

MORC Board of Directors Meeting – Minutes (Preliminary)
4/10/2018, 6:30 – 8:30pm
Midwest Mountaineering
309 Cedar Ave S, Minneapolis, MN 55454



Directors: Anne Clark, Matt Andrews, Ryan Lieske, Brandon Gallagher
Watson, Mark Borman, John Kelly, Aron Braggans, CJ Lindor, Sam Pond, Gunnar Carlson, Jason Schmidt, Andy Thieman,
Sheila Roering, Matt Moore

Excused Absent: Graydon Betts, Chris Grieger

Community Members (9): Steve Boyd (from Theo), Ashley, Nate Carver (from Carver), Lisa, Jeff Schroeder, Laura, Leon,
Sean, Devin of MBP

Welcome & Call to Order (Anne Clark)

5 mins

Consent Agenda (VOTE)

10 mins

1. Approve March 2018 ED Report & March Financials *Approved*
2. March Meeting Minutes *Approved*

Executive Director Briefing (Matt Andrews)

30 mins

1. Review 2018 Q1 Priorities Progress report.
 - a. Matt explained that MORC is, at its heart, a non-profit corporation.
 - b. Matt discussed the priorities for 2018 the BoD came up with during the 2017 planning meeting, some of which include:
 - i. Improve signage on trails, education on trails. (Little planning)
 - ii. Trails education program
 - iii. Rider education program, specifically about wet trails (little planning)
 - iv. e-bike (little planning)
 - v. Membership Welcome Packets
 - vi. Grow membership amongst LGBTQ and Women
 - vii. Updated Partnership Package (goal met)
 - c. Matt feels we're on right track with our goals.
 - d. Ashley asked about the LGBTQ/Women engagement. Matt said we don't have any specific initiatives other than QBP is hosting a Women's Career Fair, which we would support. MORC has plans with East Lake Brewing for Trails Opener. Matt spoke to them last week and they're very excited to partner with us, and they're only couple miles from Theo. We do not currently have a plan of action but we would like to engage them more.
 - e. CJ asked about Little Bella. Ashley said that across the country, they do more with volunteer and trail work and MORC could speak with Martha about that. Matt said he does communicate with Martha already some and will follow-up with her. Brandon said since MORC is really a trails advocacy group, we focus heavily on getting trails built, which has left the some of the community outreach is lacking. If someone knows great ways to engage other groups we would love the help. He followed up with indicating that MORC doesn't have the capacity to fully implement an advocacy program to reach these groups, so we'd would like help with this and we would like to see this expanded in the future. Matt Moore said that we could get the Little Bellas out to trails work days just like we do with other events

such as Surly Gives A Damn and the Boy Scouts. Matt Moore also said when he initially took a position on the board MORC was doing too many things and spread too thin but now we've grown. We would love to partner with other groups, clubs, and organizations to fill in the gaps utilizing people that have more expertise in those areas – and we have a great community here. Matt Andrews said he'll follow up with Little Bellas about engaging them, perhaps at Carver.

- f. Matt Moore said he will take the initiative on the e-bike topic. CJ asked about MORC's position. Matt Andrews said that MORC relies on the Land Managers to set e-bike policy at their trails because that is not MORC's position and the organization does not want to set policy. Nate C, from carver, said whatever the policy is, it should revolve around how it can be enforced.
- g. Steve Boyd asked about the signage topic. Matt said it's more of a MORC branding point of view. Gunnar said part of the problem is that every land manager has their own requirements, which MORC is not able to dictate. Steve B said we need to focus on getting the MORC name out there and for way-finding. Laura, a community member, asked about way-finding with the MORC app; Aron clarified that those are not actually MORC apps as they were developed and are maintained by community members whom "scrape" data from the website. Matt A said Aron is developing those technical resources.
- h. *Dig 'em All* Challenge. Matt discussed the background on this event and how it's related to 2017's *Ride 'em All* Challenge. Jason said Leb is having their first official trail work today, to put up fencing.

MORC Business (Anne Clark, Sam Pond)

10 mins

1. Opened floor to questions from the community and board.

Committee Reports (Committee Chairs) ** to be rotated monthly **

60 mins

1. Membership
 - a. John discussed the Ridership Survey. The purpose is to get a baseline on what people like on the trails, etc. The link to survey is on MORC's FB page and Twitter. Devin asked if completing that survey signs them up for the MORC Newsletter. John said there is an option to opt-out of the MORC emails. There are just shy of 400 responses in the past couple weeks, and a 95% approx. response rate on the questions. Survey will continue approximately through the end of April. Brandon said it would be great to have a report available for the next in-person meeting in June. Brandon bought about \$20 in FB ads and we reached about 4800 people (everyone that follows MORC on FB), with 16 post shares and 67 comments.
 - b. Aron said another thing we want to use the survey for is to push and increase membership. Currently approx. 400 members.
 - c. John said plan is to offer survey on an annual basis to track progress.
 - d. John said that more members also is a signal that people are serious about mountain biking and new trails should be built.
 - e. Mark asked when membership drive will be. Matt said around the time trails open, so people are excited about riding.
 - f. Devin asked if there's a way to subscribe to the newsletter from the website. Matt said not at the moment but there will be soon. Devin then asked if someone donates to MORC, not explicitly buying a membership, if they become a member too and if they are subscribed to the newsletter. Anne said we are working on all of this. Aron said he completely understands Devin's confusion, and explained that some of our software systems are not fully connected to each-other so certain processes are not automated. As we expand use of CivRM, the membership management program used by MORC, we will be able to make the changes we need. IMBA wasn't able to really provide us with membership info and instead just gave us access and told us to figure it out, but we weren't able to export all of the information. Anne then followed up by explaining Aron is working on projects based on priorities set by the 2018 organization goals.
2. Trails
 - a. Relayed from Graydon: Contractor scheduled for Hillside and Bertram. Work completed by June because 2 out of the 3 contactors have previous contracts starting on June 1.

- b. Ryan said Hillside will be finishing 3.5mi of trails. Bertram had an issue where a contractor underbid, leaving us with extra funds, which could then go to next bidder to have an additional 2mi constructed, for a total of 4mi of new trail.
 - c. Lebanon Hills said Adam Buck offered to work on the Leb trail fixing the ruts.
 - d. Bertram: As explained, will have 4 new miles of trail plus new technical features (e.g. wooden berm).
 - e. Hillside: 3.5mi of new trail
 - f. Battle Creek: storm sewer drain break caused some extensive damage on one area and are looking to fix it
 - g. Elm Creek: Nothing new to report. They are doing standard maintenance but looking perhaps to add a feature this year.
 - h. Lebanon Hills: Will be fixing the trail damage and possibly adding 2mi of new down hill trail.
 - i. Murphy and Rebecca: Standard maintenance, and perhaps some obstacles
 - j. Terrace Oaks: Standard maintenance.
 - k. Salem Hills: Standard maintenance, and perhaps some obstacles.
 - l. Possible new partnerships with land managers in Lake Elmo and Anoka County at Rice Creek Chain of Lakes.
 - m. New partnerships that likely will come to fruition are in Edina and Minnetonka.
 - n. John asked if we track volunteer hours. Anne said we do and Graydon uses those numbers in the budget. John followed up asking if we could also have a break-down by maintenance time and new construction. Matt said we could possibly run a model to figure that. John said even if we could get a rough breakdown I would be great. Aron said this would be great discussion for Basecamp.
3. Executive and Governance
- a. (Mark Borman) Discuss and vote on new MORC Bylaws.
 - i. Committee met and decided the last revision should be kept, and they would like to put the version back up for a vote. **Approved**
4. Marketing and Communications
- a. Brandon discussed the membership packet.
 - i. He said that in 2017, we only had a short communication about separating from IMBA. We didn't offer any membership incentives other than a "thanks for your donation" email. This year we're going to offer a special membership packet that includes: a fridge magnet, helmet decal, bike velcro strip, bunch of other swag.
 - ii. At the moment we're only doing a single packet and not offering packets for different levels of membership. Brandon bought enough swag for 500 packets, but we'd only be sending out packets for those who become members in 2018. He said he got the idea for the bike strips from a Vermont organization whom said it's their best membership recruitment tool. They change the colors every year and people really like them.
 - iii. Brandon asked the board if he should order 500 or 1000 bike strips; after discussion we decided to go with 1000 since we've added 250 members YTD.
 - b. Brandon said he'll be working on the membership drive whenever that happens.
 - c. Brandon is also working on an infographic for trail work nights.
 - d. Brandon asked if there's a meeting about the *Dig 'em All* challenge. Matt said no, so Brandon said he'll get something on the books. He then asked if we'll use MTB Project, Matt said probably will use a plugin for Civi. Matt is working on a schedule for when the Official Work Day will be so that people can get points. Brandon is working on the infographic but still needs confirmation from the trails about exactly where people need to meet, etc. Anne asked the Nate, from Carver, what kind of notice they'd need for the Official Night.
 - e. Jason asked if we could have additional communication re-enforcing that people should not ride wet trails. He's had more people asking him if the trails have opened.
5. Technology
- a. Aron said the REST API (automated method for computers to use web applications) is completed. The current app developers have access to it. Android developer is using it already and hasn't heard back from the iOS app developer yet. Aron had questions about communication and definitions of terms such as what

“Open” and “Closed” actually mean.

- b. John asked if there’s a way to have something like a red/green light to indicate trail status. Aron said that’s exactly what he’d like to know with what open and close mean, because he knows some trails can’t officially close.
 - c. TL;DR Tech good. Aron working hard. Don’t yell at him.
6. Events and Volunteering
- a. Matt said things are happening and it’s awesome.
 - b. Matt is making headway into MORC Gala planning, and three humans are working on it with him. It will be called the MorctoiberFest.
 - c. There are happy Hour events being scheduled. East Lake will take place during Q2. Sociable (Cider Works) definitely wants us back. Possibly we may have more than one per quarter.
 - d. Anne said next Gala meeting will be on the 26th.
 - e. John asked if community members can volunteer for events. Matt and Anne said definitely, they should contact us.
7. Finance and Fundraising
- a. Submitted two grants for \$25k total but we won’t hear back until May about those. Brandon asked if those are trails specific, and Matt said they are and the money can only be used for trails. Some of it is Federal RTP Grant matching funds.
 - b. Matt is kicking off the corporate partnership program.

Other Business (as submitted)

1. Matt and Anne opened floor up to community questions.
2. John and Gunnar briefly discussed the Ridership Survey and invited anyone whom hasn’t taken survey, to take it.
3. Nate, from Carver, mentioned that anyone is welcome to volunteer at all of the trails. Anne discussed the role of the MORC board as a governing board, whereas the Dirt Bosses (DB) and Trail Stewards (TS) are the ones with “boots on the ground “and to do the day-to-day management of the trail. The board is open to questions and concerns from anyone and we rely on the expertise of the DB/TS.
4. Steve, from Theo, said the focus for their crew this year is repairing the water-main spill damage. Applied for a MRTUA Grant. The event trails (i.e. John Munger) are still on the books and they would be independent of the MORC/MOCA trails and aimed at racing.
5. Mark asked Leon, a community member, about how he wanted to help. Leon said he’d like to help in general, so Anne said he should email the board and we can direct him. John and Anne explained how the relationship between land managers and MORC works, and the responsibilities of each of the roles of: Land Manager, TS, and DB. Sheila mentioned Salem Hills is always happy for volunteers.
6. Jeff, a community member, asked what MOCA is and how it relates to MORC. Anne and Steve Boyd replied it came about when MORC was previously more of a MN state-wide organization and MOCA wanted to focus on Minneapolis.
7. Devin, a community member, said he’s associated with the MPRB project and anyone interested should attend a MPRB meeting to communicate their support for new mountain biking (mtb) oriented trails. Matt explained there are actually five master plans right now for Minneapolis and that MORC is actively working with the MPRB board. Matt Moore said the Citizens Advisory Committee is forming and a meeting will be held on April 23rd for Minnehaha Creek project. Due to rules of the Minnehaha watershed board, no dirt trail can exist within 50ft of the creek.

Meeting Adjourned @8:23pm