

**MORC Board of Directors Meeting – Agenda  
Meeting Minutes (Preliminary)  
08/14/2018, 6:30 – 8:30pm  
Midwest Mountaineering – Upstairs by Thrifty Outfitters  
309 Cedar Ave S, Minneapolis, MN 55454**



Meeting Attendees:

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

Excused Absent BoD Members: Graydon “Numbers” Betts

Unexcused Absent BoD Members:

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

**5 mins**

*Nothing to report*

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**Consent Agenda (VOTE)**

**10 mins**

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

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**Executive Director Briefing (Matt Andrews)**

**30 mins**

1. Review 2018 Director’s Agreement

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

**10 mins**

2. MORC Director’s Retreat.
  - a. Anne C. discussed the idea for having the retreat. Sam P. asked about a general itinerary and how much would include team-building exercises. Gunnar C. said he is whom originally suggested this as he’s had success in the past with a Chamber of Commerce board.
  - b. Matt A. asked how many are interested, and most directors raised their hand. Anne C. said we should do a Doodle poll to find a time.
3. Gala Updates
  - a. The Liquor License Limbo
    - i. Anne C. found out that since the U of MN is older than both the State of MN and Minneapolis, they have their own liquor permit policy, which requires us to submit a request to the UMN Risk Management. We will need an alternate location if the deny it since we need to be able to serve beer for many reasons.
  - b. An Alternate Area
    - i. Chris G. asked when Anne expects to have a decision from the U of MN. Anne C responded that she’s submitted the request and they are not being responsive.

- ii. Andy T. supplied paperwork on his research into an alternate location. For our requirement of 260 people, we will need a 30ft x 60ft tent, which could be placed at the NE Minneapolis Fulton brewing facility. This would just be for the tent plus tent walls, it does not specifically include tables or lights. The tent company does not work weekends, so they would setup on Friday and remove Monday because they do not work on weekends. Andy floated the idea that since we only need the tent on Saturday, we could allow Fulton to use the tent after setup on Friday and Sunday.
  - iii. Gunnar C asked about the cost differences between the U of MN space and Fulton, Anne said Fulton is approximately double. Anne C said she's inquiring about bartender fees since we will need one no matter which location we use. Matt A has a friend who's a licensed bartender and is willing to work the event. Andy T. said Fulton is very willing to let us hold our event at their location. Anne's deadline for the UMN location is this Friday 8/17 and they require a 30 day notice to cancel.
  - iv. Matt A said that we will need a PA system and tables if we use Fulton instead.
  - v. Gunnar C said while Fulton will cost more, he believes attendees would have a much better experience, though it depends on if the extra cost is worth it. He also added that in addition to PA system, because of where it's at, we will also require two turntables and one microphone.
  - vi. John K. asked if we should we find tables/linens that are more theme-appropriate if we move the event to Fulton. Anne C. said whatever we can provision would be fine.
  - vii. The board decided that we should have more sitting tables than standing tables. Andy T. said if we are going to mix stand and sit, we probably need a larger 30ft x 75ft.
  - viii. Anne ended the discussion stating that there will be a decision by end of day Friday on location - either UMN or Fulton.
- 4. Lebanon Hills Incident
    - a. Waiting to hear about more information.
  - 5. Card for BGW
    - a. John K donated but had the nerve to ask for change.

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

**60 mins**

- 1. Membership
  - a. (Anne C) Mid-May membership website issues & corrections.
    - i. An investigation determined the incident occurred between May 9 – 14 and effected approximately 30 members. The issue has been fixed. Gunnar C will be shipping out membership packets for those members. Looking at all subscriptions for this year, it amounted to an error rate less than 10%.
    - ii. Gunnar C has not received any mail returns from the USPS, so we can't be certain if there have been any undeliverables that have not been returned to us (e.g. thrown away instead) or if they were all indeed all sent successfully. Gunnar C is working with the manager of his local USPS office to identify true outcomes.
    - iii. Aron B. said the issue wasn't due to bugs or errors with the database and that credit card transactions were fully processed.
    - iv. Anne C. brought up the fact that since we use a fairly non-descript envelope, that she could see some people ignoring it and not realizing their membership packet is inside. She is wondering if posting a picture on the website for reference. Gunnar C said when he places a sticker at an angle on his pharmacy's rewards packet, that indicates the contents. Anne C. said she likes that idea. Gunnar C followed up he also likes Anne's idea of adding a photo to the website.
  - b. Year to date Membership: 652 total, 295 brand new members (i.e. never ever ever been a member)
- 2. Trails
  - a. Sheila R. said there was no Trails Committee meeting in August.
  - b. Perm florescent spray paint on the trail from an event at

- c. Shirts are needed for Battle Creek
- 3. Executive and Governance
  - a. Mark B. said the Director Evaluation form is now complete and ready to send out. It's built on Google Forms and shouldn't take more than 5 min to complete. He will send out on 11/1.
- 4. Marketing and Communications
  - a. BGW recently checked Teespring and found nearly 100 shirt orders for so far this year.
  - b. The Marketing Team met a fortnight ago at Steel Toe Brewery to discuss priorities for rest of the year. They discussed social-media posts for MORCtoberfest, promoting group rides, and a fall membership push.
  - c. Gunnar C is starting to run low on membership packets.
  - d. Matt A created a "Bike Rack Ideas" To-Do section posted on Basecamp.
- 5. Technology
  - a. Nothing to report.
  - b. The Official MORC Distribution Lists ® appear on the Contacts spreadsheet.
- 6. Events and Volunteering
  - a. 8/19 - TrailsFest. BGW did a boosted FB post to advertise it. Matt said we'll have some swag to give out. It'll be similar in feel to a normal MORC happy hour but with a group ride.
  - b. 8/25 – Cottage Grove Bike Park is hosting a bike race with categories for age brackets.
  - c. 8/29 - Cross Country Eliminator event on their cross-country trail.
  - d. We did gain 19 new members from the (canceled) *Tour de Tonka*. Chris G. will do the data entry of the paper forms.
  - e. Matt A went to Welch Village to ride. They are hosting an event called *Bikes Bands and Brews* on 9/15. We will promote it for them since they are a partner.
- 7. Finance and Fundraising
  - a. Matt A's favorite section is the P&L Section (thanks Graydon). We need \$30k to meet our goals, of which, ideally, \$20k comes from MORCtoberfest and \$10k from sponsorships and events.
  - b. Multiple directors discussed some kind of discount for a happy meal consisting of MORCtoberfest ticket(s) and membership. Aron B. said he'd like to see something where when people sign up for membership they have an option of adding a MORCtoberfest ticket.

**Other Business (as submitted)**

**? mins**

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**Meeting Adjourned @08:21pm**