

Board Minutes 2.3.2016

Opening Comments

Board/Admin Attendees: Jes, Katherine, Pete, Jon, Darrin, Andy, Kenny

Additional Attendees: Mick, James

Previous meeting minutes to be reviewed and approved at our next meeting in February.

January Meeting Minutes

1.20.2016 Board Meeting Minutes approved as-is. Still need to update previous January minutes.

Administrator Update

Advocacy group: next meeting 2.15.2016 presenting Trails Plan and looking for feedback. Also looking for signature trail project. Fort Collins Trail Runners are interested as well.

Land Agency outreach: Pete and Kenny attended Wyoming Public Lands Initiative Workshop. Study-areas get treated like Wilderness (they're not actual Wilderness, they're treated that way for the 30 years of study) and the state is bringing in user groups to formulate a public use plan for these areas. Setting the stage for how the process will move forward: policy discussions to follow (multi-year process).

REI has approached OMBC regarding granting grants to a mountain bike trail building organization in Northern Colorado. Kenny is working with them on details for applying. Groups must be invited to apply for these grants. We will know if we're invited within a week or two.

Bicycle Colorado Summit (Jes and Kenny) February 8&9 in Denver. Meeting with other advocate groups and meeting with State representatives on Tuesday morning.

Working on additional grants within the Northern Colorado community.

Treasurer's Report

We are on budget for the year. Talked with a new accountant Donald Dougherty: cost would be similar to previous years. He also provides a book-keeping and payroll service. Book-keeping is \$35/hour. Kenny suggested another contact who is volunteering book-keeping services as long as we complete taxes with them. **Action item:** Kenny to pass the name along to Katherine to set up meetings.

Katherine has been granted power to move forward with accountant on behalf of the board.

Swag update: Katherine placed order for socks, expected to be received no later than March 5th. Plenty of waterbottles in storage. Keeping **swag policy as-is: two items with membership for the year.**

Jerseys: we have a handful of extras in storage. We need to refresh the design. Also looking into T-shirts for the club as well.

Action Item: Please provide 10-99 forms for our independent contractor(s).

IMBA Chapter Discussion and Vote

No emails from club members one way or the other have come in. A few discussions have happened one on one with interested members to see the costs/benefits.

Expectations:

- Set-date for when we implement IMBA rate versus our previous rate
- \$35 individual membership (conjoined membership)
- Co-marketing for events
- Increase in membership: TBD “committed” membership participating
- IMBA experience with negotiation and discussion in advocacy
- IMBA experience in education of membership and community
- IMBA experience with grant identification, writing, and funding
- Co-branding: OMBC does provide membership info to IMBA marketing
- Manage membership renews, we will need to manage a parallel system for ourselves
- We provide IMBA our zip-codes for our “region” and we need to discuss this. Initial thoughts: Glendo, Gowdy/Cheyenne, North of highway 34, Timnath, Greeley, maybe Estes, Fort Collins and peripheral communities, Cameron Pass... We need a more specific definition from IMBA
- IMBA does represent many clubs within the region which can spread their attention, but unifies for mutual causes like Wilderness policy and mountain bikes. IMBA has 200+ chapters
- IMBA does have a rift with the Sustainable Trails Coalition

Vote: Unanimously pass to join IMBA as a chapter club.

Committee Updates

Communication Committee

New committee member: Sam, does graphic design. Still waiting on Mark 3-4-5 for the original brochure file (easier to modify than recreate).

Newsletter management: gathering the content is the difficult piece. Developing a mechanism to gather the content timely for writing the articles for newsletters. Suggested frequency: bi-weekly. Special editions in between as needed.

Looking at new branding look for website, newsletter, etc...

Discussing advertising options.

Patrol Committee

James is new Patrol Director. In the process of formal introductions with land managers. Discussing with patrol members positives and negatives of this last season to help shape this next year.

Trail Committee

Next **meeting 2.8.2016 (second Monday's of each month) at Home State Bank.** Updated city liaison aspect between city parks and natural areas. Establishing relationship with advocacy committee and providing valuable insight keeping the communication open. Larimer County has numerous projects they're looking forward to our volunteer support. Forest Service is kicking off Young Gulch rebuild for

the first mile of 4.5 mile trail stretch. April 21 for trail build skills clinic at YG. Lory State Park looking to get skill-park rebuilt. Fundraising is underway and hoping to break ground this summer. Working to have trail dates set for the calendar for the kick-off meeting.

Kick-off Meeting Update

Final date: March 10, 2016.

Waiting to hear back from New Belgium.

Katherine has inquired with the Rio and cost is a bit more than what we have seen in the past.

If the plan for the donated Ibis is a drawing, we need to have a plan and we need to start advertising. Run it as a door prize, enter your name and information and have a suggested donation.

40 In the Fort/MTB Festival Status Update

TOOTH OR CONSEQUENCES FESTIVAL. Approvals for the enduro and 40ITF location. Sign-up is open and people are registered. We have a beer sponsor. First hiccup: Front Range Ride Guides has a very similar logo. Lawyer has contacted us. **Action Item:** forward his contact information to Andy to discuss what he would like to see us do to resolve our issue. Nick Marcowitz.

Off-Season Events Update

Trail Talks at PUSH on 2.9.2016 limited to 20 participants.

Trail Talks with Greg Mazu scheduled for 3.1.2016 or 3.3.2016 at Wolverine Public House.

Website Review

Jeremy with Endo Creative. Moved to FC four years ago, joined OMBC. Started Endo Creative about five years ago. Runs the wordpress meetup here in Fort Collins.

Goal: create a foundation that we can grow and adjust adding functionality as needed. Intuitive to get where you want to go, join, etc... Making the website more visual to show people what we're doing, not just text. Option: feature MTBclub on strava?

Tracking and logging patrol rides is a separate function that will need to be custom separate.

Should be intuitive so many communications committee members are able to operate and update the sections of the site. Should be more community-friendly and community-run website.

Action item: will be encouraging members to contribute photos and videos, still need to determine the moderation process.

Action item: convert existing website content to put into the new format. Jeremy has not updated this and it is on the committees and board to complete this.

Bird walk: Eventbrite plug-ins? Free event management and registration.

Would like to see rider profiles in the members' only area where members can manage their own info sharing and input, individual log-ins and passwords. Perhaps find a plug-in that lets you log in with Facebook or Gmail. Definitely want to add value to members-only.

Need to pin down what we're doing for "join".

Need to hash out where committee minutes go, and what needs to be added to the footer.

It is mobile friendly!

Additional Items

Have we heard from the new non-profit liaison at New Belgium yet? **Action Item:** Kenny will be reaching out to him before the end of the week.

To do: finalize kick-off meeting and Ibis bike drawing. Finalize events calendar.

Suggestion: Board and Committee Chair Retreat. Darrin to set up doodle poll. There will be a specific agenda for the day. Tentatively pencil in for Sunday 2.21.2016, location TBD.

Jon: call for bike donations.

Next meeting:

February 17, 2016 at 6:30pm, location TBD.