

MORC Board of Directors Meeting – Meeting Notes
Meeting Minutes
05/08/2018, 6:30 – 8:30pm
Phone Conference



Meeting Attendees:

Directors: Matt Andrews, Graydon Betts, Ryan Lieske, Brandon Gallagher-Watson, Mark Borman, John Kelly, Aron Braggans, CJ Lindor, Sam Pond, Gunnar Carlson, Jason Schmidt, Sheila Roering, Chris Grieger

Excused Absent BoD Members: Anne Clark, Andy Thieman

Unexcused Absent BoD Members: CJ Lindor

Welcome & Call to Order (Sam Pond)

5 mins

1. Called to order at 6:32pm.
2. Most didn't get a chance to review the April meeting minutes. Will vote to approve on Basecamp. **[ACTION ITEM: will upload to Basecamp and vote there]**

Consent Agenda (VOTE)

10 mins

1. Vote to approve 990 Tax Return. **Approved**

Executive Director Briefing (Matt Andrews)

30 mins

1. Will upload April 2018 ED Report to Basecamp for approval. **[ACTION ITEM: will upload to Basecamp and vote there]**
2. Matt spoke to the great work of the Membership Committee, and personally thanked them, for their role in membership gains. They're doing great work on that. We will meet our goal of 200 new members.
3. The Dig 'em All Challenge. Would have liked to get that going by the end of the week but not likely to happen. Working with Aron on signup and Brandon on graphic design. Matt's been collaborating with the Trail Stewards and will make some changes based on their input. He's developing prize packages and currently looking at three tiers. Will likely have a meeting in the couple weeks with the committee to discuss that.
4. Matt and the MORC Gala committee have been meeting.
5. Matt is perusing partnerships for support, specifically for donations for the Gala. If anyone knows businesses that are likely to partner with MORC let him know and he'll definitely reach out to them, even if they're outside the biking world.

MORC Business (Sam Pond)

10 mins

1. 990 Tax Return. Sam brought up and asked if anyone had questions.

- a. Mark asked Graydon is that is posted online anywhere else such as Navigator. Graydon said if it does, it's not to our volition.
- b. Mark asked if board member's addresses are on the return and Graydon said they are not.

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

60 mins

1. Finance and Fundraising
 - a. Graydon said cash flow has improved over the past month or so, thanks to the membership committee.
 - b. Graydon spoke about the communication a few weeks ago about the potential cash-flow issue and re-iterated that it came across significantly more dire than he intended. In any case those are issues have been largely mitigated. Membership revenue increased from approx. \$600 for each month of February and March, to over \$4k for April. Graydon said he does know Feb/Mar are traditionally slow anyways but that is still fantastic work.
 - c. Graydon and Todd are happy the revenue increase is from memberships not donations, since donations tend to be one-time events more frequently than memberships, which tend to be renewed.
 - d. We are at approx. 36% of our expenditures as of April 30th, which is to be expected. One major expenditure at the beginning of the year was our insurance policy.
 - e. Mark asked about the 2018 budget projections.
 - i. Mark said he knows that they planned on a \$26k loss, but he would like to see MORC closer to revenue neutral. Graydon said both he and Todd are both very fiscally conservative in budgeting and understands Mark's concern.
 - ii. Graydon said that one thing to keep in mind is that when people donate, they don't expect it to just sit in a bank account, they expect it to be used. There's a balance between spending down cash on operations and maintaining comfortability.
 - iii. Mark replied to Graydon, by saying he completely understands that too but wants to remind us that we need to keep an eye on making sure we don't run in the red for too long. Graydon said he and Todd come up with a minimum cash reserve and based the budget off of that, of which their target is \$50k. Only when we start approaching that figure would we need to start worrying. At the moment we're far enough above the minimum reserve amount such that Graydon is not worried.
2. Membership
 - a. Gunnar said he has received the file with the membership information, and he'll be using the names and addresses on that for sending out the membership packets. There will be 241 packets to send right now, but there are materials for approximately 400 in total.
 - b. Mark said they ran out of helmet stickers when putting together the membership packets. Matt said that was all we have so we'll have to order more if we need them. Matt will follow-up with Brandon about getting more stickers.
 - c. Gunnar will use the least expensive option from: non-profit rate from the USPS directly, or using his work's bulk rate. He will let us know and bill MORC with the best option.
 - d. Matt said that John is the chair for this committee, whether he knows it or not. John has done a fantastic job. John said he have approx. 214 new members, with 183 new members since 4/19, surpassing our goal of 150. The average membership income from these new members is above the minimum possible membership income for both months.
 - e. Mark asked about the membership drive and if it's being advertised entirely on Facebook. Matt said, that is correct, but will be sending emails soon. Mark said it would be great to reach out to more people because he doesn't use Facebook and knows there are others like him. Gunnar said he's going to print something out to hang in his store and knows other business owners that would allow that for us too. He said while it's passive, it is exposure.
 - f. Graydon said, eons ago MORC had "tent days" at the trails, and those were effective. The MOUs do allow for us to have 2-3 of these a year. He feels that talking to people at the trail heads would be best because people are excited to ride or still pumped from riding.

- g. Mark said he's seen signs right at the end of trails in other parts of the country and wondered about the feasibility of this. Graydon said that the problem is that most of the land managers in our area wouldn't allow this, although we could ask.
- h. John spoke about some of the survey results.
 - i. About 400 total results and about 300 didn't answer what their favorite event was.
 - ii. He posted some information on Basecamp thread for tonight's meeting.
 - iii. One metric he feels is important is the people that have traveled for mountain biking.

3. Trails

- a. Bertram: contractors working, should be wrapped up by early June. Second project starting in late July or early August.
- b. Hillside: contractors working, should be wrapped up by early June.
- c. Battle Creek: Tom G, Trail Steward, submitted his resignation.
 - i. The Trails Committee is working to assist the crew.
 - ii. Ryan ran into Tom H, Dirt Boss, he said he feels the can run the trail for now but they will need someone sooner than later.
 - iii. Sheila indicated the trail's FaceBook (FB) page posted that trail work will be on-hold for now.
 - iv. Mark asked if there is any morale issues with the rest of the crew that could result in more attrition, keeping in mind we have the new trails coming up. Ryan said he tried to find out but wasn't able to determine that.
 - v. John said he has a vested interest here since he's very close. He posted on their FB page about group rides and trail work, but the responses he received (from the page owner) were not as encouraging as he would like to see. John feels like they really need some kind of leadership, and perhaps the board needs to be pro-active about lending support.
 - vi. Graydon asked John if he's a dirt boss or been involved in trail work much. John said he's done trail work at Lake Rebecca once, but that's it. John said he might be a potential personnel manager and provide some temporary leadership, but he's not necessarily the best person for doing technical maintenance. Graydon said that he and John should talk about John filling in this role. Graydon will follow up with John offline.
 - vii. Gunnar asked if anyone remaining in the crew would be willing to step into the role, and Graydon and John said they didn't think so. Gunnar said we do need to make sure that as the trail develops, we need to make sure it is a sustainable trail. Graydon said that in his experience, if the "flavour" of the trail changes and the current volunteers are not in sync with that, while you may have a temporary drop, you typically have net gain in volunteers once the trail is complete. Ryan completely agrees with Graydon, he's had the same experiences.
- d. Graydon updated on the Dirt Boss Trail Education Program. It's going a little slower than he'd like, so we will need to re-focus onto this soon there's an urgent need to get something in place this year. MORC could face some issues regarding a lack of trained volunteers if we aren't able to complete the program.
 - i. John asked if there will be anything in the education program about how to handle burn out.
 - ii. Graydon said that would be great but it's very hard to incorporate.
 - iii. Sam said Matt is so busy with fund raising right now he doesn't have much time. Matt is looking for help with the "power point" presentation and the outline. Jason said he would follow up offline with Matt.
- e. Ryan spoke about the open house for Anoka County. A lot of people showed up, which impressed the county. Some people said riding all the loops takes a couple hours. High school riders came by too. Ryan said he think this is definitely going to happen but it'll take money and time.
- f. Graydon mentioned the new wood berm feature at Bertram, Huck Harbor, is now open.

4. Executive and Governance

- a. Mark said the approved bylaws have be uploaded to Google drive.
- b. Strategic planning is on their agenda, but that's still some ways off.

- c. Sam said the organization can always use the committee's expertise on MOUs and agreements.
- 5. Marketing and Communications
 - a. Brandon said he has an ad ready for the June issue of Growler magazine for their special outdoor guide. Current ad is posted on Basecamp but due in 2 days, so please voice your concerns soon.
 - b. Received sample from vendor for MORC branded sunglasses and sunscreen packets, both would be great for Dirt Bosses and the *Dig em' All Challenge*. Originally looking at two colors, but due to minimum purchase requirements, Brandon decided to only go with blue sunglasses with orange writing. Jason will follow-up with Brandon about a possible vendor for the sunglasses.
- 6. Technology
 - a. Aron sent a link to the new trail conditions app right before he left. A lot of the TS/DB have logged-in and played around with it. He's received some good feedback, with a couple bug reports, which he's fixed all but one. Aron is still working on the remaining bug and once that's fixed he'll do another round of testing. If that comes out successful, he'll start the forums migration since they won't be necessary any more for "storing" the trail conditions.
 - b. He will be helping Matt with a couple *Dig 'em All Challenge* projects this week.
- 7. Events and Volunteering
 - a. MORC Gala
 - i. Matt said they had a very successful meeting a couple weeks ago with Anne, John, Brandon, himself, and Laura - a community member - has joined the committee.
 - ii. The theme for this year has been changed to be MorctoberFest, and will be held on Sat 10/20 at the Mondale Commons on the U of MN campus. There is a lot of parking in the area and the venue was secured fairly cheaply.
 - iii. We will rely on Brandon to design with some awesome graphics, and which he is already working on. The graphics need to be completed before we publicly advertise it.
 - iv. Fulton wants to support us and will be donating beer.
 - v. There will be Oktoberfest themed food.

Other Business (as submitted)

? mins

Meeting Adjourned @8:34pm