not look like a sustainable program for MORC to provide.

Committee Reports

(30 min)

Sam Pond

1. Finance/Fundraising [Graydon]
 - a. February Financials have been posted to Basecamp.
2. Membership [Aron]
 - a. Have met 16% of our membership revenue for 2017.
 - b. 81 new members from beginning of March.
 - c. 1/3rd through our no-fee for credit card fee from Stripe.
3. Trails [Graydon]
 - a. Trail updates
 - b. Central –
 - i. Edina
 1. Ski trails fell thru due to resident’s pushback.
 2. Edina wants to add mountain bike trail to Master Plan.
 3. Looking to MORC for partnership to consult on trail design and to look at RFP.
 4. Spec sheet summarizes the project that describes the projected.
 5. Land manager typical submits invitation for bids.
 6. Before MORC reviews/drafts/approves specs/invitation to bid etc, we need to define and establish MORC relationship with Land Manager.
 7. Edina to put together a proposed MOA for MORC to review.
 8. Motion to pursue partnership with Edina Braemar Golf Course)
 - a. Motion approved
 - c. South - Ryan L. has reached out to Trail Stewards.
 - d. NW –
 - i. Bertram - corridor has been cleared for build season.
 - ii. Hillside bids have been sent out last week.
 - e. East –
 - i. Battle Creek – meeting with Ramsey County. Figure out succession plan for Tom
 - ii. Eagan Bike Park – in 2016 MORC chose to end MOU – but MOU had been expired and we chose not to renew.
 1. Conversation at TS/DB Summit with Scott Christenson.
 2. Would like to renew partnership and re-establishing relationship with the City of Eagan.
 3. Will not require a lot of resources.
 4. Table this decision (to re-establish partnership) for future conversation.
 - a. Discuss at trails subcommittee and bring a recommendation to the Board.
 - iii. CLP – New MOA has been drafted.
 - f. Trails committee is in favor to support Minnetonka trail (Ben Marks).
 - i. Requesting a motion to pursue a partnership with Minnetonka.
 - ii. Vantage program students are fundraising for City of Minnetonka Feasibility study
 1. City to be funding the \$130k trail construction.
 2. Vantage students are pushing for funding in 2018 funding cycle. Next opportunity is 2022.
 3. Vantage students want to raise \$3k for City feasibility study and want to use MORC (using 501.3.c status) for tax-deductible donations & fundraising efforts.
 4. Do not want Vantage student fundraising to cannibalize MORCs fundraising goals.

5. Graydon does not see an issue with allowing Vantage to use MORC as a clearing house.
6. Graydon makes a motion to approve Minnetonka club to use MORC 51.3.c status to fundraise \$3000.
 - a. Motion passed.
 - b. Matt Andrews to follow up with City of Minnetonka.
- iii. Graydon makes a motion to pursue partnership with City of Minnetonka.
 1. Does not lock us into a partnership, only allows the process to proceed.
 2. All in favor – motion passed.
4. Governance [Sam]
 - a. No updates
5. Marketing [Aron]
 - a. First committee meeting schedule soonish
6. Technology [Aron]
 - a. Technology roadmap – in Basecamp
 - i. Backups
 - ii. CiviCRM integration – including backing up database
 - iii. Trail Conditions App – no real update but want to build on core platform.
 - iv. Transition planning document (Succession Planning).
 - v. Things that have to happen in the next 3 months.
 1. Server backup
 2. Stripe message regarding reoccurring payments.
 3. Current conditions app up
 4. Recruit more people for this committee.
 - vi. Website is tracking 998 people all over the world. Global presence – a lot of people like our website.
 - b. CiviCRM
 - i. Graydon wants access to view database in order to reconcile information.
 1. Bank deposits, Stripe deposits, etc
 2. Aron will add a user profile for Graydon.
7. Events [CJ]
 - a. Tuesday meeting 3/21
 - b. Suggest add something in Director Agreement (Draft) regarding general event participation.

Other Business

Various

1. High School Mountain Bike League Discussion
 - a. Utilize resources and how to manage it.
 - b. Obtain necessary contacts to partner with
 - c. CJ sent out email to staff and league leadership
 - d. Review agreement with MSHSL because current agreement has IMBA language.
2. MORC Forums
 - a. Matt Andrews suggests creating & designating a MORC Forum liaison.
 - b. How are we going to manage these sort of discussions?
 - c. In order to properly plan a replacement
 - i. Create survey to determine what people used to get from Board regarding communication that they are not getting now.
 - ii. We should hold a separate meeting (online, townhall, etc) to discuss this. So TS/DB get their voices heard.
3. MORC Bylaws
 - a. Version of bylaws posted to Basecamp

- b. Graydon makes a motion to approve new MORC Bylaws that remove IMBA relationship
 - i. Aron seconds motion
 - ii. All in favor, no one against
 - iii. Motion passed.

Meeting Adjourned @ 8:37 pm

Aron makes a motion to adjourn. All in favor. Meeting adjourned.