

MORCA MINUTES for Monday, June 7, 2010 at 6:30 PM at English Ales in Marina.

Minutes submitted by Henrietta Stern, Secretary, on 6/8/2010.

Our website is: www.morcambt.org

Please read carefully-- See website and e-mail group for details on several of these items.

YOUR OFFICERS FOR 2010:

President: Gary Courtright (also IMBA liaison)

VP: Darius Rike

Secretary: Henrietta Stern (also ESCA liaison)

Treasurer: Bob MacLean

Webmaster: Jim Ryan

Toro Liaison: Ken Chrisman

CSUMB Liaison: Chris Villanueva

ATTENDANCE: 13 folks attended, including all officers except Treasurer (on vacation).

1. TREASURER'S REPORT/FINANCIAL AND BUSINESS STUFF – Gary reported that we have roughly \$2,500 in the bank. Anticipated expenses from last month and today include roughly \$1,300-1,400 for the jerseys we ordered (but people are buying them too); up to \$450 for materials for Pipeline trail at Toro Park, \$330 for 1,000 MORCA stickers and \$200 for banner flag (see Item 6 below). Also printed materials, food for TAKMBD (see below) and insurance (likely \$700 minimum or \$7 per member). We are up to 75 paid members!

So fund raising will be important as the year goes on. A revenue opportunity is the Twilight Ride at Laguna Seca, which we are hosting on October 20. And please pay your annual dues.

Recall in May we agreed that we need a formal budget, required by IMBA chapters, and that we will amend bylaws to address expenditures that are not already budgeted. IMBA has indicated we are on the short list for being invited to submit an application to be a Chapter-- hopefully they will release their paperwork soon.

2. ESCA/ FORT ORD "HAPPY TRAILS" UPDATE— Henri has sent quite a few e-mails about MORCA's Right of Entry (ROE) permit for Happy Trails, which we have been enjoying these past couple of weeks. See separate e-mail for map-- learn these trails as our flagging was removed. Henri summarized the May 26 Trail User's Group meeting, which is evolving into a group called "FORT Friends" ; FORT stands for "Fort Ord Recreation Trails." Henri will be sending out e-mails summarizing the FORT Friends meetings. The land managers are encouraging FORT Friends to serve as a

means to resolve user group conflicts rather than the government doing it. The proposed Horse Park will be an interesting first test. The County Redevelopment Agency wishes to meet with the temporary FORT Friends Steering Committee (Henri is on this) re trail access issues. In the near future, the FORT Friends will need to elect officers, create bylaws, etc. It plans to be a 501-c-3 organization, have a website etc.

3. TORO REPORT – Gary described various concerns about Pipeline Trail, and the need for long-term maintenance and sustainable construction plan. Temporary bridges will need to be replaced by more permanent structures approved by Parks with real drawings etc. Watch the e-mails from Ken re monthly Toro Trail Days, typically 4th Saturday of the month. A special meeting on Pipeline will be held Friday June 11 at 5 PM at Ranger station-- folks will then walk the Pipeline Trail to discuss improvements needed. See Ken's e-mail on this.

4. FORT ORD TRAILS -- Gary asked for volunteers for our 3rd Saturday work with BLM (and with BETA). This is June 19, and the focus will be Blair Witch trimming (though we are told some horse people semi-trimmed it last week). Likely some other trimming too. Gary must work, so Henri can be the contact person. We can bring some handouts on MORCA to advise the BETA folks who we are.

5. TAHOE TRIP-- This is August 14 weekend with likely rides and fun starting Thursday. Darius plans to go up Thursday eve; others might go up earlier. This will be camping, trail work, lots of riding and socializing with several clubs. We also secured passes to Northstar (thank you Devian!!) and to Kirkwood, which will be a nice prize or raffle or whatever between now and then.

6. HORSE PARK DEVELOPMENT PROPOSAL -- Thanks to all who wrote letters to County on this. Supervisor Parker has a Monday eve open house in Salinas (Cherry Bean coffeeshop) before Tuesday AM supervisor meeting; we should go! Also we need a formal visit from MORCA officers to Sup Dave Potter and Sup Jane Parker regarding MORCA, our vision, concerns etc. As noted above, County Redevelopment Agency has contacted FORT Friends about a potential meeting. They rudely cancelled the appointment they had with Gary without advising Gary. Thanks for your efforts, Gary.

Gary had a lengthy meeting with BLM's Eric Morgan re trail issues, especially horse damage and manure. Take pix to document damage and impact to other users. Regarding the Horse Park, there needs to be a specific entry point to BLM lands and the buffer areas must be respected.

The future will likely see some trail separation. Hopefully, horsefolk will like a new 8,000-acre section of BLM closer to Del Rey Oaks/Ryan Ranch that is more open ridgelines and sandy trails. This may be several years before it is available.

ANNUAL CALENDAR OF EVENTS -- We need to set aside dates for major events to reserve on our personal calendars months in advance-- not just weekly rides. These major events should be limited to 4-6 per year (or less until we grow more) and really be done well-- and will entail lots of effort by the membership, not just a few people. Better to do a few things well than too many things done poorly. Think about things we can successfully host and sponsor such as a ride, race, movie etc with the goal of fundraising, either for MORCA or for a designated recipient like a trail or piece of equipment. Think from the perspective of a sponsor who would want to know what the event is for, how many people will attend, how will they get visibility or positive community relations etc. Things will be easier when we are a 501-c-3 (tax deduction), but companies still have marketing budgets. Already on 2010 Calendar is Take-A-Kid-Mountain Biking Day on October 2 and Laguna Seca Track Twilight Ride on October 20.

7. SUMMER NIGHT RIDE and OTHER SPECIAL EVENTS-- Gary has spoken with land managers, and campout is not looking feasible, but a night ride from Creekside is. Or possibly from 8th and G. We agreed a simple potluck beforehand (hopefully with a tailgate BBQ), and some fun riding would be best. Maybe a raffle. This still needs to gel. Your creative ideas are encouraged.

Other Summer fun ride ideas include Demo Forest, camping weekend in the Marin-Sonoma area to enjoy Tamarancho and Annandale. And/or get up early and go to Boggs Demo Forest.

FALL EVENTS-- Saturday October 2 is National Take A Kid Mountain Biking Day (TAKMBD) at Toro Park-- Gary expressed desire to minimize onsite construction of stunts and maximize bike skills and rides for the kids. Karl suggested building some structures beforehand, but limiting the number and making it quality. We will need to work on advertising, outreach etc. We previously committed to Wednesday October 20 Twilight Ride at Laguna Seca-- we need some ideas for some sort of fun race, lights demo. Mike's BMW club will attend for fun. Entry is \$10, and MORCA gets \$2 per entry I think. Think raffle tickets and other ways to raise money. We also discussed the concept of a November relay race or time trail or other fun event to raise money for a charity like the Food Bank as we would be close to Thanksgiving. Recall Ken can potentially get some nice prizes, but it must be a quality event-- and avoid others' events.

8. MONTEREY COUNTY PARKS PASS RENEWAL -- The County Park pass is now \$75 per year. Jim will put up a link on the web on paying for this via Paypal or check-cash etc mailed directly to Gary. Write the checks to MORCA. Gary hopes at least 10 MORCA members will sign up by June 18 (or earlier) as a show of good faith to the County. Gary will go to the County Parks main office to show County Parks that mtnbikers support them and deserve support in return. County Parks include Toro, Laguna Seca, and hopefully opened trails in Jack's Peak next year, and other locations with your pass.

9. CLUB JERSEYS-- Are Here! Contact Gary to pick your up or to purchase one. They look great!

10. FOX FACTORY TOUR-- Must be 9-4 on a workday-- we agreed Friday would be best with maybe a ride afterward or a meal together etc. We hoped to pick some dates, but we did not. Send ideas to Gary and watch for e-mails.

11. OTHER AND IMPORTANT REMINDERS-- We agreed that Bob of BobCat bicycles should be a honorary member for his support. FYI-- He leads a beginner ride Sunday afternoon at 4 PM.

See future e-mail about fliers to take to your local bike shop who you patronize. The employees may not know who MORCA is. Ask them to provide a MORCA handout or business card to all mtnbikes that are sold.

Darius suggested selling food at CCCX or other similar races to raise funds. This might entail Health permits etc.

OLD BUSINESS OF INTEREST-- Ken emphasized need for standing committees to really get things done in a professional manner. Your officers will brainstorm a strategic plan overview and solicit names to be committee chairs for membership approval. Time to step up and put your talent to good work! Committee ideas include: Marketing (Ken appears to be a shoe-in), Planning/Event Calendar, Outreach/Membership, Trail work/Maintenance etc. Your ideas???

Along with a full-on marketing plan, a second key task is an annual budget, as noted above. A third key task is calendar of major events. A fourth is adopt-a-bike shop you patronize a lot to be their liaison to MORCA.

We need a Master Calendar to set aside dates for major events to reserve on our personal calendars. Better to do a few things well than too many things done poorly. What can we successfully host and sponsor such as a ride, race, movie etc with the goal of fundraising, either for MORCA or for a designated recipient like a trail or piece of equipment, or charity. Think from the perspective of a sponsor who would want to know what the event is for, how many people will attend, how will they get visibility or positive community relations etc. Things will be easier when we are a 501-c-3 (tax deduction), but companies still have marketing budgets. Already on 2010 Calendar is Take-A-Kid-Mountain Biking Day on October 2 and Laguna Seca Track Twilight Ride on October 20.

NEXT MEETING IS MONDAY, JULY 5, 2010 AT 6:30 PM AT ENGLISH ALES IN MARINA. Because this is a holiday for many, it is possible the meeting may be pushed back one week. Watch for e-mails. Who can or cannot come July 5?

Henri henri@mpwmd.dst.ca.us