

**MORC Board of Directors Meeting – Agenda
Meeting Minutes (Preliminary)
09/11/2018, 6:30 – 8:30pm
Phone Conference**



Meeting Attendees:

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

Excused Absent BoD Members: CJ Lindor

Unexcused Absent BoD Members:

Welcome & Call to Order (Anne Clark)

5 mins

Nothing

Consent Agenda (VOTE)

10 mins

1. Approve August 2018 ED Report. *Approved.*
2. Approve August 2018 BoD Meeting Minutes. *Approved.*
3. Approve August 2018 Financials Report. *Approved.*
 - a. Anne brought up the donations being low based on the report. Graydon said they factored last year's larger-than-normal donations into not expecting it for this year.

Executive Director Briefing (Matt Andrews)

30 mins

1. Quarter 3 ending in a few weeks, and Q4 will be busy with the Gala, other events, and a second membership drive.
2. Has been reading up on non-profit management and fundraising solicitations. He was some ideas for the upcoming drive based on that.
3. Executive Committee will be going ahead with the director evaluations.
4. Half of his focus now is on the gala and partnerships.

MORC Business (Anne Clark, Sam Pond)

10 mins

1. Anne said we are still waiting to hear official communication on the Lebanon Hills incident from last month.
2. Sam has nothing additional to report.

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

60 mins

1. Trails

- a. Trail Education Program
 - i. Graydon B. said the Trail Education Program is the top priority for the committee. They made a lot of progress this summer by utilizing a volunteer licensed teacher to help write the curriculum and is approximately 85% complete. Current document is available on Basecamp for anyone on the board to see.
 - ii. Jason S. will be available to help mid-October. Ryan L. said he isn't worried if we don't have it finished in time to hold a class this year because his opinion is a spring class is a better time to hold a class than during the fall.
 - iii. Aron B. asked about the possibility of publishing a minimal document used instead of waiting for a completely polished document, since there might be some changes that need to happen. Ryan L. said he would prefer to see it finished instead due to incomplete training.
- b. Trail development
 - i. Graydon B. said the REI grant was given with the understanding it would be used, in 2018, specifically for development. Approximately 60% of the grant remains unused so far. Matt A. re-reviewed the grant and it indicates MORC has until 2/28/2019 to use the funds.
 - ii. John K. asked if the grant would allow us to use it for signage. Graydon B. said it would, indeed, allow for that. One Bertram volunteer is working on developing nice custom wood signs to replace what is there.
 - iii. Ryan L. said that perhaps we should explore buying materials now while we can, and worry about the specific features in 2019.
- c. Snow Grooming
 - i. Ryan L. said Lebanon Hills had a fundraiser last year and purchased an ATV motorcycle, but would now like to sell it for a "snow dog". He would like to see a track-sled used this year for a trail as it seems to be the best option for grooming for the future, and would like a decision from the board by the end of September.
 - ii. Marc B. said Murphy is looking for other options for this year and thinks Ryan L's idea of sharing any equipment would be great.
- d. Minnetonka
 - i. Matt A. updated the board on the current actions by the opposition to the trail. They asked for an additional environmental impact assessment, but the city denied the request, giving the opposition 30 days to appeal. Matt A. says in contact regularly with Ben Marks.
- e. Lake Rebecca event
 - i. Largest event at any MORC trail. People told Graydon B. it had "all the Betts' people".
2. Executive and Governance
 - a. No updates.
3. Marketing and Communications
 - a. No updates.
4. Technology
 - a. Aron B. has been helping Matt A. move files from a non-MORC owned file store to our MORC Google Team Drive.
 - b. Membership Emails
 - i. John K. asked Aron B. about the emails for expired or expiring members and if those emails are being sent because a couple members have indicated they haven't received the emails yet.
 - ii. Matt A. said there was an issue around this last year and we had to do a semi-manual process of pulling the expired/expiring members from the DB, then sending emails from that.
5. Events and Volunteering
 - a. Gala
 - i. Anne C. said the committee is confirming things with Fulton, and she has visited the site.
 - ii. Will need bring the MORC trailer to the site to store our things since the building isn't occupied as it's

a business building not a tap room.

- iii. Matt A. has filed for the permits with the city and has worked through a couple small issues the city brought up.
 - iv. Mark B. asked about the requirement for off-duty police officers for security, and Matt A. said we have those hired. He has also secured an experienced bartender who is working for free.
 - v. Matt A. said Sociable will be donating a couple cases to us.
 - vi. Mark B. asked about ticket sales. Matt A said there have been about 20 tickets sold.
 - b. Matt A. said Sociable Cider Werks will host the Dig em' All party for us and will donate \$2/beer to MORC. Party will be on Wed 10/4. Last year they organized volunteers to do raking at Theo and would like to do this again this year.
 - c. This weekend there's an event going on at Welch Village which Matt A. and Sheila R. will be attending.
 - d. MORC Appreciation Event for Bertram this weekend.
 - e. Trail-run event at Salem Hills this weekend. In the past, they have used a permanent orange spray-paint to mark the trail. Matt A. has been in communication with the city to get them to use chalk or something else less permanent.
 - f. Lebanon Hillsevent this weekend with bike demos from Angry Catfish.
 - g. Friday October 5th is Matt A's deadline for getting the partnerships and auction items for the Gala.
 - h. Mark B. said there was a race 9/10 at Murphy and asked if we've received any of the money from that yet. Matt A. said nothing yet.
 - i. Matt A. said he's always looking for event volunteers.
6. Finance and Fundraising
- a. August 2018 Financials Report
 - i. Graydon B. indicated that most of the changes in financials are due to planned drawing-down of cash.
 - ii. He also reminded the board that we need to prioritize approved trails-oriented expenses, but added that everyone in Membership and Marketing committees have done a great job at keeping administrative expenses to a minimum.
 - iii. Anne C. asked Graydon B. what his approximate financial outlook is based on his previous budget forecast and any potential issues he sees. Graydon B. said we're right on track.
 - b. Gunnar C. asked about a per-member donation forecast. Graydon B. said he tends to view donations, budget-wise, as all in one lump sum and not on a per-member basis. Gunnar C. in his experience on other boards, he's seen an approximate donation rate (i.e. for x members, y% will donate) so is wondering if we might have the same forecast model. Graydon B. said he wouldn't try to estimate that, for MORC, as it would be very uncertain from year to year.
7. Membership
- a. Mark B. asked when the Fall Membership Drive would start. Matt A. said his plan is for the beginning of October.
 - b. Matt A. and Gunnar C. said we need to do another membership packet stuffing soon. Gunnar C. said there are between 50-100 packets prepared and the latest group of new members have had their packets mailed and so we are all caught up.
 - c. Gunnar C. has asked a few people about their thoughts on the swag offerings in our packet, and they indicated they are very happy with what we provide.
 - d. Anne C. asked how many packets were stuffed initially. Gunnar C. said somewhere around 500.
 - e. Mark B. said perhaps with the new packets, he'd like to see a MORCtoberfest flyer added. Matt A. said that's a great idea for next year, but too late for this year.
 - f. Mark B. would also like to see some kind of mailing after a month or two to thank members. Gunnar C. said it would be nice to have an automated feature such as an email sent out.
 - g. John K. asked about the paper membership forms from the recent Minnetonka event. Matt A. said Chris G. entered the forms into a spreadsheet and sent to Matt A. Aron B. will get the members added to Civ-e by end of the weekend. John K. asked Aron B. to email him the spreadsheet so he and Gunnar C. can work on

getting the packets sent out asap.

Other Business (as submitted)

? mins

Meeting Adjourned @08:02pm