

rvaMORE Board of Directors Meeting Minutes

Date: 18-March-2015, 6:00pm-9:30pm

Location: Reedy Creek Nature Center, JRPS

Members Present: Greg Rollins, Clark Jones, Blake Puhak, Josh Eager, Mark Lindsey, Bruce Swanson

Guest Present: Michael Burton, Roger Sattler

Purpose of Meeting: Regular Board Meeting

Financials

Bruce's PC crashed, so all numbers are estimates.

~\$12k in bank unallocated funds

Trailicious3 net \$3000 - \$3200 (Hardywood still owes 10% of beer sales)

Clark will follow up with Sierra Nevada, Loveland and Scott Hite for \$705 owed from Trailicious 2 and Tour de Fall Line

Trails Update – Michael Burton

Flagged, pruned and cleared Buttermilk East. Trail work on Saturday, lots of bench cutting. Hope to open by Spring.

Skills Park meeting – Thursday at 2pm. Due to lack of project bids, in-house rebuild of pump track starting in mid-late Summer.

21st JRPS Entrance work starts in 2 week. Buttermilk will be closed for ~3 weeks with ride-around on Riverside Drive. Then three more weeks until project completion. rvaMORE will send out notice shortly with detour map.

Lots of Vandalism on Belle Isle over the weekend.

2nd Seasonal Trail position approved and staffed.

Buttermilk West surveyed - 1st three properties (with owner's permission).

- Plan for Recreational easement on 1st property to ensure access to Buttermilk Heights.
- Then will work on easement on 2nd two properties and Norfolk Southern property, then will tie back into City Parks property.

Greg: Hikers have trashed the wet trails over the last few weeks. Made boot sized hole in heavy clay area. Very little MTB rut damage. Most foot damage we've ever seen. Michael Burton will follow up with hiking groups reminding them that trails are closed when wet.

Poop Loop Bridges

- 2nd Bridge – lumber on site
- 2 new bridges will be built by April 14th with volunteer labor by Hands on Greater Richmond
- Will then have all for wet crossing bridged and trail will no longer be on gas line easement
- Will need to raise tread in some areas in a year or so

Greg: Henrico – one big work day then several smaller work days at Deep Run, the Dorey

Blake: Will follow up this week with Marlie Smith on Bryan Park trail meeting

Branding – Roger Sattler

Identity – Due to urban environment, less bike centric, more community centric

Culture – About trails more than bikes

Brand can evolve

Will be making more use of blue color in branding/logos

Bruce: suggested laminated signs on Buttermilk East noting that trail was built/maintained by rvaMORE

Business Cards: All board members should have a stack to give out. Roger will finalize design, Blake will have them printed

Need for REI Logo on Trailer – Greg will work on it

Motion to buy Brandon and Brandy dinner gift certificates as thanks for Trailicious3 – approved – Bruce will purchase

rvaMORE Jersey – Roger has it 97% designed. Will use Starlite for online sales - \$10 per jersey to rvaMORE. Need minimum of 25.

Proposed Football helmet style stickers for trail work. Earn x number of stickers then are given award. Will discuss further.

Trailer

We have a trailer and graphics have been applied

Need to outfit for storage – Josh, Mark and Clark will design build out

Events

Tour de Fall Line – Thursday meeting – Michael Taliaferro

Stokesville – Memorial Day weekend Ride Center Fundrasier

Take a Kid MTB Day – Lisa is starting work on it

April 11-12 Board Retreat at Snowshoe

Other

Motion to elect Roger Sattler to Board – approved

Henrico MOU approved. Will send out Press Release one final signature are obtained.

Insurance – cost went up \$144. Now ~\$1300 per year

Survey Results

- Need “formal” responses – will develop at board retreat and present at April social

ioby – Bike Repair Stand Fundraiser. \$745 of \$1200 raised. Sticky ToGoGo donation 10% of food sales on April first to project. So far only donations have come as a result of email and rvaMORE Facebook post. Not donations from RVA Mountain Biking Facebook Group post.

JRPS Calendar – Blake is working with Friends of James River Park on integrated park calendar

Skills Clinic with Ride Kore – lots of discussion, no decisions, Greg will handle

Plaque for Poop Loop Bridge #1 - ~4”x8” for donation

Powwhite Map – tabled for now

REI Grant – will apply for SK650

- Greg will get Ride Center Stats
- Clark will get SK Info

- Bruce will submit application

Where to we spend money article

- Lisa wrote great draft
- Josh and Bruce will work with Lisa in finalize, Blake will send out