

**MORC Board of Directors Meeting – Agenda  
Meeting Minutes (Preliminary)  
07/10/2018, 6:30 – 8:30pm  
Phone Conference**



Meeting Attendees:

Directors: Matt Andrews, Graydon Betts, Mark Borman, Aron Braggans, Gunnar Carlson, Anne Clark, Chris Grieger, John Kelly, Ryan Lieske, CJ Lindor, Sam Pond, Sheila Roering

Excused Absent BoD Members: Jason Schmidt, Andy Thieman

Unexcused Absent BoD Members: Brandon Gallagher-Watson

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

**5 mins**

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**Consent Agenda (VOTE)**

**10 mins**

1. Approve June 2018 ED Report. *Approved*
2. Approve June 2018 BoD Meeting Minutes. *Approved*
3. Approve June 2018 Financials report. *Approved*

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**Executive Director Briefing (Matt Andrews)**

**30 mins**

1. MORCtoberfest ticket sales
  - a. Ticket sales are the most important income channel since we can't predict the auction sales.
  - b. John K. asked about history of ticket sale times. Matt replied that typically sales happen closer to the event date than what he'd like to see, so we should do more promotion to remind the community.
2. Membership
  - a. Current membership of new and renew is 434 and income over \$20k. Matt said according to Graydon B's estimates, we're about half way to meeting our internal milestone of exceeding the maximum membership income from when we were part of IMBA.
  - b. Mark B asked if the 434 indicated earlier is total membership, and Matt said that no, that is new and renews that have expired. John K added that we have 629 total members, which includes those in the grace period of expiration; excluding those we have 603 total members.
3. *Dig 'em All Challenge*
  - a. There are 20 participants so far, less than what he'd like, though Matt knew this event wouldn't draw the same number of people as with the Ride 'em All.
  - b. He will discuss some additional promotion with the Marketing Committee since there are almost two months left.
  - c. Matt has communicated extensively with the dirt bosses to stress their support in promoting this event

and is a little disappointed they haven't, even on their own trail's Facebook pages, etc.

- d. Mark B suggested, in the future, that perhaps it should be a *Dig it All Challenge* for frequent fliers of the crews. Anne C replied that, while that is possible, we discussed that at the Trail Steward and Dirt Boss annual meeting earlier this year, and the consensus was that they all wanted the cross pollination between trails.
  - e. John K suggested a rotating bonus-point system to incentivize work on the trails, such as for one week everyone that works at one certain trail could earn extra points; most agreed this should be considered.
4. Q2 Priorities Progress Report
- a. Priority 1: Improved signage on trails, wayfinding, education, and branding
    - i. Numerous ideas were discussed at the Trail Steward and Dirt Boss meeting on improve this, so need to look into implementation.
  - b. Priority 2: Rider education for spring/fall (re: wet trails)
    - i. Gunnar C suggested the organization could produce some very short videos on various topics. Matt replied that he likes the idea, and it's certainly a possibility, but that would be more involved. Since these topics have been posted numerous times on Facebook, etc, yet not being received entirely by the community, this might be a good option.
    - ii. **[ACTION ITEM]** John K and CJ L indicated they are officially volunteering for this.
  - c. Priority 3: Grow equity in the MTB women, trans, femme community
    - i. Matt would like to work more on this topic since he cares about these issues and MORC is a trails advocacy organization.
    - ii. Frontlines MTB Podcast recently had an episode on improving inclusion that he found very interesting.
    - iii. He said he can definitely do some more work on this issue because he cares about these issues. Matt said we could definitely look at expanding to LGBTQ and racial promotion. Gunnar said in the podcast, they asked why aren't we seeing more marginalized groups? Is it an issue of promotion? Is it an issue of not feeling comfortable?
5. Trails Fest
- a. Sunday Aug 19 at Utepils. They will secure a couple food trucks and give us \$1/beer.
  - b. Would like to eventually see this growing into a vendor expo event, where we could sell space.
  - c. Matt is working on trying to get bike manufacturer out for demos, but it's hard because of a large expo some place out west.
  - d. Mark said this could be a great idea to promote the MORCtoberfest – maybe offer a discount on tickets. Matt said that is a great idea.
  - e. Chris G said his friends run a group ride out of Utepils every Sunday, so he's happy to help with organizing the group rides for this.

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

**10 mins**

1. Hollywood Racks partnership.
  - a. Sam said he needs some help from Marketing group. They need a high-res logo – he will follow up with Brandon GW about that.
  - b. They are offering 20% off to MORC members. Graydon B said, in the past, there used to be programs to provide discounts to MORC members similar to how Hollywood Racks is offering. Matt A said the programs are awful to manage but they do incentivize some people to become members.

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

**60 mins**

1. Finance and Fundraising
  - a. Finance
    - i. Graydon B posted the June financial report. June will look a little skewed because we received the \$10k grant from REI. We're just under break-even and doing pretty well for the year so far,

though there will be some larger disbursements for August and September. A few trails not using what we've budgeted for them but that's to be expected. May was fantastic for memberships, but now tapering off a bit from them.

- ii. Graydon B filed the 990 form and returned from the State because one signature was missing, which has been remediated and send off today (7/10). He also filed the Charities Report today (7/10), and filed the Q2 Payroll Returns.

b. Fundraising

- i. Mark B is drafting content for the website that will help educate the public about various donation options to MORC such as employer donations, stock donations, etc. Other charitable organizations accept similar.
- ii. There was some debate on Basecamp about utilizing the car donation services. Mark B asked if he needs to redistribute the draft or it's ok to go. Graydon B's experience at his job is that car donations are rare. Anne C said he should send an email to Brandon GW and Aron B to post on the site when he's ready. Mark B said since there is a contract that requires signing in order to enroll in the car donation service, he will delete the mention about accepting car donations and re-post to Basecamp.

2. Membership

- a. Reviewed this at the beginning of the meeting with the Executive Director report section.
- b. No other updates.

3. Trails

- a. Already discussed *Dig em' All* in Exec Director report section.
- b. Graydon B said everything is mostly status quo at the trails.
- c. Bertram
  - i. The budget for the galvanized steel bridge ended up being too high, so he and Michael Loch are visiting a cheaper alternative.
  - ii. The triathlon in 2 weeks
- d. Lake Rebecca
  - i. Big Woods race this weekend.
- e. Gunnar C asked if we've ever setup a table at trail races.
  - i. Graydon B said MORC is allowed a table at the Bertram race. In the past, MORC hasn't had one due to a lack of volunteers to run it. Graydon B isn't sure about the Big Woods race at Lake Rebecca but it would likely be allowed if we asked.
  - ii. John K said he feels that sometimes some of these race organizations ask a lot from MORC to prepare the trail for the race and would like us to explore a more balanced agreement with the race organization(s). Matt A said he has tried to engage the lead organizer of the Three Rivers races in the past but they do not response to him. Gunnar C feels we MORC needs an agreement with the race organizers that would require a donation for extra MORC engagement. John K would like to see additional controls in-place to secure protection for the organization and its volunteers. Graydon B added that the organizers always approach the land managers first to sell their race, only afterward are the trail stewards are approached, then MORC leadership is always last to hear about it. Further discussion will be held offline on Basecamp and committee meetings.
- f. Sheila has nothing additional to report.

4. Executive and Governance

- a. Nothing to report.
- b. Anne C said we're receiving a number of reports that people are not receiving their membership packets. Gunnar C and Matt A said there are both email notifications sent out upon signup as well as a notice on the website to inform the new member it will take 4-6 weeks to delivery. Matt A said there have been 13 packet status inquiries. Gunnar will start sending them every 2 weeks.

- c. Mark B sent out a draft of the director self-assessment and is looking for feedback. John K has started reviewing both and supplied some feedback to Mark B.
- 5. Marketing and Communications
  - a. Nothing to report.
- 6. Technology
  - a. Nothing to report.
- 7. Events and Volunteering
  - a. Nothing to report.
  - b. Anne C said a MORCtoberfest committee meeting tomorrow at 5:30 at the NE Fulton Brewery.
  - c. *Tour de Tonka* on Aug 4<sup>th</sup>, posted on Basecamp calendar.
  - d. CJ L was at Battle Creek last night and found out they're having a group ride next Monday at 5:30pm, which he'll be going to and invited any other BoD members to ride.
  - e. CJ L was interviewed by WCCO about MN Bike Alliance and will air tonight at 10:30pm.

**Other Business (as submitted)**

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**Meeting Adjourned @08:08pm**