

MORC Board of Directors Meeting – Minutes
06/13/2017, 6:30 – 8:30pm
Midwest Mountaineering



Meeting Attendees: Charlie Browning, Paul Thorsgard, Kyle Rossiter, Steve Boyd

Directors: Anne Clark, Matt Andrews, Aron Braggans, Graydon Betts, Sam Pond, Brandon Gallagher, CJ, Bill Bieganeck, Matt Moore

Absent BoD Members:

Welcome & Call to Order (5 mins) **Anne Clark**

Consent Agenda **Anne Clark**

1. Approve 05-09-17 BoD Meeting Minutes. *Approved*
2. Approve May 2017 ED Report. *Approved*

Executive Director Briefing (30 min) **Matt Andrews**

1. Gala
 - a. Heavily tied to the partnerships.
 - b. 160 tickets available. Net income if it sells out: \$7k (all discounted) - \$9.6k (all full price).
 - c. Coupon code for discounted tickets available for trail volunteers.
2. Partnership
 - a. Secured new partnerships: Angry Catfish, County Cycles, Northstar Mountainbike Guides, The Hub

MORC Business **Anne Clark**

1. President's Update
 - a. Bertram Incident
 - i. One of the volunteers ran over a gas can with the DR mower he placed near the storage container. Spent night in the hospital but discharged next day. Injured but ok.
 - b. Matt Andrews' Update
 - i. Had surgery last Wednesday to add a metal plate and 7 screws. Might have a recovery time as short as 6 weeks.
 - c. Nick de Julio and Jamie resignation.
 - i. Need replacements.
 - d. IMBA BoD Meeting ride
 - i. Requested assistance with organizing a group ride.
 - e. QBP Happy hour
 - i. Matt A will attend, Anne will likely but not sure yet.
 - f. BoD attendance
 - i. Need people to attend regularly.

- g. Communication in the board
 - i. All official communication goes through the morcmtb.org address.
 - ii. Using Basecamp for everything.
- h. Agenda posting timeliness
 - i. Will post 5 business days before the BoD meeting.
- i. Buttons
 - i. Anne has button maker and will be making buttons.
- j. Membership count update
 - i. Over 1000 members. 196 new members on Stripe. 100 brand new members.

Committee Reports

(30 min)

(President)

1. Finance/Fundraising
 - a. MORC is in a good cash position. As of 5/31 we had just about \$90k cash.
 - b. This time of year we usually have quite a bit of cash.
 - c. Minnetonka Feasibility Study fundraiser raised about \$4900.
 - d. Sam asked how we're doing this year compared to other years. Last year we had \$60k at this time of year. This is due to multiple factors such as IMBA only paying us membership dues quarterly.
 - e. Graydon said he thinks we're doing ok. Membership could be stronger as it's a good way to leverage financial support. We could be pushing more.
 - f. Matt A asked why some trails have small budgets, some are at \$250. Graydon said that amount is a "placeholder" for incidental costs where the trail receives most of their funding from the land manager, such as Three Rivers Parks District, and therefore do not submit an annual budget. Cottage Grove and Theo are very good and detailed about budgets.
2. Membership
 - a. Someone sent us a FB message asking about how to volunteer.
 - b. Using FB for everything would be logistically hard. Need to figure this out.
 - c. 1010 total members.
 - d. Sent 1386 postcards. National average is 1% return (13) but we had 22 signups with postcard discount code – double national average.
 - e. Minnesota Bike Alliance sent us 12 new members.
3. Trails
 - a. Hillside
 - i. Prewrite meeting with Dave Crosby (YRU), Graydon, Jay
 - ii. Work started today on Section 3. Will go faster here because of the mostly clear cutting due to the oak wilt disease. Graydon estimated 600 ln-ft. a day.
 - iii. Graydon will do some more pin-flagging ahead of the construction.
 - iv. Section 3 and 4 completed this year, 1 and 2 next year.
 - b. Elm Creek
 - i. Question about MORC membership requirement for dirt boss's / volunteers. Do we expect/require this?
 - ii. Matt Moore said the insurance should cover both volunteers and member. However the underwriter's of the policy may want to see it, but need to find out. Graydon will do some research.
 - c. Lake Rebecca
 - i. Scott V.R. is working diligently to get it opened. Plan was to open yesterday or today but weather hasn't allowed that yet. Should be open very soon.
 - ii. Trail has sections that need to be plate compacted. MORC has a Toro plate compactor that can be used.
 - d. Bertram

- i. REI Trails Day – built so much trail that YRU no longer has enough trail to build, which was promised to them. Will need to figure out some more places for them to work at Bertram. REI is very happy with the turnout. Will place some of the REI stickers on the carsonite signs and trailhead signs. Wright County is perfectly fine with that.
 - ii. Accident
 - 1. A volunteer accidentally ran over a small gas can with Wright County’s DR mower. Caused explosion and volunteer went into hospital with 3rd degree burns. Volunteer is out of hospital.
 - 2. Graydon has a meeting with the county tomorrow about this incident. The county will be working with the insurance claim. MORC should be covered fine with our organization’s insurance policy. Will likely need to make some process changes to how volunteers operate and equipment operation.
 - 3. Need a replacement DR mower so MORC will need to figure something out. We have one but it currently used of Elm Creek and River Bottoms and probably cant be used elsewhere (e.g. Hillside and Bertram). Could we do some kind of fundraising for one? Maybe ask for equipment donations? Should ask the DR company about some kind of purchase program.
 - 4. Do we need put a safety procedure update into place? Include it with the Education program? Discuss at next Trails Committee meeting.
 - e. Theodore Wirth
 - i. Rough Riders group come out next Tuesday. About a dozen riders.
 - ii. Surly Give’s a Damn event on August 2nd.
 - iii. Matt Andrews said he’s noticed the volunteer updates and really appreciates seeing them.
 - f. River Bottoms
 - i. It’s wet.
 - ii. DR mower going down there.
 - g. Minnetonka
 - i. Bill was at the city council park board meeting. Trail not coming anytime soon. Eight spoke in-favor and 4 spoke against. City will be looking at moving it to another location. Some of the issues brought up were: people afraid bikers would go off trail too often, bike tires would transplant invasive mustard seeds, erosion issues.
 - ii. MORC needs to have some talking points about common biking misconceptions.
 - iii. Need to pull together independent research and information for the city to show the misconceptions are misconceptions.
 - h. Murphy
 - i. Very wet. Over 3ft of water in some places. Likely a record for high-water.
 - ii. Good otherwise.
 - i. Ride ‘em All Challenge
 - i. Are all volunteers that are needed, available?
 - ii. Will directors be required?
 - j. QBP Happy Hour
 - i. 5:30pm on Friday in parking lot
 - k. Board Member Ride
 - i. Probably won’t be able to ride this week because of rain.
4. Governance
- a. No updates
5. Marketing
- a. Ride ‘em All Challenge
 - i. Starts Thursday 6/15

- ii. Use MTBProject with group code to check-in. They will weekly send Brandon a spreadsheet of check-in's.
 - iii. No prizes yet but will figure that out asap.
 - iv. Northstar Mountainbike Guides promoting it by offering a group-ride at Battle Creek.
 - v. Parker at Angry Catfish wants to do all trails in one day.
- b. Swag
- i. Received a hat sample. Without logo \$7, with logo \$12. Brandon is redoing logo to reduce cost. For \$1k budget, could get 80 hats. Sell 40 to break even and have 40 to give out.
 - ii. Same company that provided hat provided dri clymb shirt sample.
 - iii. Traditional cycling cap is possible. Matt A said most mountain bikers don't use them.
 - iv. Could explore partnership with a LBS to offer MORC swag. They would purchase our products and sell.
 - v. Hats – less quantity, more quality
- c. Box of new MORC trifolds and postcards.
6. Technology
- a. Constant subscriber rate. Special promotion with Midwest Bicycle Alliance and gained 12 members from that so far. Partnership will continue throughout the summer.
 - b. Mobile App – nothing new yet.
 - c. Looking for new forum software. Asked in Dirt Boss forum for opinions and received one or two replies.

Other Business

Various

- 1. Member, Paul T, asked MORC's opinion about group rides. Any insurance reasons?
 - a. Anne said we're in-favor of group rides in general. Only time insurance issues come into play is if MORC organizes an official group ride. Graydon said MORC isn't against it even if needs insurance, but we would need time to get an insurance rider.

Meeting Adjourned @8:38pm
