

# Overland Board Retreat 2.21.2016

## Opening Comments

Attendees: Kenny, Jes, Katherine, Jon, Andy, Pete, Mick, Christy, James, Thuan

## Committees

### Communications Committee

Full integration with IMBA will be complete mid-June. The membership system will be an integration of the IMBA registration system into our website. Right now we're keeping the Constant Contact system until then. Membership goes into a spreadsheet and Pete/Katherine mail the membership card and season info and kick-off information. Separate "contact list" from "paid membership" for IMBA. People do not have to pay a second time for membership when that gets finalized in June: either membership will be honored for the 2016 season.

**Action Item** Club member benefits: need to figure out integrating our membership rewards partners with IMBA rewards. Also need to figure out co-branding.

Outstanding questions: emailing system.

Mark 3-4-5 does not have the previous brochure file, so we're starting over. Time-consuming process to create the graphic designs and updated information.

**Action Item:** Need to recruit for the Communications/membership committee. Need brochures and stickers for the kick-off.

Website update is coming along, and creating continuity among website graphics. Most of it will be fine for the kick-off, and can be a work in progress throughout this season adding items.

Promotional materials: drawstring bags for swag bags, branded, and useful for events like TAKMB day, the Festival, etc. **Action item:** Christy to submit mock-ups and cost estimate to board, Katherine to check how it compares with the budget.

**Kick-off meeting:** March 10, 6:30pm at the Agave Room above the Rio.

**Action Item:** Need an event page, date, location, expectations. Need promotion for it (~\$20 in boosting the post). Completed by Tuesday the 23<sup>rd</sup> at the latest.

Needs: list of resources for location options and map out committee meetings for next 6-12 months.

**Third Thursday each month. Action item:** Christy to put this on Club calendar.

**Action Item:** YouTube channel being set up by Kenny, will have it set up by Wednesday. Link/way to upload images and video ([media@overlandmtb.org](mailto:media@overlandmtb.org) maybe). Overland Facebook group to get more interaction than just a page. Announcements go to both, group is more conversational.

**Action Item:** Banner highlighting kick-off to Kristin Eagle to post to mtbtime for next two weeks.

**Action Item:** Press release highlighting 1. Kick-off, 2. IMBA membership, 3. New website. Needs to be sent out by next weekend. Kenny to check in with Stephanie. Send out release on March first. Check back to presidents letter to work from as well.

## Trails Committee

Trainings: putting together basic trails training with April Hidden Valley Trail Day. Putting together advanced trails training with either Michaud alt lines or Beaver Meadows.

Looking to rally smaller trails projects throughout the season, working with the county on this. Hermit Park is on the county's horizon for August sometime. Potentially have Young Gulch set for August as well. City Natural Areas: wants concentrated afternoon groups "a little as a time" for alt lines of intermediate and advanced ability. Reservoir Ridge pre-walk for routes to be walked in March. We are not obligated to do a trail day at Lory State Park this year due to the bike park project.

Advocacy group is talking about putting together a weekly trail work day, and perhaps our minor trails day can piggyback on those. Challenges: trail-specific MOU and waivers. Historically: Land Managers have had their waivers on-site, and perhaps the waiver can be good as signed once for the year and covers subsequent volunteer engagement from that individual. Would like to give alternative volunteer options as projects with other organizations to keep volunteers engaged.

Plans to have a table and sign-ups at the kick-off on the 10<sup>th</sup>. Will have slide-show of trail work. Mick would like to introduce the land management agency representatives.

**Action Item:** Schedule 3-4 main Saturday dates, and a handful of smaller weekday afternoon dates as well. Put them on the Club calendar.

**Action Item:** Needs to be able to manage volunteer registration. Has used Eventbrite and signup genius in the past, need to figure out what we're using for this year.

**GOAL:** Create a comprehensive map of trails in our area, not just by agency. Need a layered document with all the trails masterplans on one document. Also, need a print-out of it for meetings. Create a mountain-bike centric trails management and solution training (cost of ~\$4,000 for someone to create this curriculum, asking if Overland would invest up to \$2,000 into that effort).

## Patrol Committee

Awaiting good-host training dates, First Aid/CPR class dates, and updating process for welcoming in new members throughout the year. Patrol Picnic tentatively May 3<sup>rd</sup>. Planning a patrol get together the week after the kick-off, and an orientation meeting shortly thereafter. Continue debriefing after events making sure people follow the plan.

Outreach days: first is Maxwell. Work with trails committee to combine outreach with trail days.

Revisiting Patrol Team model to keep morale up and keep patrollers engaged. Mildly competitive, more goofy. Anticipating patrol membership with IMBA partnership. Forest Service really needs more patrols than what we've been able to give them currently.

Thinking of including the city paved trails in patrol coverage.

**Question:** are land managers wanting to know the mileage ridden (by segment)?

Patrol reporting forms: moving to individual submissions instead of the current format so that land managers can give feedback to the patrollers or follow-up as needed. There is no requirement to become an IMBA bike patroller even with becoming an IMBA chapter.

## Administrator Report Scope and Deliverables Update

Most of what was written into the deliverables has been complete. The only “lacking” category is corporate sponsorship, however we need a plan how those relationships will work.

Working on the scope of work going forward: divided into Fundraising, relationship management, and membership/volunteer development. Easier to note progress rather than 30-60-90 day specifics since the workload fluctuates as we move.

Continue to research how similar organizations are fundraising, and continue to seek out fundraising opportunities for Overland MTB Club, demo events, crowdfunding, etc...

Track volunteer activity and hours for securing grants. Coordinate outreach schedules.

**Action Item:** Board to read through both documents and provide feedback. Review at next Board Meeting and have a vote on next 120 day deliverables.

**Action Item:** Talk with IMBA about transitioning Administrator from contract to employee through IMBA sometime during the integration process.

## Map Out Current Season

### Calendar for the season

- Trail Talk with Greg Mazu March 3 at the Artery
- Kick-off March 10<sup>th</sup>
- Tail talk with Georgia Gould March 24 at Wolverine Public House
- Hidden Valley Trail Day April 9th
- Tooth or Consequence July 22-24
- Overland Fruita Trip (Fruita Fat Tire Fest) last week/end in April
- Patrol Picnic May 3
- McKee Classic May 22
- Gowdy Campout/Demo Day July 8-10
- Communications Committee Meetings 3<sup>rd</sup> Thursday each month
- Trails Committee is 2<sup>nd</sup> Monday each month
- Patrol Committee has not confirmed monthly meeting day
- Take a Kid Mountain Bike is June 11 (second weekend in June)
- Club meetings 1<sup>st</sup> Thursday of the month
- Laramie Enduro August 6
- Tour De Fat September 3
- Stone Temple 8 September 17
- Season Finale

- **To add: trail days and outreach days**
- **To discuss: 10<sup>th</sup> anniversary of Curt Gowdy State Park?**

### Kick-off Meeting

The Ibis: Silent auction with a starting bid of \$800 with \$50 increments benefiting Overland Mountain Bike Club patrol training resources supporting bicycle advocacy and safer trails.

**Action Item:** Ask Dana if we can have the bike and a poster with it on display at Peloton between now and the kick-off. Put the minimum bid on the Overland website, but not on the poster.

Mick to introduce the land management agency representatives.

### Implications of Becoming IMBA Chapter

Influx of membership: what does management of this look like? We should know numbers by May when IMBA compares their list with our list. Keep communicating our involvement needs for the season administering committees, lead group rides, and volunteer at trail maintenance and outreach events. Reinforce the “why are you here” concept of the club.

Let IMBA do the membership swag, and let our swag be give away items at events, and make a T-shirt to sell. For now, keep the way we’re doing it, and re-evaluate for next year. Kenny has an inventory of swag currently in Club possession.

Co-branding issues: to be determined over the next few months.

What we get from IMBA:

- Support on advocacy and local trails efforts and user legislation
- Tooth or Consequences promotion
- Fundraising and board training materials
- They are open to hear how we need help

### Meeting Venues

Keep the meetings rotating among venues and call them themed club socials?

- Snowbank wants us back
- McClellans Pub
- Wolverine Publick House
- Meeting at Bush Acres

### Social Rides Start Time and Location

First Social: March 16<sup>th</sup> at Spring Canyon Park at 5:15pm.

First Wednesday of the month is “somewhere else” trails (Bobcat, Soapstone, Lory State Park, Gowdy, etc...)

Compare to last year’s schedule for when to switch to Blue Sky and later times.

Things that worked: more division among groups to keep skill levels happy among the various levels. Plan where the social is at, and announce it at the ride. Weekend socials: great idea, well received, need to share them a little more. Put them on social media and calendar as they get planned.

**Action Item:** recruit an event coordinator to the communications committee (weekend social rides, venues for meetings, etc...)

**Action Item:** Bring a sign-up to host after-ride socials for the following month at each meeting.

### Mechanisms for Managing Non-trails or Patrol Events

Utilize Social media for delivering messages to the membership. Encourage point people for individual events.

**Action Item:** have an “Events” table at the kick-off to recruit people to take on one event. At least it would establish an interest list.

Trips for kids: we are organizing the rides, the co-op is providing the bikes, and they are keeping the build-a-bike option. We have asked Jeff what needs to happen and the specifics, but we’re waiting to hear back.

Software platform: what do we have built into the website as a sign-up form? Currently use Eventbrite and constant contact. We are looking to stop using constant contact. Default setting is to show others what you have signed up for, and individuals can unpick the radio button if they don’t wish to be seen.

### Trails Vision Plan – Advocacy Group

Document was created three years ago. Kenny and Mick are currently developing projects to match goals. Most is based on a survey that was completed based on user satisfaction for priorities. Using irrigation canals for connectivity access along the existing trail system. The trails committee is buying in, discussing bringing on the Advocacy committee once that group’s charter is drawn up. At this time, the highest priority is connectivity throughout the city, and connecting to trails on the west side of Horsetooth Reservoir on the north and south end. It would make the most sense to see the actions that are associated to each priority and goal, and keep board apprised to plans for endorsement and implementation so we can provide resources as appropriate.

**Goals:** Annual meeting with land management agencies and groups (a local trails summit?). Create a master map of agency master trail plans.

### Strategic Plan

Several of the one and three year goals have been accomplished, many are in the works, and some are still standing untouched.

Increase Wyoming presence: help with Laramie race series. Put information in the bike shops.

Internalize medical training: purchase materials so Thuan can teach the course. Bill and Tim are working on adopting National Ski Patrol training in place of Wilderness First Aid

By-Laws and Continuity issues: on hold for joining IMBA and the required by-law review.

Destination Trail: Kenny met with Estes Park regarding their trails master plan. Both Estes Park and Larimer County have the Estes Park to Carter Lake Connector trail on their master plan.

**Action Item:** revisit at a later date how we support club members who choose to race and may want to take overland tents and “pit support” items with them.

**Action Item:** Jon to let board know ways in which we can be involved with Wyoming MTB activities in Cheyenne. Email reporter to visit next meetings.

**Action Item:** Ask IMBA about creating a nationally recognized bike-focused Wilderness First Aid equivalent certification course.

**Action Item:** Ask Kory Swanson to talk with board about marketing plan and execution.

## Assessing Strategic Plan

We’re on target for fundraising expectations.

Crowdfunding: keeps coming up and there are on-going discussions how to utilize effectively. This is going to be a decision the board has to make.

**Action Item:** Pick one or two specific projects that we run a crowdfunding campaign for each year. Kenny and Andy to follow-up on this and work with Mick.

Perhaps the kick-off party should be our primary fundraising event. Approach businesses to sponsor the off-season events, or events throughout the season.

**Action Item:** Create fundraising packet before the end of 2016.

## Relationship Development

Business/Organization Membership: yes this is a good idea, and this will take some time to develop. This would go in-hand with sponsorship package. Ideas: invite businesses out for MTB afternoons with our Patrollers? Let them choose to be a festival sponsor or season club sponsor? Need to flesh out later in the season in time for next season.

**Action Item:** Kenny to create an outline of how this may look.

**Agenda Item:** Discuss \$2,000 request for developing a mountain bike centric trails management and solutions training course as requested by Trails Committee.

**Agenda Item for today Suggestion:** Asana project management software to coordinate tasks, sub-tasks, due-dates to certain people. Base Camp as a similar software.

**Agenda Item for today:** Revisit policies for additional resource compensation (specialized work with specific deliverables and deadlines).