

**MORC Board of Directors Meeting – Agenda  
Meeting Minutes (Preliminary)  
06/12/2018, 6:30 – 8:30pm  
Midwest Mountaineering – Downstairs  
309 Cedar Ave S, Minneapolis, MN 55454**



Meeting Attendees:

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

Community Members: Dave (Bloomington)

**Welcome & Call to Order (Anne Clark)**

**5 mins**

- Anne, the President, presented a few pictures of the completed Hillside trails, highlighting the difference between the sustainable trails that have been completed for a year and the old non-sustainable trails.

**Consent Agenda (VOTE)**

**10 mins**

1. Approve May 2018 ED Report. *Approved*
2. Vote on May 2018 BoD minutes. *Approved*
3. Financials report. *Approved*

**Executive Director Briefing (Matt Andrews)**

**30 mins**

1. MPRB (Minneapolis Parks and Recreation Board)
  - a. Project Background: Group of community members advocating bike “playgrounds” at various Minneapolis parks. Five master plans looking to be approved for this year. MPRB wants to implement a pilot project. Matt believes it’s too late to implement anything for this year. Once an MOA is approved, it will take approx. 2mo before installed, which means late August would be earliest it would be ready. MPRB sent Matt A an MOA which will we need to revise and send back to MPRB for their thoughts and decision. Likely will be a couple back-and-forths before we have an MOA that all parties find acceptable. Once our MOA is complete will need an approval from the board before sending back to MPRB. Once MPRB accepts it, board will need to approve final version.
  - b. Voted to approve the MOA for sending back to MPRB. *Approved*
  - c. MOA had typos that were corrected. Voted to approve corrections. *Approved*
  - d. John asked if we would have any input on design. Matt said we may have some. Gunnar added that it’s indented for kids, so it would be simpler.
2. Dig ‘em All Challenge
  - a. Signups are not to the level we would like, but we need to market it a little better. Matt will re-remind the trail stewards to help get the word out.

- b. Mark said he noticed it was just posted on MORC's twitter today, after which someone replied pretty they couldn't participate but instead became a member.
  - c. Brandon added that even if we don't have great numbers, the utility is in people working on trails and publicizing it.
  - d. CJ asked if we could promote a message indicating that community members could sponsor a prize package sponsorship instead of participating. Matt replied saying that is in his ask message.
3. MORCtober Fest
- a. Seven tickets have been sold with three add-ons for the "unlimited" beer.
  - b. Andy indicated that he'd be worried someone might pass their unlimited coozie off to their friends. Matt A said that is a small concern so we can look into a wrist band or a stamp.
  - c. Andy then asked if we could have a tattoo artist present to give tattoos. Matt A said it's possible, but that discussion should be moved offline to the committee.
  - d. **Action Item:** Andy and Brandon will follow up with Fulton, may do a mango/pumpkin beer special MORC beer.
4. Membership
- a. 416 paying members so far this year.
5. East Lake Brewing Happy Hour on 6/14
6. Tailsfest
- a. Aug 19 at Uteplis.
  - b. Vendor expo, food truck, probably can get \$1 or maybe \$2 per beer.

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### MORC Business (Anne Clark, Sam Pond)

10 mins

- 1. Anne asked the community member, Dave, if they have any questions/comments for the board. He said he's just here to observe.
- 2. Sam reminded all the board members that we're encouraged to attend MORCtober Fest. He also said that since this is our primary fundraiser, we'd like as many attendees as possible to bid on our auction items. Those auction items do not need to be mountain biking specific.
  - o Matt and various board members discussed creating a press kit, a press release, and making something for local bike shops.
  - o Anne said we have an accordion player already lined up.
- 3. Sam said his company has a charitable contribution program and to remind everyone at the meeting to look into it with their employers, because his employer donated \$1k to MORC.
  - o Matt A said we receive a number of checks from employers for employer-matching donations etc.
  - o John said he's seen a number of people (on FB page, etc) ask about regular contributions such as recurring or paycheck deduction programs.

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

60 mins

- 1. Finance and Fundraising
  - a. (Graydon) Charities report filed annually and needs the President and Treasurer's signature. Required for our 501c3 compliance.
    - i. John asked about creating a job aide for completing and filing the report in case, for the future, whenever Graydon is no longer available to MORC; Graydon approved.
  - b. (Graydon) May finance report
    - i. Large increase on the monthly P&L statement due to the increase in memberships. He would like the membership committee to keep on keepin' on.
      - 1. Gunnar had 4 people ask him about his bike strip at Cuyuna.
      - 2. Brandon has seen a number of posts on Facebook of members' membership packets and bike strips.
      - 3. Graydon said that memberships are more desirable revenue over donations, because

donations are not reliable year-over-year. Mark B asked about how June is going, John's report indicates 70 new since mid-May.

- ii. Matt A asked Graydon about the new category titled Income Interest. Graydon said that's from the money market account he opened because of a larger donation.
  - 1. Gunnar asked if there are any guidelines on how to handle this for the future, since as we grow, events like are likely to happen more often. Graydon replied we don't have any type of documentation on how to handle this.
  - 2. Gunnar added that he'd like to see the documentation created also in the event MORC has a need to hold money for 6-9mo before being spent as perhaps it could be invested. Graydon said non-profit money management is more challenging because the organization needs to balance spending for the organizations goals vs having minimum cash on hand.
  - 3. John asked if we should look at trying to "smooth out" membership signups; Gunnar said he feels that might be a bad idea (not financially) and should probably just take the money when we can get it. Graydon said he can plan around the spikes in signups, so that isn't a problem for him.
- iii. Sam asked why our Net Income on the P&L is negative.
  - 1. Graydon replied that's because it is negative. A lot of the reason is because Feb and Mar were a little more rough, which he expects them to be, so the organization is still in the "recovery stage" and the negative Net Income is decreasing.
  - 2. Gunnar asked if that's the normal cycle that Graydon has spoke about, which Graydon said it is.
  - 3. CJ asked if moving the insurance policy payment to later in the year would help, Graydon said there's no real advantage because he plans for this expense.
- c. Matt A said he received a post card receipt notification from the State of MN for the certified 990 form.

## 2. Membership

- a. (Gunnar) Update, and possible invoice, on membership packets.
  - i. He sent out 234 packets. A couple issues with the labels which had to manually corrected. The packet's weight caused the postage to be a little higher than expected, at \$0.21 / packet, likely due to the magnet. Brandon reminded people that there is utility in having a fridge magnet. It took less than 3hrs to do shipping fulfillment, which will be monthly. Gunnar said in the future we could look at some lighter options instead of magnets, perhaps stickers. Anne said a couple options could be "window clings" or stickers.
  - ii. Brandon asked if we should have a mid-summer membership drive. Gunnar said that would be a good idea.
  - iii. Ryan asked how many members we currently have - 630 (un-verified from financials) members total of which 246 new. Matt A said that typically, non-profits have renewals every other year, so this is more people to market to for next year. The organization is on track for the goal of 800-1000 members and better than when we were part of IMBA. Graydon said membership numbers are important when speaking with land managers, because it makes us look more serious.
  - iv. John said, based on Facebook posts and other channels, we feels we are great at communicating in general during the membership drive, and not just for the drive - more people are now aware of MORC. Brandon said this is the third year he's been the Facebook admin for MORC, and he always sees a huge spike this time of the year, and this year it was even higher because of the drive. Brandon also added so many messages sent to us are not MORC specific (e.g. where is the best place to ride, what is a good bike to buy, etc).
- b. John thanked everyone who helped with membership packets and the drive.

## 3. Trails

- a. Battle Creek
  - i. Ryan said the new trail steward, Scott Thayer, has accepted the position, and he understands MORCs vision of sustainable trails.

- b. Lone Lake
  - i. Brandon attended the meeting. The park board approved the trail unanimously, but the city hasn't yet and will vote on July 9th.
- c. Hillside
  - i. 6.6mi has been rebuilt and completed.
  - ii. The contractors may be back later in the fall to finish up the remaining 1500ft remaining.
    - 1. CJ asked why that happened. Graydon said the trail-length estimation is based on the master plan, of which he accounts for discrepancies and error. There were 16,500ft budgeted but contractors only built 14,991ft.
- d. Bertram
  - i. 9000ft of new trail has been completed, and Graydon did the final walk-thru.
  - ii. There's a proposal for doing a bridge.
    - 1. Brandon said it should be called "Loch and Dam".
    - 2. Michael Loch, a dirt boss at Bertram, has a connection to a steel company. He is working with an engineer, whom estimates the bridge should last 100 years.
- 4. Executive and Governance
  - a. Nothing to report.
- 5. Marketing and Communications
  - a. Brandon said the first print ad is now running in Growler magazine, which is on the front page of their Outdoor Guide.
    - i. Brandon added that even though print ads maybe do not fully drive new memberships, it signals to members that "their" organization is important enough for print ads.
    - ii. CJ asked what the distribution is, Brandon said 65k issues.
  - b. Continuing to help support events and membership.
  - c. MORC Marketing Slogan: "Makin Money, Changin Lives, Yo"
- 6. Technology
  - a. Graydon asked if the computer is broken, Aron said it is not.
  - b. John asked if anything on the website changed to link to the forums. Aron said we removed the link to the forums from the "hamburger" menu when we redid the website a year ago. Brandon said it's been the only request to add to the menu in the year, so maybe not a good idea to implement.
- 7. Events and Volunteering
  - a. East Lake Brewing Happy Hour on 6/14
  - b. Matt said Welch Village opens this Saturday. Since they contributed to us last year as a partner, we are advertising their event due our partnership obligations.
  - c. Ryan asked if we could charge for a one-time post. Brandon said yes BUT no one would pay for it, since we don't have the number of viewers that would make it worthwhile.

#### **Other Business (as submitted)**

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**Meeting Adjourned @08:28pm**