

RVA MORE Board of Directors Meeting Minutes

Date and Time of Meeting: 03/19/2014, 6:00 p.m.
Location: Reedy Creek Nature Center
Members Present: Greg Rollins, Clark Jones, Bruce Swanson, Josh Eager, Blake Puhak, Lisa Lambrecht, Mike Taliaferro, Mark Lindsey
Guests Present: Michael Burton – JRPS Trails Manager
Purpose of Meeting: Regular board meeting - see attached agenda.

Greg called the meeting to order at 6 p.m.

NEW BOARD MEMBERS

Greg introduced and welcomed new board members, Mark Lindsey and Mike Taliaferro.

Mark described himself as a doer - someone who sees a need and takes action. He intends to jump in and facilitate projects and ideas past their initial conception stage so the club can continue moving in a forward trajectory.

Mike expressed that his intentions for becoming a board member were to increase transparency by assisting with media aspects of the club and to make connections/serve as a liaison between the board and the club members so the members feel more involved in what is going on behind the scenes.

BRUCE/FINANCIALS

Bruce reported that proceeds from Trailicious 2 netted approximately \$3,500. Our current balance in the bank is \$24,000.

MICHAEL/JRPS NEWS

Signage

Michael discussed the new educational based trail head signs that the park is planning on installing to replace the open/closed signs. This would eliminate the park staff having to flip signage according to the trail conditions. The new signage is undergoing some revisions to make it less wordy. Cost is estimated at \$500.

The skills park on Belle Island is also receiving new graffiti resistant signage to replace the corrugated signs that were tagged. Cost is estimated at \$440.

The City had intended to pay for the skills park signage and RVA MORE was slated to cover the trailhead signs, but discussion ensued regarding who the responsible parties should be for the signage with some of the board members feeling that the club should be responsible for the skills park signage and we ask other park user groups to assist in paying for the trailhead signage. Greg proposed a motion for the club to allocate \$940 for both the skills park signage and the trailhead signs but that we ask JROC and/or other user groups to assist with the cost of the trailhead signage. It was also determined not to have the club's logo on the signage. All were in favor and the motion was approved.

Pump Track/Irrigation

Finding ways to irrigate the pump track has been an issue on the forefront of our agenda for months now and each possible solution has faced a dead end. At this point, the issue is moot. Mark Lindsey is meeting with an engineer next week to discuss take a core sample and provide recommendations on what we can do. One possibility would be treating the area with a lime/chemical application which would hopefully maintain the integrity of the pump track for the next few years.

Trail Work

Trail work started off on a strong note at the beginning of the season but has been challenging as of late due to the continuous weekly winter storms. Michael discussed a few issues that need to be ironed out including how to better handle our volunteer base on those work days when we have more volunteers than we have work for them to complete. The idea was discussed to have volunteers pre-register for trail work days and we cap the number needed for a specific project, but we also understand that people's schedules change and we may lose some of the volunteer base that way.

Michael also talked about his time constraints in planning weekly trail projects for the club and either moving away from standing, weekly Saturday trail work days to a more project-based schedule or having the club work more independently where the park staff would not need to be present for every work day. Additionally, the club could advertise trail work that other clubs are organizing and we could lend our hands to those efforts as well.

Clark, Blake and Michael will discuss these issues in more detail.

Other

Funding for the extended Riverfront Development Plan was not included in Mayor Dwight Jones's budget. Michael suggested that we (especially city residents) voice our concerns to councilmembers and the mayor's office and we reach out to other groups to do the same. Greg advised that he would craft a letter for the board to review that we could forward to all appropriate parties.

GREG/FUND RAISING

Reedy Creek Bridge

The club has received estimates ranging from \$36-\$40,000 for replacing the Reedy Creek bridge. The bridge would be a fully modular, 60 foot bridge, similar to the Harvey Bridge down by the FHP lake. Additional costs to prep the area could drive the cost upwards of \$50,000. The fundraising goal for the Reedy Creek bridge is being looked at as a way for the club to look for and attract larger, corporate donors which would hopefully create a somewhat stable revenue stream for the future of the club. Greg has met with and will be meeting with potential corporate donors for the purposes of garnering initial support for the Ride Center and then once the Ride Center is funded, focus would be shifted on the Reedy Creek bridge. We want to make sure we send the correct message that we fully support the Ride Center and want to see it fully funded.

Tall Boy 100 Fundraiser

Greg spoke with John Bolecek (VDOT's Statewide Bicycle & Pedestrian Coordinator) about the club putting on a century ride in the Fall, sponsored by Sierra Nevada. The rendezvous point would be the Carillon and riders would pay a certain amount to ride, be given a cue sheet and ride the course. Mark Junkerman was willing to help put this effort together. This would be a similarly styled event to the Baja and would hopefully grow into an annual fundraiser. Concerns were brought up among the board members about the logistics of such an event, our liability and how many volunteers we would need to put make this a success. Josh agreed to meet with John and Mark to discuss this further

REI Grant

REI is offering a \$5,000 grant this year. Bruce agreed to fill out the proper paperwork for the grant which the club agreed would be used to purchase a trail compactor.

Ride Center Website

Greg discussed the issues that have continued to brew over the Richmond Regional Ride Center website and its creation. The DCR's marketing director has taken issue with RVA MORE taking control of the website creation and the Virginia Tourism Grant money. Jim Beamer of Dominion still wants DCR to handle the marketing of the center, however, DCR is not cooperating with the parties involved in the steering committee and is starting to alienate certain groups associated with the steering committee. The club is not confident that DCR will be able to create and maintain the ride center website effectively. All board members were in agreement that the RVA MORE allocate the proposed \$5,250 to create the ride center website with a proposed launch date in 30 days.

IMBA Trail Care Crew Visit

The trail care crew will be in town the weekend of March 28th with a trail building school and work day scheduled at Pocahontas State Park on the 29th beginning at 9a.m. The trail care team will be meeting with local representatives at the Virginia War Memorial on the 28th for a Better Living Through Trails presentation and land manager training session.

IMBA News

Our IMBA representative, Frank McGuire resigned from his position with the organization. We have not yet received word on his replacement.

River Rock

River Rock is being held the weekend of May 16. Blake will coordinate

T2 Proceeds

Proceeds from Trailicious 2 will be allocated to offset the cost of the ride center website.

MIKE T./INSURANCE UPDATE

In light of the cancellation of insurance coverage through IMBA, the club has been researching other carriers. Mike found coverage through Pachner Insurance and received a base premium quote for \$642.93 per year. All club directors were in favor of signing up for a policy with Pachner. Greg discussed needing to obtain a separate director and officer policy in addition to a policy that would cover the Canycom.

The meeting adjourned around 9:30 p.m.