

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



Meeting Attendees:

Directors: Anne Clark, Matt Andrews, Graydon Betts, Aron Braggans, Matt Moore, Brandon Gallagher, Jason, CJ Linder, Ryan Lieske

Absent BoD Members: Sam Pond, Andre

**Welcome & Call to Order** \_\_\_\_\_ **(5 mins)** \_\_\_\_\_ **(President)**

**Consent Agenda** \_\_\_\_\_ **(President)**

1. Approve 07-11-2017 BoD Meeting Minutes
  - Approved.
2. Approve July ED Report
  - Posted today. Matt will post on Basecamp for approval.

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

1. Trails Fest!
  - Matt's best scientific wild assessment of a guess is he spent 60hrs on it.
  - Wrap-up activities such as sending out prizes.
  - Wrap-up meeting next week.
2. Gala
  - A lot of his focus is going to be on the Gala.
  - Matt will find or create a "save the date" piece of communications and will send out to the board, so they can share with others.

**MORC Business** \_\_\_\_\_ **(President)**

3. Gala
  - CJ asked if there are assigned duties for board members. Matt said that he'll be sending out a spreadsheet for people to sign-up for volunteering; board members will have roles during the event such as manning the prize table, etc.
  - Anne asked if there's some way we can remind Ride 'em All Challenge winners about the Gala in a non-intrusive / non-annoying fashion.
  - Jason asked about posters we could give to LBS's. Brandon said it would cost around \$2k to print up about 1500 flyers.

## 1. Finance/Fundraising

- Report
- Cash Reserves
  - i. Matt A asked why we have so much cash. Graydon said the reason is because we had a fairly conservative budget due to potential uncertainty for the year. When non-profits have more cash than they planned on having, typically they would carry that over to the next year's budget for spending.
  - ii. CJ asked if MORC has a higher cash reserve. Graydon said he has a cash flow spreadsheet, and plans for 12mo of administrative budget. Since he figured our operational costs would be higher he planned for more expenses. Also invoices tend to come end-of-summer so we have some expenses coming up. Also a few other projects in queue for next year.
  - iii. Brandon said we could look at offering some higher value swag for membership.
  - iv. Graydon said that since we went on our own (i.e leaving IMBA) he wanted to make sure we had sufficient reserves. Anne asked if he thought we're better off than he planned, and Graydon said "oh, for sure, for sure".
  - v. Graydon said we had a stock donation from Ben Marks via Schwab, which he immediately sold the security. This is typically what non-profits do.
- Using conservative forecasting, Graydon and Todd, came up with a \$2000 loss. However, we're so far at a \$20k gain.
- 2018 budget planning will occur in late November. CJ asked how much input each committee and trail steward has toward the budget. Graydon said that each committee doesn't specifically have a set budget but he takes input into account and makes sure that trails have a sufficient minimum available despite how little they may or may not ask for. They also do long-term planning for not just next year, but five years too.
- Anne asked how much of the budget should be figured out before the first strategic planning meeting.
- Merchandise reconciliation on financial report
  - i. Merchandise line-item on financial report will need adjusting. This is subject to change because it's not 100% known ahead of time.

## 2. Membership

- Matt A said we have 1033 members, not including the 42 additional we picked up this last weekend. They aren't all purely MORC members, some are still IMBA members from before we left.
- He said retention is always a challenge.
- Could have an additional incentive for a fall membership drive.
- Matt A said last year we had 800-something members after the membership drive.
- Brandon said he likes the idea of a fall membership drive, and will post something up on Basecamp.
- Graydon said he spoke with someone at the Bertram trailhead that claimed they received a renewal notice that has MORC logo on it. It hasn't been verified yet, but more so not sure when they received it.

## 3. Trails

- New contractor for trail building
  - i. Dave Gray (dirt boss active at Lake Rebecca) owns a landscaping business. Other trail-building contractors have been busy lately, and would like a company to take on smaller jobs. Therefore Graydon would like to try Dave's company out. Both Jay and Graydon have spoke with Dave a few times about this, and Graydon will have him do a shorter test section at Bertram.
  - ii. Both Graydon and Jay are concerned about over-reliance on our usual trailbuilder, Trailsource, due to availability. TrailSource is typically very busy with many projects and summers are only so long. YRU Contracting has recently won bids for projects at Lake Rebecca,

Hillside, and Bertram; they initially required a bit more management by the trail steward though they quickly learned MORC's needs. We can't rely on YRU for projects; since they're from Idaho, they need a sizeable budget or it won't be worth it for them to come out.

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- Jason offered to help on Trail's Committee
- Hillside
  - i. Contractors finished for the year.
  - ii. There are a few people whom have voiced complaints but that was to be expected, but largely it's been very positive.
- Lebanon Hills
  - i. Nothing to report.
- River Bottoms
  - i. Ryan L noticed a problem with missing boards on a bridge, and is wondering if anyone is watching that. He told someone and it did get fixed.
  - ii. Matt A said last year MORC decided to be more involved with making sure there is non-paved trail, specifically single track. There are 4 land managers and soon to be 3. The entire pavement project is being overseen with the DNR; Matt A met with them last year and discussed an MOU with them. Matt M said they aren't interested in building a dirt track themselves so would be looking for a partner. DNR is also out of money for this year and is going to the Met Council for money – there have been some comments by a few people against allocating paved trail budget.
- Theo
  - i. Surly Gives a Dam event. Had over 50 volunteers, went very very well. Matt A said trail crew was very appreciative. Large turnout looked good for MORC for the sponsor.
- RTP Grants
  - i. Matt A heard that the board that approves grant applications doesn't receive as many equipment grants for mtb as they have capacity for.
  - ii. Graydon looked into it in the past. The problem was that since RTP grants are submitted by the land managers and not MORC, volunteers would not be allowed to operate the equipment depending on what the equipment is.
  - iii. MRTUA (Minnesota Recreational Trail Users Association)
- Concrete Cloth Product
  - i. Gary Sjoquist's brother has a company that makes a concrete cloth product which could be used for "problem" areas. Already used in one spot at Lake Rebecca.
  - ii. Graydon said this should only be used in very specific spots if there is no real other solution for armoring. It also looks really un-natural and out of place.
  - iii. Matt A said this is a conflict of interest for MORC to do much with this product.

#### 4. Governance

- Recruiting
  - i. Ryan L asked what skill sets we're looking for.
  - ii. Matt A said some of committees/skills are PR, communications, trails, and membership.
  - iii. Graydon said we could use a second finance person.
  - iv. Anne said she knows of someone that would likely assist with membership.
- Need to develop some sort of ethics / conflict of interest policy for issues such as the "concrete cloth" problem.
- e-Bike
  - i. Jay Thompson reached out to other land managers to discuss e-bike usage on their trails. Jay invited Matt A to the meeting to get MORC's input. Meeting at end of Sept.
  - ii. Matt A will post on Basecamp.
  - iii. Brandon asked if there is any data to show they damage trails. Matt A and Matt M said

there isn't any data to show damage occurs.

- iv. Matt A said his position is that MORC is neutral on it and said users should contact the land managers about usage on their trail. Matt M said IMBA conducted a study about trail damage with them and showed there wasn't any, however it was paid for by the e-bike manufacturers. The current model of the 3-class system that stratifies motorcycles, mopeds, e-bike. One other issue he's seen is that people mod e-bikes or build custom e-bikes that exceed normal e-bike speeds.
- v. Aron asked if our policy should mention MORC only condones responsible riding for land managers that allow it.

#### 5. Marketing

- Brandon said the company we ordered our hats and can cozies from reached out to him and said they do small-order fulfillment for groups like MORC. They charge \$25/mo for storage and setup of \$250/item. Could provide additional shopping card functionality for \$50/mo but they need to speak with their programmer for what they could do. Cheapest shipping is USPS. Brandon feels that we could expand our swag offering. The other benefit is they're local and basically across the street from Graydon's office. They could potentially make and send out membership packets. Brandon will post on Basecamp.

#### 6. Technology

- No update.

**Other Business**

**Various**

**Meeting Adjourned @ 8:33pm**

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