

Outdoor Recreation Council of Appalachia

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Outdoor Recreation Council of Appalachia Meeting Minutes February 17, 2021, 5:00pm

Prepared by Jasmine Facun, jasmine@ruralaction.org

ORCA Board Members Present: ORCA Chair Mayor Steve Patterson, ORCA Vice Chair Mayor Amy Renner, York Township Trustee Tim Warren, Athens County Commissioner Lenny Eliason, Nelsonville City Manager Scott Frank

Others Present: Jessie Powers, Jasmine Facun, Boone Troyer, Jason Reed, Susi Acord, Bill Hayes, Courtney Curtner, Jared More, Dawn McCarthy, Jarod More, Jason Reed, Jessica Kopelwitz, Delia Palmisano, Laura Sowers, Seth Brown, Nick Tepe, Jonett Haberfield, Todd Appel, Ellen Gerl, Rob Delach, Howard Welsler

- **Meeting Agenda (Approved):**
 - Approve Agenda
 - Approve Minutes from January 20, 2021
 - Tim Warren: Amend language from “loan equipment to accompany use of equipment”
 - Social Media & Website Report
 - Approve Financial Report
 - Director’s Report
 - Other Business
 - Public Comments
 - Adjourn

- **Minutes from January 20, 2021 (Approved)**

- **Social Media & Website Report**
Jasmine Facun (Rural Action)
 - Numbers continue to climb
 - Mention in Outside Magazine article gave big boost
 - Gender gap continuing to slowly close
 - 4 out of 10 location hits on website were from out of state
 - One blog published by high school intern in January
 - Jersey fundraiser coming to a close

- **Financial Report (*Approved*)**

Jessie Powers, Executive Director

- Account balance \$41,437 total funds available including fundraising, POWER grant reimbursement, and remainder of grants for BTS Construction: \$175,915

- **Director's Report**

Jessie Powers, Executive Director

- Presented high level overview
 - Historical Challenges
 - Unique Assets
 - Baileys will be longest contiguous trail system east of Mississippi River
 - Public land → Trails → Public Investment → Business Development
 - ORCA works across jurisdictional boundaries
 - Serves larger, regional purpose as well as local
 - Mission, Vision, Values
 - 19-member advisory board is diverse and inclusive
 - Working in tandem with non-profit arm
 - Holistic asset-based approach to rural development
 - Ohio Trails Vision is in alignment with our mission
 - Strategic Priorities
 - Secure financing for a destination-length system
 - Establish foothold in at least 3 sources of revenue
 - ORCA applying for 2 grants over \$1M
 - ARC POWER
 - AML Pilot
 - Comment from Commissioner Eliason—outline really brings discussion together—need to have membership financing discussion a la EDC
 - Comment from Mayor Patterson—in favor of exploring EDC-like model for ORCA
 - Mayor Patterson—comment on Community Engagement interns presentation around Baileys opportunities
- State Operations Budget
 - Sunday Creek Horizons developed proposal to assist ORCA with state budget preparations
 - Month by month could be an option?
 - General Board discussion concluded and Jessie advised to communicate Board is considering SCH proposal
 - Spoke with Rep. Jay Edwards he offered to arrange meetings with Directors of ODSA and ODNR
 - Request ORCA to be lead applicant on 2021 ARC POWER application (***Approved***)

- Village of Buchtel provided resolution with signature to join ORCA, but will wait to determine ORCA membership fee structure
 - Rotary Club will create satellite club for Baileys
 - Athens-Wayne Outdoor Development Corporation
 - Board members
 - Mayor Patterson—suggested we approve board members who have already agreed
 - Commissioner Eliason agrees—nominated
 - Dr. Katherine Anne Jordan
 - Jack Pepper
 - Taylor Sappington
 - Tammy Bobo
- **Other Business**
 - Seth Brown (Quantified Ventures)
 - Impact investors update Jessie and I continue to have conversations with Athens County Foundation and interested individual impact investors.

- **Public Comments**

- Mayor Amy Renner

- Chauncey Received OPWC grant
 - Repave 9 streets
- Appointed members to Chauncey’s first planning commission
 - First meeting March 3, 2021

- Rob Delach (Athens Bicycle Club)

- Update that Athens Police Department has partnered with Athens Bicycle Club to donate bikes
 - Repaired and being funneled to Chauncey
 - Using effort to collect bikes from private donors as mechanism to continue getting bikes to Chauncey and beyond
 - Going to approach OU for bikes

- Howard Wesler

- Presenting about SE Ohio as climbing destination

- Boone Troyer (Athens County Convention and Visitors Bureau)

- People for Bikes Update

- Rob Delach

- Weather station update—ABC is contributing to Chauncey Library for weather station to be installed

- **Adjourn**