

# Outdoor Recreation Council of Appalachia

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PO Box 61 Athens, OH 45701

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## Outdoor Recreation Council of Appalachia

### Meeting Minutes November 18, 2020

ORCA Board Members Present: ORCA Chair Mayor Steve Patterson, ORCA Vice Chair Mayor Amy Renner, York Township Trustee President Tim Warren, and Athens County Commissioner Lenny Eliason.

Others present: Jessie Powers, Seth Brown, Nick Tepe, Jasmine Facun, Dawn McCarthy, Jason Reed, Rob Delach, Howard Welser, Mario, Allison Rickett, Boone Troyer, Bob West, Scott, Nathan Blatchley, Steve Ransom, Jay, Kelly Shaw, Danny Twilley, Kelly Shaw

#### 1. Meeting Agenda Approved:

Approve Agenda

- Foundation for Appalachian Ohio Grant Opportunity
- Other

Approve Minutes from October 21<sup>st</sup>, 2020

Maintenance

Member Updates

ARC POWER Marketing & Interns BTS

Operational Update

- ORCA Policy and Procedures
- Fee Tubes
- Red Tail Design Quote for Service
- Reimbursement for Equipment Purchase
- ORCA's definition of Outdoor Recreation
- ORCA Advisory Board
- Land and Water Conservation Fund Grant Application

Impact Innovation Group & ORCA Office Social Media and Website Report  
Baileys Trail System Events

- Policy and Procedures for Events
- Trailhead Use

Chauncey Dover Park TH Improvements

- Overview
- Pump track

Fundraising

- Match Campaign
- Jerseys
- Sponsorship Infrastructure

Phase III

BTS New Business

Adjourn

#### 1. Minutes from October 21, 2020 Approved.

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## 2. Member Updates

Jessie Powers, ORCA Director

- Met with the Village of Chauncey Council last night and have planned to join a Chauncey Parks and Recreation Committee meeting to discuss details of use of the Chauncey Dover Park for Baileys Trail System related events.
- Met with Athens County Commissioner and they graciously agreed to be the applicant for a Land and Water Conservation Fund grant application on behalf of ORCA. Prior to application due date ODNR was unable to clarify 1. If a council of governments was an eligible applicant and 2. If a project on federal land can utilize this source of funding. By Athens County serving as the applicant one uncertainty may have been resolved. ORCA will manage the project and provide the necessary \$50,000 cash match, if the grant is awarded. Thank you, Athens County!

## 3. Operations Update

Jessie Powers, ORCA Director

- ORCA Policy and Procedures prepared based on Athens County Policy and Procedures are prepared. ORCA's draft Policy and Procedures will be discussed at the December meeting.
- Fee Tubes created and delivered to the Village of Chauncey, which is storing both fee tubes. Quote for installation (\$325) obtained and will coordinate installation approval with the Village of Chauncey.
- Red Tail Design Quote for Service to add sale capabilities to the Baileys Trail System website obtain, and Rural Action will cover cost via POWER marketing budget.
- Request for reimbursement for equipment purchase on personal credit card in the amount \$2,711.43 including sales tax, but I am willing to cover the sales tax if that's problematic.

Amy Renner moved to authorize reimbursement in the full amount \$2,711.43, Tim Warren seconded. All present vote aye motion passed.

- ORCA's definition of outdoor recreation is a question that has been posed to me and will probably surface in conversation regarding ORCA's advisory board. This transitions well to open it up to the board to discuss ORCA Advisory Board recommendations sent to the board.

Steve Patterson, ORCA Chair

- In terms of our definition of outdoor recreation I believe it is important to begin incorporating users beyond our biking community. I recommended Howard Wesler to be added to the ORCA Advisory Board as a representative of the climbing community, which is open for discussion. As ORCA expands a representative of the climbing community not too distant future the paddling community ORCA Advisory Board.

Jessie Powers, ORCA Director

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- John Wryst President of Hocking River Commission or another member of the Hocking river Commission would be recommendation if the board would like to add a representative of the paddling community at this time.

## Rob Delach, BTS Volunteer Maintenance Crew & Social Media

- I would like to point out Michael Owen of Southeast Ohio Trail Runners and member of the trail running community has joined the meeting.

## Amy Renner, ORCA Vice Chair

- If it is outdoors and a recreational activity it should be included. Physical activity of any kind it's in our interest to be inclusive.

## Lenny Eliason, ORCA Board Member

- Will this require a modification of bylaws as currently proposed?

## Jessie Powers, ORCA Director

- Yes, three modifications: 1. Inclusion of more than two individuals in a category which is the recreational user group with the addition of a climbing community representative. 2. A changes in categories title a change from Community Development and Economic Development to Tourism and Economic Development. 3. The addition of Community Engagement and Regional Planning as the ninth category, which also seems to have potential to expand.

## Lenny Eliason, ORCA Board Member

- I have concerns of too many interest groups and general size of the advisory board, which could bog down progress. I'd like to see the numbers on paper how many members are proposed?

## Jessie Powers, ORCA Director

- As proposed nine categories would be eighteen members with the addition of a climbing community member that would be nineteen members in total. Another idea to limit the size may be to appoint one member of each category as a voting member and have the other remain ex-officio. Each member was carefully selected and it was difficult to narrow it down to this list. Everyone selected is already playing some role in the project or is a partner we'll need to achieve our larger vision mission and goals. I'm working with many of these individuals already, as ORCA is highly reliant on our partners.

## Tim Warren, ORCA Director

- No additional comments. This seems fine to me.

## Amy Renner, ORCA Vice Chair

- How many people are on the board now?

## Jessie Powers, ORCA Director

- No one was officially appointed to ORCA advisory board in 2020. In 2019 the advisory board was organized in eight categories with potential for two representatives in each category for up to a 16-member board. In 2019 only one member was appointed per category making it an eight-member board.

## Steve Patterson, ORCA Chair

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- I don't believe a 19-member board is unreasonable. Lenny and I serve on the National League of Cities Board with fifty plus board members. I understand Lenny's concerns, but with the amount of work we have to do a board of this size seems reasonable, as long as this is a functioning working advisory board. I'm hopeful that ORCA will continue to grow and add more counties to ORCA.

## Amy Renner, ORCA Vice Chair

- Steve, I agree with that line of thought and understand Lenny's concerns, but we need assistance with this work so at this point the more the merrier.

Lenny Eliason moved to appoint the ORCA 2020 Advisory Board as proposed to appoint as proposed and Tim Warren seconded. All present vote aye motion passed. (Appointee list attached.)

## Jessie Powers, ORCA Director

- Thank you. I'm excited to get all these folks in one room. Virtually, of course.
- Request authorization to submit an application Foundation for Appalachian Ohio Grant in an amount up to \$60,000. I don't anticipate requesting that amount, but I need to learn what level is appropriate.

Amy Renner moved to authorize application submission as proposed and Tim Warren seconded. All present vote aye motion passed.

## **4.Maintenance**

### Jessie Powers, ORCA Director

- There was a workday on November 7<sup>th</sup> and we're very lucky to have so many great volunteers, and I'll turn it over to Rob.

### Rob Delcah, BTS Volunteer Maintenance Crew & Social Media

- Yes, on November 7<sup>th</sup> the volunteer trail maintenance crew did fix the slope and drainage issue on Coal Train per direction of Jeremy Whimpy, Applied Trails Research. We completed the project fairly quickly. Seven volunteers did the work and it's holding up so far.
- Two recent wind storms blew a few trees down and lots of branches. Volunteers have cut a few trees. Trails are draining well rideable in about 24 hours, even after some significant rain.
- Trail most impacted is Chauncey Depot Trail. There are erosion and grading issues that need to be addressed on Chauncey Depot and Coal Train.
- Wayne National Forest Volunteer Coordinator Josh Keenan reports 731 volunteer hours on the Baileys Trail System since May.
- Another noteworthy item is Bob West, Athens Bicycle Club President, is seeking grant funding for rescue equipment to provide to first responders.

### Dawn McCarthy, Wayne National Forest Chief Staff Officer

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- Culvert replacement on Coal Trail Trail and improving the grade may be complete.

Kelly Shaw, Athens Bicycle Club Secretary

- Confirmed this work was complete in meeting chat thread.

Lenny Eliason, ORCA Board Member

- I would like to thank our volunteers for this important work. Also, Athens County with HAPCAP could have potential to receive an equipment trailer with saws and other tools from a former floodcrew program, which could be stored on county property and made available for use.

Steve Patterson, ORCA Chair

- Yes, thank you Baileys Trail Crew.

Jessie Powers, ORCA Director

- Yes, all 731 volunteer hours were documented in our grant application submitted on Monday.

Jason Reed, Wayne National Forest District Ranger

- Yes, those are big numbers thank you all.

## 5. ARC POWER Marketing & Interns BTS

Jessie Powers, ORCA Director

- POWER project partners are still working on identifying how to spend the remaining marketing budget. I'll turn it over to Jasmine to discuss interns.

Jasmine Facun, Wayne National Forest Resource Assistant

- Allison please feel free to jump in here. ARC POWER grant has funded interns for marketing and promotion of the Baileys Trail System. We hired Dallas Taylor as an intern and he's been doing blog style videos, but his internship has been extended and he'll be partnered with a mentor Evan Shaw, who does the WOUB Our Town Series. Dallas is a recent high school graduate and says this is the greatest thing that's ever happened to him and he is thankful for this opportunity. We also hired our second intern from Meigs County and she'll be mainly writing assisting with blogs press release etcetera and she'll be with us for about 70 hours. There were a lot of very skilled applicants. We may hire more interns again in the Spring.

Allison Ricket, Building Bridges to Careers

- As the Baileys grows I think there will be more opportunities to involve youth.
- We have been approached by Ohio University about interest in additional internships.

Amy Renner, ORCA Vice Chair

- I think this is great and I enjoy watching Dallas' videos.

Dawn McCarthy, Wayne National Forest Chief Staff Officer

- Jasmine had been interning over the last six months doing marketing and social media, however her position is coming to an end.
- We are working with Rural Action to utilize POWER funding to retain Jasmine in her role, but she'll be working more closely with ORCA.

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## 6. Social Media and Website Report

### Jasmine Facun, Wayne National Forest Resource Assistant

- Mid October for launch for match campaign which now has a balance of \$8,775 in about five weeks time.
- Twitter account was created in June and we now have 116 followers. Top tweet highlighted ARC POWER working group meeting in Shawnee attended by project partners.
- Our Instagram has over 1,100 followers and our top post was a soft opening of phase II trails. Our top story was a repost of a trail runner's post.
- Our Facebook has over 1,500 followers. Again, our top post was opening of phase II trails, which probably what contributed to our post reach increasing by 281%. We're doing very well with our reach in comparison to IMBA and other large mountain bike groups. Most of our followers are men, but our reach has evened out to be about 50% men and 49% women, which is an improvement.
- Website launched in August our traffic was down a little last month, but people are spending more time on the website. Interest affinities and in market users shows users are most interested in outdoors pursuits and interests two and three are real estate and number five is employment.
- Our blogs average about 40 views and we post about two blogs a month, which increases our website visitation.
- I'll have more things to share about other social media platforms next month.

### Rob Delach, BTS Volunteer Maintenance Crew and Social Media

- I'd like to bring up that the communications team Jasmine Jessie and I did discuss using some paid services on facebook in the future.
- Facebook paid services can be minimal. For twenty dollars, I had some success marketing the Bikes Blues and Brews event on Facebook.

### Amy Renner, ORCA Vice Chair

- I've had a lot of success with targeting and boosting reach on Facebook and it's something I'd recommend.

### Steve Patterson, ORCA Chair

- I'd like to ask Dawn about her, well hopefully everyone not just the board was watching the Forest Service Ceremony of the Chief's Honor Award. It was great and credit is due to Ben Seigel. The video in some regards was like a walk down memory lane with some footage dating back to 2017. Is there an opportunity to add this video to the website.

Mario,

- I was so excited to see the video and for the project award thank you all for your work on this.

## 7. Impact Innovation Group & ORCA Office

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## Jessie Powers, ORCA Director

- Follow up meeting with Kerry Pigman, Athens County Foundation and the local Impact Innovation Group went well. We discussed financing and potential ORCA office acquisition. I'll let Seth provide an update on that conversation.

## Seth Brown, Quantified Ventures

- This is a meeting of an existing group of impact investors in Athens members such as Sugar Bush Foundation, OU credit Union, Hocking Valley Bank, Foundation for Appalachian Ohio and others. We presented for an hour and talked though potential solutions. Our outcome of that meeting is a follow-on meeting to dive deeper into financing specifics to return to Athens County and unlock their commitment to match the one made by the City of Athens. We're excited to work with a coalition of local investors that are excited to make this happen.

## Jessie Powers, ORCA Director

- Thanks Seth and from my perspective my priority after or alongside with my salary is Phase III construction it is pivotal we secure funding and award contracts to maintain professional trail builder interest. Small size Phase III \$1820,00 about 5.5 mi flow style trail, which currently doesn't exist. The large size of Phase III could include an abandon mine land funding in the Buchtel area, but that's to be determined.

## Amy Renner, ORCA Vice Chair

- I just want to say your salary is our first priority.

## **8. Baileys Trail System Events**

## Jessie Powers, ORCA Director

- Thank you, Amy. I'll be working to draft policy and procedures for events and working with local government to coordinate trailhead use and potentially local streets etcetera. I was contacted about hosting a mountain bike race this summer. My initial thoughts are to evaluate potential of coordinating with Hocking College as a staging area and race starting from Doanville Trailhead. Tim is there a York Township process for something like this?

## Tim Warren, ORCA Board Member

- A request would suffice. I also wanted share that the ODNR contract for the Doanville York Trailhead was awarded to York Paving and they'll begin this winter.

## **9. Fundraising**

## Jessie Powers, ORCA Director

- Jasmine provided the update on the match campaign. Again, thank you to Tom and Barbra Kosthyz and all donors!

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- Exciting news, the jerseys arrived today. In speaking with Sky, our legal counsel, it seems we will need a work around to be able to sale these. Sky would you like to speak to this?

## Sky Petty, ORCA Legal Counsel

- Essentially there's no clear authority or case law to provide ample clarity regarding the sale of merchandise. We could seek a opinion, but that would take considerable amounts of time and it may be worthwhile to move forward with filing for the established nonprofit. There's not much clear legal guidance on this question and the statute doesn't provide real clarity of that authorization.

## Steve Patterson, ORCA Chair

- Should we establish a 501c3?

## Sky Petty, ORCA Legal Counsel

- I'd much rather sell merchandise through a 501c3 registered nonprofit.

## Jessie Powers, ORCA Director

- I believe there's already a nonprofit set up, but not completely, which Seth established.

## Seth Brown, Quantified Ventures

- Yes, the Athens Wayne Asset Development Corporation it's registered in Ohio, but not with the IRS. I can send that and I'll work with Jessie on this.

## Amy Renner, ORCA Vice Chair

- Yes, I agree we should set up the 501c3.

## Lenny Eliason, ORCA Board Member

- Be careful about selling these because then there's sales tax and I don't want to get into collecting and reporting of sales tax. A potential solution is to secure donations and jerseys are a thank you gift.

## Jessie Powers, ORCA Director

- Great idea! I'll look into partnerships.
- Sponsorship infrastructure I obtained a quote of \$1,430 to fabricate a steel sponsorship sign for the Chauncey Park. As is this is very basic, but I would like to begin work to install the sign and develop a revenue stream. The addition of design elements such as an arch referencing the arch on the coal tippel of the former Manhattan Mine in Chauncey or something designed by Patty Mitchel could be added at a later time and would need to be coordinated with the village. I request authorization to order and coordinate installation of sponsorship sign with the Village of Chauncey.

## Lenny Eliason, ORCA Board Member

- I move we authorize Jessie to purchase and install the sponsorship sign at the Chauncey Dover Park.

## Steve Patterson, ORCA Chair

- I prefer one scope of work so let's add the arch as part of the design now. We have the mayor of Chauncey with us.

## Amy Renner, ORCA Vice Chair

- Yes, that works from Chauncey's perspective. Should we amend the motion.

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## Lenny Eliason, ORCA Board Member

- Authorize Jessie to use up to \$2,000 for the construction and installation of a sponsorship sign at the Chauncey Dover Park.

### **10. Phase III BTS**

## Jessie Powers, ORCA Director

- I discussed earlier under in regarding to financing conversation.

### **11. New Business**

## Steve Patterson, ORCA Chair

- House Bill 404 passed and will extend virtual public meetings through July.

## Jessie Powers, ORCA Director

- I almost forgot, I did receive a public comment regarding the pump track at the Chauncey Dover Park, specifically the pump track. In speaking with our trail designers, they advised a paved pump track for a variety of reasons, but mainly to reduce maintenance and improve appearance. The pump track is a place to practice mountain biking, but if the pump track is paved this could open the area to skateboarders, BMX, and roller bladders. The design of the Chauncey Dover Park is not yet complete and as it nears completion budget could reduce the amount of park improvements. We won't know exactly what improvements to anticipate at the park until design completion.

## Amy Renner, ORCA Vice Chair

- Please keep me updated as to what park elements ODNR selects. I receive inquiries about the park often.

## Rob Delach, BTS Volunteer Maintenance Crew and Social Media

- Something like a bouldering wall may make an appropriate playground equipment element.

## Dawn McCarthy, Wayne National Forest Chief Staff Officer

- Chauncey residents did provide input via a survey as to what they envision for the Chauncey Dover Park.

## Jessie Powers, ORCA Director

- Also, if there are features that we aren't able to construct in this round they could be added to our sponsorship menu, which is also being drafted.

## Seth Brown, Quantified Ventures

- Sky may I reach out to you about 501c3. I see that's fine. I wanted to offer any assistance that may be needed for end of year reporting or financial reporting, which ORCA hasn't done in the past.

## Steve Patterson, ORCA Chair

- I agree we need to develop a budgetary process and need to have financial report to indicate current funding levels.

## Lenny Eliason, ORCA Board Member

- We have our choice of three fiscal years and should discuss this at December's meeting.

## Rob Delach, BTS Volunteer Maintenance Crew and Social Media

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- Trail closure for this season is something that may need to be discussed.

Amy Renner, ORCA Chair

- This was also something I wanted to discuss. Also, can we place some closure signs at the trailhead?

Jessie Powers, ORCA Director

- Signs will be installed on Friday and may already be posted at the trail kiosk.

Steve Patterson, ORCA Chair

- This is the time we should think about trail preservation and avoiding illegal use such as dirt bikes.

Jasmine Facun, Wayne National Forest Resource Assistant

- I've been thinking to push other user groups hikers, trail runners, and birders. Increase use usually decreases illegal use. Jason is there anything you'd like to add.

Jason Reed, Wayne National Forest District Ranger

- I have a lot of thoughts on this, but none I'm prepared to share right now. I'll probably begin this conversation with several of you outside this meeting.

Jasmine Facun, Wayne National Forest Resource Assistant

- I also put the Pearl Izumi video in the chat. It's really nice and it's all women.

Dawn McCarthy, Wayne National Forest Staff Officer

- For those not familiar Pearl Izumi is one of the top brands in biking. They're doing a video series about trails and this is video of three of that series. Danny may have more to share as to how our project was selected for this opportunity.

Danny Twilley, founding member of the BTS Working Group

- To bring this full circle Andy Williamson of Active Strategies suggested this project to Pearl Izumi along with a project in Cherokee, North Carolina, which I also think you all would like, very early on in the planning process. It was Andy Williamson that encouraged our group to pursue a master plan he was our champion at the beginning and still is today.

Amy Renner, ORCA Vice Chair

- I believe it's also worth noting that a council member reached out to me privately and was really excited about this video and the opportunity here.

Dawn McCarthy, Wayne National Forest Staff Officer

- Tony Scardina, former Wayne National Forest Chief, was watching the awards and he stated how proud he is of everyone and their leadership in the project.

Motion to adjourn made by Lenny Eliason and Amy Renner seconded. All members present vote aye, motion passed.