

**MORC Board of Directors Meeting – Agenda
Meeting Minutes (Preliminary)
11/14/2017 6:30 – 8:30pm
Phone Conference**



Meeting Attendees:

Directors: Anne Clark, Graydon Betts, Brandon Gallagher Watson, CJ, Sam Pond, Matt Andrews, Aron Braggans, Ryan Lieske

Absent BoD Members: Andrey Albumets, Matt Moore, Jason Schmidt

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

Consent Agenda _____ **(President)**

1. Approve 10-10-2017 BoD Meeting Minutes. *Approved*
2. Approve October 2017 ED, Q3 Accomplishment, Q3 EoQ Reports. *Approved*

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

1. Nothing to report.

MORC Business _____ **(President)**

1. Anne has secured location for Planning Meeting Extravaganza at Lund's in NE Minneapolis on Dec 16th from 10am-3pm.
 - a. Lunds was booked on 17th so had to go with Saturday.
2. Location for Jan 21st meeting is TBD because Lund's will only book 60 days out.
 - a. Looking at Golden Valley for this meeting.
3. BoD applications reminders, dates
 - a. 4 applications returned to us so far.
 - b. Anne spoke with Luke at the Gala and he said he's still considering it. Anne asked Sam to send a follow-up email as a gentle reminder.
4. Brandon would like to discuss and approve 2018 print advertising expenditures because contracts signed in December would save money.
 - a. Reached out to rep at Growler Magazine for a quote at \$4633 for 6 ads. Wouldn't be in the December issue because too tight of timeline, but could get into January issue. A multi-issue ad-buy can be purchased at any time but can't miss more than two consecutive months or won't get discount. \$960 -> \$719 / issue if purchase all 6 ads at once vs one-off. 150k impressions per issue. Will ask about free or discounted booth space at Beer Dabbler event. Prices go up 15% for 2018 if commit by December.

b. Graydon asked if this is an issue of “spend money to make money”. Brandon said it’s harder to do correlation for lead generation. Said it’s intent is a “branding” ad-buy more than lead-generation, meaning there are people who already ride and don’t know there’s an organization for the trails vs generating new riders. BGW doesn’t know if it would generate more “revenue” than what’s spent.

c. Graydon wanted to put together a skeleton of a 2018 budget even though he doesn’t have all of the trail crew budgets yet.

d. Commitment by Dec 3rd for this pricing.

e. Said we could even think about doing late-winter / early-spring when people are thinking about summer riding. Nothing set in stone at all yet.

f. Graydon wants to put together some very rough numbers together. Anne asked if he could have something together so Brandon could respond by Dec 3rd if we want to go forward with the advertising.

g. We did a direct-mail this year and that cost us about \$2500 which goes to people that already know about us.

h. Graydon said he thinks that our financial health is heavily dependent on member retention, especially given after we left IMBA we are no longer going to have the same number of members.

i. CJ asked, given our Q3 goals, if we shouldn’t be focusing more on MORC branding/education at the trails instead of advertising in a beer magazine that is more risky and unknown efficacy. Brandon said that’s a good point – his idea was we should try to advertise in a new area. Currently we sort of stay in an echo-chamber advertising to the same people, instead we should try to reach people we normally wouldn’t.

j. Ross asked about if they could give us a larger discount in exchange for a partnership/sponsorship. BGW said he thought about that but didn’t specifically ask that due to their initial response.

5. Winter Member Drive

a. Marketing committee realized we needed a membership drive, but no time in fall so decided to do something near the end of the year. Matt is thinking we could extend it through January and maybe February, and capture some of the winter riders.

b. Some IMBA joined memberships will expire in November, so might be a good time.

c. Matt is thinking about a sweepstakes similar to what IMBA does, and that could be a way to not avoid falling under the complexities of raffle and gambling law compliance. We would need a “no purchase necessary” requirement. Angry Catfish already has some merchandise we could probably use. Matt thinks we could reach out and see about partnership donations for it. However, December is coming up pretty quick so may not be able to peruse that part now.

d. When people are biking on a groomed trail it would be a good time to let people know that we rely on their membership to make that happen.

e. BGW said we don’t have a lot of time. He’s been focusing on partnership highlights. We have about 4 weeks to promote it, which is good but not a lot of time. We might need to look at a winter drive that extends into 2018 vs EoY drive which would be hard with the legal issues of a sweepstakes, etc. Matt agreed completely – said wouldn’t be able to probably do prizes etc. May have to delay that for a Spring Membership Drive.

f. Matt has been doing some research into how to reach out and “ask” for memberships.

g. BGW said if we wanted to do an ad with a “call to action” such as respond by March 13th, etc which might be better than a regular “mountain bikes are great” advertising for membership drive.

h. Winter Membership Drive would be great so we’d have a couple months to remind members to renew membership.

i. Aron said he heard Graydon talk about membership retention numbers, etc. We have 339 new members, and 124 renew members (updated/upgraded from IMBA memberships). A lot of those memberships will expire this month, so this month and December will be key to find out how many we retain. He said doing a member drive would be very important. Offering gifts, etc would be fantastic but not sure if we have the time right now to do it. BGW said we probably shouldn’t wait to organized for some big give-away and do some kind of social media campaign. BGW will get something together before Thanksgiving.

j. Matt said according to his research, people don’t donate/subscribe to non-profits for prizes but because

they believe in the organization and their merits.

Committee Reports

(30 min)

(President)

1. Finance/Fundraising
 - a. No questions about October financial statement.
 - b. Gala financial analysis
 - i. \$8k that is attributable to 2016 Gala.
 - ii. Graydon posted a current analysis of Gala on basecamp. \$10,500 in revenue, \$4100 expenses, so right around \$6k net. Also expecting about \$5k from Surly, so will net a little over \$11k for 2017. We did have the expectation that this year wouldn't be as profitable as previous years. Graydon said that's ok and that the Gala did net more than our insurance policy for MORC.
 - c. Income of year-to-date is pretty good but relies on a couple of pretty large donations. Exceeded expectations for income. Also, the \$8k from 2016 Gala is accounted for that.
 - d. Lower expenses than anticipated.
 - e. Going into 2018 we'll have to be a little cautious. Membership income is a little below our expectations, so might have to adjust those expectations for 2018. Never the less, will probably make 2018 budget for drawing down some cash. Will put together a very rough budget within the next week or so, that way if anything comes up such as BGW's print ad question, we have an idea of where we stand and can make some kind of informed decision.
 - f. BGW asked when Graydon says "conservative" or "cautious", how do we apply that and how to we manage our money so we don't burn through our reserves. He then followed that with asking if we're at a point where we're still accumulating cash and need to save more, or if we can "spend spend spend". Graydon replied by saying "that's a great question", as this year we've held onto more cash than we've ever really had in the past and probably should look at spending some of it. For 2018 we'll have a few larger expenses from Carver and Bertram. Our minimum cash reserve may be adjusted a little bit. Todd and Graydon will probably have to change 2018 membership revenue expectations and since we really cannot count on a \$20-25k donation like we've had this year - we'll have to adjust forecasting for that. We also have a paid employee so have to take that into account.
 - g. Graydon sees the "fun money" PayPal account growing. It's about the same as beginning of year but we've also spent a lot on merchandise so that's great.
 - h. A lot of variance for revenue and can be hard to predict such as Gala income and membership revenue.
 - i. Graydon will post the next finance committee meeting on Basecamp so others can join.
 - j. Ryan asked about Gala profit from previous years. Graydon said, in the past, the Gala has netted between \$17k - \$21k. Graydon said with non-profit that's always an issue and nothing out of the ordinary. He sees lots of variance in special events in organization of all sizes. Average ticket price of \$68, the additional 78 tickets went unsold, we missed out on about \$5600 in ticket sales alone. With more tickets we could offer more merchandise which would net even more income. Graydon said he suspects the answer to attaining more ticket sales is probably the same answer to attaining more members. Likely the same method that works for one works for the other.
2. Membership
 - a. Nothing further to report based on previous discussions in meeting.
3. Trails
 - a. Graydon said nothing significant to report in his trails.
 - b. Minnetonka
 - i. Ryan said it seems to be progressing.
 - c. Edina Braemar Park
 - i. 5.4mi on master plan. City voting on in December. Ryan said MORC needs to decide if we want it one of our trails. Trails Committee will decide on their recommendation if to support or not.
 - d. Ryan said Matt and Jay Thompson attended a meeting with Anoka County about making rogue trails some

official trails since county is unable stop it. Rice Creek Park. Est 8mi of rogue trail, but hard to say right now what that could turn into for official trail.

- e. MORC was contacted by Lake Elmo about putting in some trail. Some of the areas are pretty small except for Sunfish Lake. TrailSource did some surveying and found best areas for trail. This and Rice Lake are areas where MORC has been trying to expand for years, so great opportunity. This is still in very early planning by city. 384 acres available, hard to say what that could be for trails. Potential for 10+ miles. In theory, 20-30mi depending on what they wanted to do. Graydon said Tim from TrailSource said at least 8mi. Ryan said it could technically support a lot more, but depends. Followed up with indicating that Leb has 120 acres and supports 10mi.
 - f. Ryan said he is working with Graydon to actively recruit trails coordinators, so reviewing options now.
 - g. Matt Andrews said he really appreciates Ryan's work on keeping on-top of all of the various potential new trail options.
- 4. Governance
 - a. No updates.
 - 5. Marketing
 - a. Everything already covered.
 - 6. Technology
 - a. Reached out to Scott and Andrew, the two devs who built the new trails condition apps for Android and iOS. Going to ask if he can bring them into the tech committee to see if they want to do any work in the future.
 - b. Graydon asked for some clarification about migrating the forums, and where it's going. Aron said... the idea is migrating away from our current platform to something that is still hosted by us but is easier to maintain. Aron said what he's looking at now, its about \$15/mo in hosting charges vs \$20/mo for static website. Right now paying close to \$80/mo.

Other Business

Various

nothing

Meeting Adjourned @7:52pm