

**MORC Board of Directors Meeting
Meeting Minutes (Preliminary)
April 11, 2017; 6:30pm – 8:30pm
Midwest Mountaineering - Basement
309 Cedar Ave S, Minneapolis, MN 55454**



Meeting Attendees: Matt Andrew (ED), Steve Boyd (Theo Dirt Boss), Alex Katkov (member),

Directors: Sam Pond, Bill Bieginek, Ross Luhmann, Mark Christensen, Aron Braggans, Ryan Lieske, Nick DeJulio, Matt Andrews, Brandon Gallagher Watson, CJ Lindor

Other:

Welcome & Call to Order

Sam Pond

1. Director introductions

Consent Agenda

Sam Pond

1. Approved March Meeting Minutes

Executive Director Briefing

Matt Andrews

- Matt presented the Q1 MORC Board Accomplishments document.
- Matt presented the 2017 Goals
 - 2 completed (green)
 - 12 in-progress (yellow)
 - 3 no longer pursued (red)
- MN Bike Alliance
 - CJ employee of BikeMN
 - Looking to enter a partnership
 - What would we promote for each other?
 - Trails festival in July
 - MN Bike Alliance has newsletter that would like to promote MORC
 - Joint membership drive in May
 - Question from Bill – How many FT employees? 7 FT employees + paid lobbyist during session.
 - MN Bike Alliance has tried to partner with us in the past but have not had FT person to pursue partnership.
 - Here is an opportunity with communications.
 - Legislative opportunities.
 - Formed in 2008 with 1 employee based on philanthropic donations. A good track MORC could follow.

Committee Reports

Various

1. Technology (Aron Braggans – Technology Director)
 - a. Old server shut down.
 - b. Previously paying for both servers – hence higher-than-normal cost on balance sheet.
 - c. Still developing trail conditions app.
2. Events

- a. CJ met with Matt to review schedule of events: happy hours, membership drives, etc. There's a screenshot (so it shows easily on the site) of a spreadsheet on Basecamp outlining them. Matt can easily provide the actual spreadsheet.
 - b. Planning for large event mid-season to celebrate 100mi of MORC trial completion.
 - i. Campaign to get people to ride.
 - ii. Track those miles? Maybe use some kind of app?
 - iii. Staffing for events with volunteers.
 - iv. Probably will need a sub-committee needed to organize and manage this.
 - c. Integrate an online volunteer tracking system with all of the events.
 - d. Insurance for events – do we need something extra for this?
 - e. Tour-de-Fat.
 - i. Can we participate in this? Matt has communicated with (Mara) them a bit.
 - ii. MORC used to do “bike valet” and parade. MORC used to collect \$2-3k in donations, but with extra insurance required if we participate, it probably isn't worth it.
 - iii. Same day as Powerderhorn, which is more well known. So is this something to participate in?
 - iv. In conversation with Mara (Theo Trail Steward) said cost-benefit is not in favor of supporting event.
 - v. Event in August, so too late in the year to start organizing for this for 2017.
 - vi. Matt will post on Basecamp for board to decide.
3. Trails Committee
- a. Status of trails
 - i. Theodore Wirth
 - 1. MPRB will continue with their buckthorn remediation plan. Last year able to convince them to leave a buffer around the trail, but this year probably won't be able to.
 - 2. Need lots of rocks needed for pinning, etc to keep trail intact.
 - 3. Upgrade plans for sections 6 and 8.
 - ii. River Bottoms
 - 1. Raft is in, trail is open.
 - 2. More discussions about paving of trail, but no money yet to do that.
 - iii. Battle Creek
 - 1. Met to do some planning last night. Couldn't do trail work because of rain.
 - iv. Carver
 - 1. Open
 - v. Salem
 - 1. No updates
 - vi. Cottage Grove
 - 1. Not open yet. Work session this Saturday 4/15
 - 2. Secure a storage container MORC owns so we don't have to pay the rental fees.
 - vii. Lebanon
 - 1. Open
 - 2. Entrance/exit work needed this year. Going to start “mid summer” but no exact date yet.
 - viii. Murphy
 - 1. Open
 - 2. Not much going on yet. Doing general maintenance of general loop.
 - ix. Terrace
 - 1. Open

- x. Bertram
 - 1. Open
 - xi. Lake Rebecca
 - 1. Open
 - 2. Added some pavers.
 - 3. Will probably be adding some bridges this year.
 - xii. Elm Creek
 - 1. No updates
 - xiii. Hillside
 - 1. No updates
 - xiv. Edina
 - 1. City putting MTB trail into their Master Plan. Will be multi-use and hiking. Probably be 4-5mi at Braemar. City paying for trail build and not asking MORC for financial contributions. City would like MORC to provide volunteers for maintenance.
 - 2. City would like partnership with MORC. Board has not considered pursuing partnership, Board members to review documents and discuss on basecamp and vote on partnership at May board meeting.
 - a. Edina area has volunteer base to support trail.
 - 3. Bill Bieginek to assisting on RFP for build. Probably start construction in 2018.
 - 4. Middle and high school teams helping to push. Doubled in size over past couple years.
 - xv. Minnetonka
 - 1. Park Board has approved funding for trail into 2018 Park Budget
 - 2. Fundraiser started on behalf of MORC to fund \$13k feasibility study.
 - a. Environmental study
 - b. Goal to raise \$3000
 - c. Raised \$4700 to date
 - d. Campaign runs for another 20 days.
 - 3. Proof of concept that someone can fundraise on behalf of MORC.
 - 4. Hope to breaking ground in 2018
 - 5. June 7, 2018 City Hall
 - 6. Phase 1 – 5 mi
 - 7. Phase 2 – additional 2 miles.
 - 8. Have yet to connect with Park Board to pursue partnership.
 - 9. Would be a MORC trail if it comes to fruition.
- b. Need to improve communication of trail workdays to public and volunteers
- 4. Governance
 - a. No big updates.
 - b. Need to look over document updates.
 - 5. Marketing/Communications
 - a. Reached out to COGGS to ask about their swag site. They found the first month it was up, there was a lot of orders but that has tapered down to about 3-4 shipments a month.
 - b. Exploring options for MORC branded clothing.
 - c. In next couple weeks, looking at doing Tee Spring t-shirts again this year. Fairly lucrative, making up to \$1k.
 - d. Michael's Cycles, Penn Cycle, Angry Catfish in support of a MORC bike hang-tag on their bikes.
 - e. Brochure needs to be changed because it indicates we're an IMBA chapter, which we no longer are. Also need to add Lake Rebecca and Hillside.

- f. Facebook
 - i. Positive trail update announcements on FB page.
 - ii. Add graphic to mention work days for trails.
 - iii. Make graphics for up-coming events.
- 6. Finance/Fundraising, Membership
 - a. Graydon posted Finance Report, but doesn't include some new larger deposits from last week.
 - b. Finances looking good.
 - c. Matt met with some donors last week whom donated stock to us, which we sold. Graydon helped to setup brokerage account for us, so now an option for us in the future.
 - d. Applied for REI grant. Should hear back about that in May if we are awarded.
 - e. Applied for North Face Explore Grant.
 - f. Let rest of board know of any grant opportunities we can apply for. We have some pre-written copy to use so not always starting from scratch.

MORC Business

Various

1. MORC member, Scott Spoo struck by SUV and unfortunately was killed at Battle Creek crossing the road.
 - a. 3M Bike Club would like to have a memorial for him (pump station) and have MORC involved. Current estimated date is on 5/17.
 - b. Would need an event insurance rider for this if we are sponsoring. Need to know an estimated number of bike riders for insurance quote.
 - c. 3M applying for event permit from the county.
 - d. City of St Paul is going to be involved for education reasons because a lot of pedestrian and biker injuries and deaths last year.
2. Membership
 - a. Have 109 members so far, but haven't don't a lot of marketing about it yet either.
 - b. Want to do a spring, summer, and fall membership drive campaign. Some events too.
 - c. Had a large influx of members last year in October.
3. Afton Alps
 - a. Alex Katkov (works for QBP) said Afton Alps have reopened their trails (approx. 5mi now), and charging. He's operating a proxy for Afton Alps bike community for now.
 - b. Afton Alps owned by Vail Resorts and has contracted professional trail build by same folks who built Whistler. Potentially 12-17 miles of trail.
 - c. Alex wants to know about feasibility of MORC being involved in trail maintenance.
 - d. Matt Andrews (MORC Exec Director) comments that Afton being a for-profit private entity owning, operating, and charging for trail access and using volunteers for maintenance is a departure from MORC's traditional relationship with Land Managers to offer complimentary (read: not free!) user access.
 - e. Alex comments that user fee is to cover/provide Afton with insurance coverage to operate allow the trail on the property, and the fee would not be significant.
 - f. Next step would be to draft a special MOU to make Afton/Vail more responsible than MORC.
 - g. Afton would like MORC to be involved potentially this season.
 - h. It's not lift serviced now, but planned for future.
 - i. Discussion to occur on Basecamp prior to next meeting.