

**MORC Board of Directors Meeting  
Meeting Minutes (Approved)  
May 9th, 2017; 6:30pm – 8:30pm  
Phone Conference**



Meeting Attendees:

Directors: Anne Clark, Ross Luhmann, Graydon Betts, Sam Pond, Matt Andrews, Bill Bieginek, Brandon Gallagher, Nick DeJulio, Ryan Lieske, CJ Linder

Other: Ashley (events committee volunteer)

**Welcome & Call to Order**

**Anne Clark**

1. Director introductions

**Consent Agenda**

**Ross Luhmann**

1. Approved April Meeting Minutes – *Motion passed with no opposition*
2. Approve Matt's ED April summary – *Motion passed with no opposition*
3. Approve 2016 MORC 990 Draft for Submission – *Motion passed with no opposition*
4. Approve 2016 Charities Report – *Motion passed with no opposition*

**Executive Director Briefing**

**Matt Andrews**

- o No report.

**Committee Reports**

**Various**

1. Technology (Aron Braggons – Technology Director)
  - a. No report.
2. Events
  - a. No report.
3. Trails Committee
  - a. Battle Creek
  - b. Salem Hills
    - i. Signage issue. Nick, Brandon, and Matt will go out tomorrow to do add some additional signage.
    - ii. Some concerns about the trail from the city, largely due to a lack of volunteers. Trails and Parks committee will be meeting to discuss how to improve this situation. We want to our due diligence to improve the situation.
    - iii. Trail is an RTP Grant project and has to be there for 20yrs.
    - iv. Matt said he met with the city and the result was that there was no MOA. City is currently in the process of drafting the MOA. City will print and replace signage.
  - c. MORC Trail School
    - i. Decided a “classroom” program would be better than an on-line program.
  - d. REI National Trails Day (First Sat of June)
    - i. Hosted at Bertram this year.
  - e. July Trails Challenge update
    - i. Committee met last week: CJ, Brandon, Matt Peterson, Ashley Starr
    - ii. Three topics:
      1. Single day event – July 29<sup>th</sup> at Carver
      2. Month campaign – Three main discussion points

- a. Name is likely to be “Ride’em All Challenge”.
    - b. Explored technology for tracking rides. Want to get the trails fully mapped on a website and use an app. Would also like some kind of points system.
    - c. Volunteer participation - looked at online sites: City CRM and Signup Genius.
  - iii. Starting sometime in June, instead of July, would be nicer for folks. With 13 trails, it would require a trail every 2 days so not realistic for most people if we want to get more, whom don’t ride as much, to ride.
  - iv. Graydon said Hillside is partly closed so need to take that into account.
  - v. Want to have some kind of reward system based on how many trails ridden. Currently looking at an *MTB Project* app/website would allow people to check-in at trailhead to register they’ve ridden. Could probably integrate trail conditions into app. Brandon is open to other systems. Board thought it was perfectly fine to proceed.
- 4. Governance
  - a. No report.
- 5. Marketing/Communications
  - a. Marketing committee met a couple weeks ago.
  - b. Want to send out two reminder emails: first for membership about to expire, and another email for expired membership. Aaron will manage the lists.
  - c. Send out a membership postcard. Received sample back from printer.
  - d. Notice on MORC’s FB sent out later this week, approx 5pm every day. Will make people aware of our partners, etc.
  - e. Selling swag through our website. Maybe using TeeSpring?
  - f. Would like to create merch to sell at LBS’s. Don’t have resources to do this now, and will revisit in the future.
  - g. Talked about membership packet.
- 6. Finance/Fundraising, Membership
  - a. Graydon posted April financials on Basecamp.
  - b. Matt said error in line-item for money in cashbox. Only \$50 in box not \$150 – usually is \$100. Matt said there was a miscommunication that resulted in the \$50 error (short), so Graydon will make necessary adjustments.

## MORC Business

## Various

1. Approve Woodbury MOA – *Motion passed with no opposition*
  - Trails committee approved already.
  - Some language changes. City’s attorney wanted language indicating MORC builds trails to “IMBA standards”. Graydon and Matt didn’t think the changes were anything to worry about, and were changes for the better.
  - Anne asked if we could use this as a rough template. Matt said not really because it’s up to the land managers to write and present to us.
2. Edina Braemar Trail Update
  - Bill is working on proposal and will present likely at the next board meeting to approve for a MORC supported trail.
  - There is some type of bid request out for contractors and six have responded.
3. Minnetonka Trail Update
  - Graydon said MORC raised approximately \$4000. He will find out details about sending the money.
4. Singletrack.com article.
  - Matt previously interviewed on a podcast. Next day, Singletrack writer emailing him with some questions. Lead to article on the site.

- After article posted, former IMBA Midwest Region Director reached out to Matt. They had a very nice discussion about various issues that lead up to the current situation.
5. MORC Gala update
    - Graydon said a few people have contacted him about it and found someone whom wants to volunteer for it.
    - Matt said everything going smoothly so far. Want to have everything hashed out before public posting, even a “save the date”, but will be coming very soon. Aron has created the gala page but still need to test it, etc.
  6. MOCA contacted Anne/Graydon about a fundraiser.
    - Wanted a raffle for the Washburn High School.
    - MN Gambling Control Board’s regulations are tricky and require a permit to hold more than one raffle.
    - Decision that MORC is not able to be involved for many reasons including, but not limited to, gambling laws and regulations, not showing favoritism, limited resources, and not getting involved in fundraising for other organizations.
  7. Thursday 5/11 is Mountain Bike Film Festival at Parkway theater.

**Meeting Adjourned @ \_\_\_\_\_ (8:07 pm)**