

MORC Board of Directors Meeting – Agenda
Meeting Agenda
10/09/2018, 6:30 – 8:30pm
Midwest Mountaineering – Downstairs
309 Cedar Ave S, Minneapolis, MN 55454
Phone Conference (Phone Number TBD)



Meeting Attendees:

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

Excused Absent BoD Members: Brandon Gallagher-Watson, Andy Thieman

Unexcused Absent BoD Members:

Community Members: Shawn S.

Welcome & Call to Order (Anne Clark)

5 mins

1. *Nothing added*

Consent Agenda (VOTE)

10 mins

1. Approve September 2018 ED Report. *Approved*
2. Approve September 2018 Financial Report. *Approved*
3. Approve September 2018 BoD Meeting Minutes. *Approved*

Executive Director Briefing (Matt Andrews)

30 mins

1. Review 2018 Q3 Accomplishments Report.
 - a. Chris G. would like to see this communicated in the newsletter and Mark B. added it should be communicated during membership drives too. Chris G. volunteered himself for the newsletter.
2. Review 2018 Q3 Priorities Progress Report
 - a. Matt A. said we're on track to meeting all of our goals, especially with the time remaining in the year. Will finalize and post this week.

MORC Business (Anne Clark, Sam Pond)

10 mins

1. Anne C. will be posting a Doodle poll to use for scheduling the 2019 planning meeting in December 2018. She also indicated that, unlike previous years, we will have a December board meeting mostly to discuss winter riding issues.
2. Chris G. would like to have more discussion of budget for winter riding needs. Graydon B. added we do have a

portion of the budget allocated for unplanned grooming equipment needs that come up during the year.

3. Matt A. proposed we should alter the Director Retreat to be more of a “staycation”.

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

60 mins

1. Membership
 - a. Fall Membership Drive
 - i. John K. added a “kick off” Facebook post on MORC’s page advertising our goal of 250 additional members, and includes a \$5 off coupon. Matt A. said members goal of 250 members would push our membership total above when we were an IMBA chapter.
 - ii. John K. asked Matt A. about changing the end date of the drive, and Matt A said we should keep the dates as planned.
 - b. John K. sent Gunnar C. a list of the recent new members. Chris G. asked if we could have the members signed up from the Minnetonka meeting notified the packets are coming, since it’s delayed. Anne C. said Gunnar C. sent her a message saying he’s already communicated with them.
 - c. Member packet stuffing
 - i. John K. said we need to organize another member packet stuffing party. Matt A. said BGW has the new stickers. While it doesn’t need to be before MORCtoberfest or the retreat.
2. Trails
 - a. Dig-em-All Challenge
 - i. Matt A. will be follow-up with the participants.
 - ii. Only had 22 participants, so definite room for improvement. No one made it into the second tier of involvement, so we will be combing Tier 1 and 2 into one, and distributing equally.
 - iii. There will be an event for this on Nov 22nd.
 - iv. John K. asked if we should extend the prize package to anyone that has volunteered at all for MORC this year, but both Matt A. and Anne C. said it’s not necessary because we already have the volunteer appreciation party to thank them.
 - b. Master Plans- presentation for MPRB, St Paul, and National Park Service
 - i. Matt A. said there are a lot of master plans currently in development: MPRB (Minneapolis Parks and Recreation Board) has 5-7 right now, and St Paul has at least one.
 - ii. Shawn S. (community member), who is not part of MOCA, has been working with the MPRB on including mountain biking for the bike parks with MPRB. He will be the chair of the Mississippi River Gorge project too. He will be working with the architects and Jay Thompson on trail design and working with Devin on the other MPRB projects.
 - iii. Shawn has met with the St Paul board about their master plan at Crosby which is on NPS land and managed by the City of St Paul.
 - iv. Anne C. said there seems to be a lot of disconnect between the master plans and the cities.
 - v. Shawn has sent an email to the sub-committee consisting of Matt A, Gunnar C. and Sam P. about developing a “marketing pitch” that would inform the city park boards about who MORC is and what the organization can offer.
 - c. MTB State Summit: poster and presentation
 - i. Matt A., Mark B. and Gunnar C are traveling together to this event, and Matt A. is presenting.
 - d. John K. asked where the Minnetonka trail falls and about any possible financial implications, to which Graydon B. and Anne C. added that MORC has no financial liabilities.
 - e. MNHSCL (Minnesota High School League) proposal
 - i. Anne C., Gunnar C. met with Reid Schmidt of Carver/Woodbury.
 - ii. Anne C. said while we like to that people are using the trails, significant issues have come up recently regarding trail work when the whole team is riding at once. Gunnar C. is working to work with Reid S. to figure out a solution to help the land managers engage with the high school teams.
 - iii. Matt A. said we are trying to come up with a “MORC solution” to present to land managers so we can

avoid each land manager developing their own solution independently. One of the issues we're trying to solve is that nearly every other sport pays to use third-party facilities except mountain biking. We have no idea how many of these kids or their family are even MORC members. These high school racing teams add many riders to the trail all at once, and they are quite fast compared to a lot of other riders. As an example, Carver trail crew did manual counting one night and had approximately 26 high school riders per mile.

- iv. There have been many complaints from local community members as well as trail crews about all of the riders.
- v. MNHSCL indicates they have about 1300 members.

f. Winter Grooming

- i. Graydon B. said MORC hasn't developed any set methods of grooming yet, and each trail that's open does their own thing. MORC will have track-sleds for some of the trails this year, but would like to see the land managers purchase and maintain their own track-sleds, instead of MORC. The only disadvantage is the equipment would need to stay at the trail, though this is a minor issue.
- ii. Anne C. said one problem with MORC owning equipment is that the past few years have been fairly volatile. Graydon B. is looking into incorporating grooming machinery purchase into the 2019 budget. If we go this route, we will try it at Lake Rebecca first.
- iii. John K. said we should have all of the requirements listed before we come up with any solution. Anne C. followed up that Graydon already has this completed on a spreadsheet but further discussion on this topic should be taken offline.

g. Minnetonka

- i. Graydon B. wrote a \$1000 check to James Seward to pay for the website, communications, and all of the advocacy work for the Minnetonka advocacy efforts. Matt A. said MORC is responsible for this because we are acting as the Fiduciary for this project, which does not mean that MORC has specifically paid for it with membership dues, etc though we have collected donations on behalf of the advocacy efforts. The owner of Erik's Bike has offered to cover the rest of the \$1000 we have not collected on.
- ii. Shawn S, the community member, said MORC acting as the Fiduciary is very common procedure in a lot of park board activities. He also added that advocacy groups also need to plan out some type of exit strategy; MOCA is an example of this, as it exists because MPRB required a Minneapolis group to sign the agreement.
- iii. Anne C. said going into the future, the Executive Committee will come up with some type of standard agreement to present to other advocacy groups.

h. Battle Creek

- i. Matt A. said Scott Thayer's is managing this trail very well and the volunteers also like working with him.

3. Executive and Governance

a. Review of director's agreement.

- i. Anne C. said she doesn't think every director has actually signed it, so everyone should review and sign. She added everyone should consider if they have time to serve, and it's not a bad thing to step away if they aren't able.

b. Review of terms served for current BoD.

- i. No one's terms are up yet.

c. Mark said the director survey will be sent out on 11/1.

4. Marketing and Communications

a. *nothing*

5. Technology

- a. Aron said we have two domains coming up for renewal, and asked if we need to keep them: mnrustyride.com and morcmtb.info. He will discuss further on Basecamp.

- b. Graydon B. asked about the status of the new Trails Conditions App. Aron B. said he hasn't had time to work on it lately.
- 6. Events and Volunteering
 - a. MORCtoberfest updates
 - i. Anne C. said there may be another committee meeting before the event.
 - b. Volunteer Appreciation and awards
 - i. Matt A. said this is happening. Currently proposal is at QBP on Sat 11/10 around 12-3ish. Matt A. will communicate this to the trail crews and QBP.
- 7. Finance and Fundraising
 - a. Annual Appeal Letter / End-of-Year Giving
 - i. Matt A. said we have a lot of "asks" out to the community for funds. 10/1 – 11/15 for membership drive. He said as soon as MORCtoberfest is done, he will start doing targeted letters to those who have donated \$100 or more as well as certain business partners to ask for additional donations.
 - ii. Anne C. asked if Graydon B. knows the approximate percentage of revenue between October and December. He doesn't have an exact number but 20% would be a fairly safe.
 - iii. Matt A. said he's posted a budgeting idea out about soliciting for donations to have contractors come out to do maintenance on a rotating schedule. For instance, Carver and Leb could have contractors one year, then contractors go to a couple other trails the following year, etc.
 - iv. Matt A. said we need to budget for advocacy and education if we want more support for this in the future.
 - b. Graydon B. said he's posted the financial report. Anne C. asked what Graydon what our color status is, and he said "yellow, pushing toward green"; especially if the membership drive pans out.
 - c. Ryan L. said one reason we aren't further into the yellow is that most trails didn't spend any of their budget this year. Graydon B. said he completely agrees. Mark B. asked if the Fall Membership Drive would make up for that, and Graydon B. said "probably".

Other Business (as submitted)

0 mins

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- 1. *Nothing added*

Meeting Adjourned @08:25pm