

**MORC Board of Directors Meeting – Agenda
Meeting Minutes (Preliminary)
02/13/2018, 6:30 – 8:30pm
Midwest Mountaineering – Upstairs by Thrifty Outfitters
309 Cedar Ave S, Minneapolis, MN 55454**



Meeting Attendees:

Directors: Anne Clark, Matt Andrews, Graydon Betts, Ryan Lieske, Brandon Gallagher-Watson, Mark Borman, John Kelly, Aron Braggans, Gunnar Carlson, CJ Lindor (phone), Sam Pond (phone), Jason Schmidt (phone), Chris Greiger (phone)

Excused Absent BoD Members: Andy Thieman, Sheila Roering

Welcome & Call to Order (Anne Clark) 5 mins

Consent Agenda (VOTE) 10 mins

1. Approve January 2018 ED Report. *Approved*
 - a. Mark asked about CWOCC. Matt said MORC frequently receives requests for consultation, and this is just one of them.

Executive Director Briefing (Matt Andrews) 30 mins

1. Matt said Jan-Mar is an exciting time for the organization because of new directors and the new ideas they bring. The organization is open to all ideas, even if we've visited the issue in the past.
2. Matt is part of the BikeWalk steering committee and is working on increasing mtb's exposure, making MORC more well-known and relevant.
3. He will be working with Brandon on communication about: new trails MORC is helping to spearhead, get people excited to support MORC, and getting our "story" out.
 - a. John asked if there's a central location, for members and the general public, to see new mtb developments in the area and what MORC is doing to help advance that. Matt said there isn't but perhaps we should create a resource; perhaps an area on the website or forums.
 1. John asked about the status of the forums.
 - a. Matt and Brandon both answered. They said they're used frequently by smaller group. While no other (mtb) organizations in MN host their own forums, a lot of the larger groups around the country do. Brandon said one problem with the forums is they can sometimes be exclusionary due a small number of inflammatory posts.
 - b. Discussion turned to the website.
 - i. Gunnar thinks the MORC website is a great opportunity for distribution of

resources. Matt replied with a brief history of the MORC site, and that we launched the new site in 2017. Mark said the newsletter is a good way to incrementally build content for the site.

ii. Gunnar said we could use the site to communicate as to why members support MORC, such as letting them tell their story. We could develop a questionnaire when speaking with members and use that to write up some copy to post. (rewrite this nicer)

1. Matt said that he would like to use Mark's idea about highlighting economic drivers that mountain biking provides. For instance, we could talk about how easy access to trails allows people to go mountain biking instead of going to a gym. Graydon said that our area is special since there are trails spread throughout the metro area, whereas a lot of other places that have great trails, they're 30-45min, or more, drive away. People in our area generally don't know the opportunities we have due to the close proximity of trails and other related resources. We need to communicate that to the public. Gunnar said we have two issues: (1) How to we market this to new and future members? (2) How do we communicate the economic impact?
2. John said he thinks a good idea is to communicate that members are "stakeholders", and need to tell them about each other in order to get them more engaged.

MORC Business (Anne Clark, Sam Pond) 10 mins

1. Allow teleconference as an option for in-person meetings? Will revisit in the future.
2. Aron asked if we could look into other options for the conference meetings such as UberConference. Anne will research some other options.

Committee Reports (Committee Chairs) 60 mins

1. Finance and Fundraising
 - a. Graydon said our insurance agent emailed today (2/13) about the policy costs for 2018. Seems unexpectedly lower so he will follow up to make sure everything is covered.
 - b. 2018 budget discussed
 - i. Some trails use less than requested.
 - ii. Since we're a trails organization, we would like to keep the ratio of expenses between administrative, outreach, and trail maintenance & development as much towards trails as we can.
 - iii. The overall budget request for Marketing and Advertising, and Membership Outreach, was split evenly between those line items. That can be re-adjusted as needed.
 - iv. Mark motioned to approve the 2018 budget. Brandon seconded. *Approved*
 - c. January 2018 Financial Report
 - i. Graydon moved \$14k into the Schwab account. He hasn't purchased a Certificate of Deposit yet, but will do that soon. This will be used in the future as a grant-match for Theo.
 - ii. A material amount of donations submitted at the end of December were received and booked by MORC in January, and appear on the January financial statement.
1. Membership
 - a. Matt said now that we have more board members, we now have some opportunities to have a permanent full committee.
 - b. Mark said he would like to see the different membership level differences communicated in more detail.
 - c. Brandon would like to see a separate meeting for membership, where we can discuss swag for

membership.

1. Trails

- a. (Mark Borman) Machine Grooming of Snow Trails as the issue has been bubbling up from riders and Troy Grieves posted wish for grooming equipment on his Feb. 3 trails conditions post.
 - i. Ryan said we have 2-4 weeks left for snow riding so not likely to be an issue anymore for this season soon.
 - ii. One issue with the recent grooming requests is that some of these trails do not have grooming equipment or anyone that probably has experience with them. Typically the trails that need grooming already have the equipment.
- b. TS/DB (Trail Steward / Dirt Boss) meeting was discussed.
 - i. Matt sent out a Doodle poll for the TS/DB (Trail Steward / Dirt Boss) meeting times. Tomorrow (2/14) is last day for poll and date will be set after that though March 14th is likely as of now.
 - ii. Location isn't set in stone yet.
 - iii. Ryan will prepare a basic agenda for Matt.
- c. Graydon posted minutes from last Trails Committee meeting on Basecamp.
- d. There is significant damage to some of the trails due to the thaw/freeze issues late last fall. We briefly discussed how to communicate this, more discussion will happen at next Trails Committee meeting.
- e. Battle Creek
 - i. Matt had a meeting with Ramsay County today. Master Plan is in the works. There is also a specific mountain biking master plan too.
 - ii. Trail crew has requested signage. Master Plan specifically allows for a signage budget. Not sure how to implement this solution for the interim.
 - iii. Ryan asked if current trail will be reused. The Master Plan has some conceptual trail plan.
 - iv. Ryan would like to have some time to work with the trail crew on the upcoming changes.
 - v. Matt said the current plan is for 25mi of trail and we'll need to expand the trail crew because it'll be so large. There's no timeline yet for full implementation.
- f. Trail Education Program
 - i. Matt is meeting on Thursday with Amanda to discuss curriculum.
 - ii. CJ and Amanda will be vital in developing a framework.
 - iii. Matt is aiming to provide a beta version for the TS/DB meeting.

1. Executive and Governance

- a. Mark made some modifications to the by-laws and directors' manual. Graydon and Mark talked about the need for an internal control document.
- b. Mark will pull a meeting together with himself, Gunnar, and John to finalize the by-laws and directors' manual. Anne said perhaps finance needs its own supplemental manual containing job aides. Graydon has spoken to a potential volunteer (Gina), whom is also a CPA, to be somewhat of a backup and to assist him. There are quite a few income streams that need to be reconciled regularly so it really needs someone with an accounting background.

1. Marketing and Communications

- a. Q1 meeting next week at Steel Toe.
- b. Brandon is staying on top of social media and Facebook is our primary platform.
- c. Brandon said if there are other social media platforms anyone would like to be on, then feel free to research and let us know so we can own it – much like how Andy T. added us on LinkedIn.

1. Technology

- a. Technology meeting right before the marketing meeting.
- b. Aron's employer has a special event where he can spend the entire workday devoted to working on something not for his employer. He's going use the entire day developing some software for trail conditions

API (Application Programming Interface; i.e. standardized way for communicating between two pieces of software). This could be used by the website and the two community members that have developed our iOS and Android trail conditions apps.

- c. Aron patched all the servers for spectre and meltdown exploits.
- d. Forums cannot be easily upgraded because there was a lot of custom-built software for trail conditions communications, and now the software is now very old.

1. Events and Volunteering

- a. CJ said nothing to report.
- b. Anne and Matt have met once about the 2018 Gala. Matt has some communication prepared for reaching out to potential donors for the silent auction. Looking at making the Gala less formal this year. Looking at larger venues to support 200-250 people.

Other Business (as submitted) *nothing submitted*

Meeting Adjourned @08:29pm