

**MORC Board of Directors Meeting – Agenda
Meeting Minutes (Preliminary)
10/10/2017, 6:30 – 8:30pm
Midwest Mountaineering - Basement
309 Cedar Ave S, Minneapolis, MN 55454**



Meeting Attendees: Don Rowell

Directors: Sam Pond, Ross Luhmann, Matt Andrews, Anne Clark, Graydon Betts, Aron Braggons, Brandon “The Dubs” Gallagher Watson

Absent BoD Members: Matt Moore, Ryan Lieske, CJ, Jason Schmidt, Andrey Albumets

Welcome & Call to Order _____ **(5 mins)** _____ **(President)**

Consent Agenda _____ **(President)**

1. Approve 9-12-2017 BoD Meeting Minutes. *Approved*
2. Approve October 2017 ED Report.
3. Bylaws changed to “Suck it” for members not present.

Executive Director Briefing _____ **(30 min)** _____ **(ED)**

1. Gala Update
 - a. Going well, but ticket sales aren’t where we’d like them to be. May have to adjust auction offerings. Last year 38% were sold in October. Currently only 90/170 sold and 20 are incentives from partners. Only difference between last year and this year, for marketing, was a physical mailer but not sure if that made a difference. The current fundraising model nets about \$20k, may have to re-think model. This year it’s Halloween weekend, which is likely to have some effect. We’ll still sell some – current goal is 125.
2. Volunteer Appreciation Party.
 - a. Sunday Nov 12 at QBP. Decided during meeting it will be 11-3. Last year Matt sent out a poll asking dirt bosses and volunteers a good date and came up with this date, so don’t want to monkey with it.
3. Erik’s Bike Shop doing volunteer incentives. If we do plaques, we need a 2-week lead time. Graydon sent out a communication to dirt bosses to ask for nominations for Volunteer of the Year and received one response. Brandon will take on researching (or maybe creating) some kind of award. Brandon asked how many awards we give out, Matt said it’s on Basecamp (probably 12). Anne suggested perhaps going with a bike version of Truck Nutz as an award, Brandon will research options.
4. Matt talked with Ben Marks about Minnetonka. Will sign-up members, probably get something. He’s also doing an event on Nov 11 at Unmarked Brewery. Matt said going through the process of approving trail, though some opposition.
5. Edina’s Brae-Mahr is still on the books, and has been talked about for years. Matt said probably doesn’t

need to be a MORC trail. Some opposition with mis-information. Going to meet with Edina police chief and some others who have some mis-information.

6. Sunfish Lake Park (east of 694 corridor) land manager is interested in an mtb trail.
7. Cow pies – avoid them.
8. Matt is attending MN State Parks Rec Conference in Bemidji. He's doing a presentation on *How to Work with Trail Organizations (or, Look How Cool MORC is)*. He's done a similar presentation with the IMBA Regional Summit. They reached out to MORC specifically, not IMBA.
9. e-Bike Summit
 - a. Aron and Graydon asked about how it went.
 - b. Matt said it's quite a bit of education at this point. A lot of people don't understand e-bikes. Everyone is on the same page. Land Managers are free to come up with their own policies, but that means other entities would probably look to our location land managers to see what they'd do. There were 9 entities invited, but only 4 showed up. Jay is trying to coordinate a demo to demonstrate them. A Three Rivers Park District spokesperson that manages the paved trails and very education in statues and was very educated. Matt agreed, as a volunteer opportunity, to join the MN Bike Alliance's lobbying committee. Both Matt and Matt More on the e-bike lobbying committee. Looking to adopt a 3-level stratification of categories (Class 1, Class 2, Class 3). Currently: bike under 1kw and less than 20mph that's a bike. Current definition of e-bike is if you hit the brake it disengages the motor, but the mtb e-bikes don't have that capability, so they don't legally meet that spec. Matt thinks having the legislation changed will be a good thing to adopt the 3-level categorization. MORC has no position and we direct to the land managers for their rules.

MORC Business

(President)

1. Vote needed to approve the revised MORC Board of Directors Application for 2018.
 - a. Anne emailed out applications for the two open trail coordinator position duties this morning.
 - b. Graydon has one lead and Anne will be following up.
 - c. Anne would like applications due Nov 15th. Reminder on Nov 12th and Volunteer Appreciation Banquette. Applications reviewed by Dec 15th.
2. Review 2018 Annual Planning Meeting dates.
 - a. Based on Doodle poll, most preferred dates are: Dec 16/17 then Nov 17/18. Looking at Saturday Dec 16 10-3.
 - b. After new directors voted in, they will attend second meeting in January. Sunday Jan 21 10-3.
 - c. First Meeting – vote and prioritize goals for 2018.
 - d. Second Meeting – take goals from first meeting and figure out how to prioritize everything in their committee and how to implement it. Aron asked if there's enough time to come up opinions for new board members. Matt said yes, we care, however they haven't had enough time to have a well-founded education opinion so we should definitely take their opinions into account but they will be in their onboarding period. Reword this to not sound like jerks.
3. Vote needed to approve \$1k budget overrun for Bertram due to contractor work. *Approved* (Graydon abstained).
 - a. Since Graydon is the trail boss at Bertram, he wants the board to vote on it.
 - b. Sam and Ross reviewed Graydon's budget analysis.
 - c. Michael Loch is a top-level feature builder, and has sunk a lot of his own money into materials and a lot of time, so Graydon is fine with the overrun for material costs.
 - d. Some of Bertram's overrun issues was due to testing out Dave Gray, which worked out very well for MORC.

Committee Reports

(30 min)

(President)

1. Finance/Fundraising
 - a. \$89k in the bank. Some of it is restricted for Theodore Wirth (\$14k approx). Unrestricted cash is about \$74k.
 - b. Aron asked if we have too much cash. Graydon said it's not an issue because next year we'll be spending it down. Theo is looking at more trail for next year so it's good to have some extra for that.
 - c. P&L - \$8k from last year's Gala that didn't get on the books until 2017. For Gala, this year raised \$1956, last year at this time \$2250. CC merchant processing fees are becoming more prominent as more people are using cards to pay. Stipe, Razoo, Paypal, and Square. Graydon willing to provide a more detailed breakdown on reports to include the merchant processors.
 - d. Matt said Membership Drive and EoY drive.
 - e. Leb and Theo Trail Worker Parties expenses will come in later.
 - f. \$24k in membership fees in 2017. For this year, Graydon and Todd thought \$37k would be a strong goal. When you consider all fees we're ahead of our goal.
2. Membership
 - a. 1117 members.
3. Trails
 - a. Conversation with Jay Thompson about trail development. They came to the conclusion there are a lot of projects for next year. The Dub said seven contractors being booked. There are not enough contractors for all the projects. Fortunately Graydon has the foresight to find more contractors (e.g. Dave Gray).
 - b. Graydon has a lead for the East Trail Coordinator.
 - c. BGW spoke with Jake from Minnetonka (at Cayuna) about the trail misconceptions. They're putting together some kind of "myth busters" presentation. He said we'd be happy to coordinate that with them.
 - d. Graydon is tossing around the idea of opening the Trails Committee meeting to stewards. Anne said it would be great to publically include them, so people whom are able to join, can.
4. Governance
 - a. Director Application.
 - b. Position Description.
5. Marketing
 - a. BGW would like to spend some money on print mailers. Looking at the Growler Magazine because there's a lot of overlap with MTB – do a quarter page ad. Approx \$1100 in paypal and \$500 in teespring, so \$1600ish total. Looking at getting a deal of doing Dec-May of a "pay to play" article. Matt asked about pricing and BGW said he's not sure about that yet.
 - b. Matt said previous years talked about doing some of that but didn't.
6. Technology
 - a. Aron is being pulled in a few directions and not able to meet the time demands of forum migration.
 - b. Trails Condition App no longer works for iOS 11 because it's a 32b app and iOS11 is 64b only.
 - c. Aron said he could develop an app that would work but once he's off the board, and cant or not able to support it, what would MORC do?
 - d. TrailForce potentially has a solution in the future.
 - e. Aron asked if we should prioritize an app for 2018. Anne said if he'd like to, he should but it's totally up to him.
 - f. Anne suggested meme-based trail conditions.

Other Business**Various**

1. Nothing.

Meeting Adjourned @8:29pm