

# Outdoor Recreation Council of Appalachia

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## Outdoor Recreation Council of Appalachia Meeting Minutes October 21, 2020

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

Others present: Jessie Powers, Seth Brown, Nick Tepe, Jasmine Facun, Dawn McCarthy, Jason Reed, Rob Delach, Jen Malik,

### 1. Meeting Agenda Approved:

Approve Agenda

Approve Minutes from September 16, 2020

Operations Update

ARC POWER Grant

Baileys Trail System & Member Updates

NICA Site Visit & Future Event

ORCA Fundraising Strategy

Match Fundraising Campaign

Donation Yard Sign with Venmo Account

Jersey Fundraiser

CARES Funding

Maintenance

Social Media and Website Report

New Business

Adjourn

## **2. Minutes from September 16<sup>th</sup> , 2020**

Approved.

### **3. Operations Update**

Jessie Powers, Executive Director

- Phase II Nearing completion some trails can be ridden, but without a map of the new trails we haven't advertised this. Phase II is the continuation of Tipple Top Trail (part of Phase I) and six more trails. Trail names are: Doanville School, Holler Collar, Bullfrog Loop, Coprs Tour, Knights Labor, and Hacksaw (1<sup>st</sup> advanced trail) Trails as if you began at the Doanville York Trailhead.
- A potential funding source for Phase III development is the Land and Water Conservation Fund grant program administered by ODNR. However, I and the ODNR program manager can not determine if ORCA is an eligible applicant or the agreement in place with the Wayne National Forest and ORCA is sufficient to meet funding requirements. I request authorization to submit an application to the Land and Water Conservation Fund on behalf of ORCA for Phase III construction funding, pending determination of eligibility.

Lenny Eliason

- Move to authorize ORCA to submit a Land and Water Conservation Fund grant for Phase III construction of the Baileys Trail System in an amount up to \$400,000. Motion seconded and all members vote aye. Motion passes.

Jessie Powers

- Advisory Board conversation full lineup not yet determined. Would the board like to move forward with appointment of some members or wait until a recommendation is made for the full board?

Steve Patterson

- Recommend to wait for the full advisory board is developed, which is a priority.

### **4. ARC POWER Grant**

Jessie Powers

- Is participating in Rural Action POWER Team conversations regarding use of marketing funding.
- An additional round of ARC POWER has been announced. Application portal opens January 13<sup>th</sup>, 2021 letters of interest are due by February 28<sup>th</sup> and application are due April 24<sup>th</sup>.

### **5. Baileys Trail System & Member Updates**

Jessie Powers

- I was connected to a friend of Nick Tepe's to schedule pod cast interviews about the Baileys Trail System.

- This morning I joined Kim and Ruth on WXTQ to talk about the Baileys Trail System.
- Tomorrow I will address the Athens County Foundation Leadership Cohort to discuss the trail system and ORCA's larger vision mission and values.
- I am also serving as Co-Chair for the Age Friendly Athens County Outdoor Recreation and Public Spaces Domain along with Bob Eichenburg. The Age Friendly Planning Initiative is a five year planning process to assess plan and make improvements to communities for aging populations, which is a standard that serves all age and ability levels.

## **6. NICA Site Considerations for Chauncey Dover Trailhead**

Jessie Powers

- We (ORCA- Scott Frank, Tim Warren, Amy Renner, WNF- Jason Reed and Bill Script, ODNR- Pete Moran and Scott Davies) met with Jen Malik, Ohio NICA Director and the NICA team for consideration of the Baileys Trail System as a 2021 NICA Ohio race venue. We have been selected for one of around four events next year.
- We will be working with NICA to ensure we provide all the necessary information as we work through the planned improvements at the Chauncey Dover Park Trailhead.
- Met earlier this month with EMA director

Jen Malik, Ohio NICA Executive Director

- Excited about the Baileys and to have families and riders in Chauncey.
- Need to be two ways to get on and off the trail. NICA has proposed outline for use and would like to ensure things remain on schedule. Do the plans that Ralph Rupe, Ohio NICA Venue Coordinator, submitted seem accurate and is design/ construction on time?
- Jessie. Yes, as far as we know things are still on schedule and we will work to provide you all the necessary information.

## **7. ORCA Fundraising Strategy**

Jessie Powers

- Ongoing efforts: membership, additional merchandise stickers, sponsorship policy, state budget
- Future fundraising suggestions raffle to name a trail & virtual race
- Match Fundraising Campaign Live now until 11.23. 20 in thanks to Barbara and Tom Kostohryz as of now \$2,825 and the campaign just launched. Live- email message will be circulated.
- Donation Yard Sign with Venmo Account created and installed. 50 purchased and installed no donations to date.
- Jersey Fundraiser  
Purchased Check cleared 10.16- 8-10 weeks for production/shipping
- Conversations with red trail about obtaining @baileystrailsystem.org, ORCA logo development, and retail capacity on our website.

## **8. CARES Funding**

### Jessie Powers

- I inquired to OBM regarding funding for project ideas with the hope that we would at least be able to purchase rescue equipment for first responders, but they didn't indicate if that is in fact eligible. They referenced the need for documentation and that evaluation would take place during an audit process. Previously I wrote a letter for York Township Trustee documenting out case, but OBM wouldn't weigh-in on that documentation's appropriateness. Given this lack of OBM approval I'm uncertain if pursuing this funding is worthwhile or possible due to liability of the CARES grantee.

### Lenny Eliason

- Without OBM approval this doesn't seem worthwhile, because of the requirement to repay funding spent on ineligible equipment.

### Tim Warren

- I was told only to spend what you are able to repay. We also won't find out for two years.

## **9. Maintenance**

### Jessie Powers

- I'll turn this over to Rob Delach, but there are two scheduled maintenance days October 29<sup>th</sup> from 5pm-7pm and November 7<sup>th</sup> from noon- 4pm.
- Other maintenance concerns with ADA accessibility have been resolved with the addition of some gravel. This bridge is also temporary and will be replaced with the ODNR funded improvements to the Chauncey Dover Park Trailhead.
- We will meet with trail designers next week to discuss drainage issues and cross slope sections to improve ADA accessibility.

### Rob Delach

- Plan for next Thursday's work session is to fix some drainage issues on Chauncey Depot Trail. Saturday November 7<sup>th</sup> drainage issue on Coal Train Trail and will need to close the trail. Anticipate to close the trail for four hours.

### Jasmine Facun

- In speaking with Davey McNelly of the Athens City Disability Commission the culvert on Coal Train Trail needs to be replaced.

### Dawn McCarthy

- Let's double check with Jeremy to ensure we aren't duplicating efforts.

## **10. Social Media and Website Report**

### Jasmine Facun

- Match Campaign Flyer complete and will share.
- Began supervising a local student intern from Glouster. He is very excited and stated "this is the greatest experience of his life"

- September twitter. Top media tweet about Humans of the Bailey.
- Instagram over 1,000 followers started in mid-June.
- Facebook followers continue to grow. Top post NICA visit.
- This is with no paid advertising.
- BTS Website has increased by 430 users and 216 sessions. Using google analytics users of our website top items they're in market for are 1 bicycles and 2 real estate.
- Wayne National Forest Intern Alli Mancz wrote several blog posts, which are posted every two weeks and link back to the website. Jasmine will take over creating posts. The next post will be based on an interview with Tom and Barbara Kostorhyz about the match campaign.

Amy Renner

- Should we live stream ORCA board meetings?

Steve Patterson

- Let's do this once we have all our technical difficulties worked out.

## **11. New Business**

Dawn McCarhty

- The Wayne National Forest has been selected as one of 11 projects to receive the Chief's Honor Award for the Baileys Trail System. This is the highest award in the Forest Service. The award extends to include community partners for this project.
- Normally, with would mean a trip to DC, but this year there will be a virtual event and we will create an acceptance video.
- We don't believe anyone at the Wayne National Forest has ever received this award.
- I'm currently on a temporary assignment as Beginning November 23<sup>rd</sup> I will enter into a new role as Operations Staff Officer for the Wayne National Forest. I'll work more closely with the forest as whole and the district rangers.

## **12. New Business**

### **ORCA Headquarters**

Steve Patterson

- Approached prior to hiring ORCA Executive Director by Kevin Gillespe regarding potential to acquire Integrated Services building in Chauncey on Main Street (OH 682) to utilize as ORCA Headquarters.
- This could be a multi-purpose space to generate revenue to offset any debt service for to cover costs.
- Mayor has instructed Chief Rymer and Athens City Fire Department and Captain Hall to be point for wilderness terrain training in Athens County. Athens City staff will receive train the trainer training to make training available to all volunteer and area fire departments.

### **Village of Chauncey Update**

Amy Renner

- Income tax will be on the ballot for 1.5% income tax for workers in Chauncey and residents will be able to opt out if they are already paying any municipal tax. The purpose of the tax will
- Going through strategic planning process and have had a series of meetings covering various topics. Next Wednesday is the economic development forum which Jessie and Dan Vorisek of Rural Action will join.

### **Security**

#### Rob Delach

- Just wanted to bring to attention of the board that catalytic convertors have been stolen at Stroud's Run. A few weeks ago a member saw someone suspicious looking and when confronted the individual left the parking area. This was reported to the Sheriff.

#### Jasmine Facun

- Someone posted on Baileys Trail System social media about theft of catalytic convertors, which made it sound as though this happened at our trails, but it in fact did not.

#### Steve Patterson

- Inquired about Chauncey Police Department and potential use of CARES funding for cameras at the Chauncey Dover Park Trailhead.

#### Amy Renner

- Chauncey hasn't had police since they were abolished in 2010 and looked into purchasing cameras, but received legal advice not to pursue this purchase.

### **Dirt Bikes on the Trails**

#### Jasmine Facun

- There were reports of dirt bikes on Gob Pile Loop Trail. What actions can we take to remedy this

#### Jason Reed

- Unfortunately, we deal with this all the time. Bigger presence out there is the biggest deterrent.

### **Trail Closure for Hunting Season**

#### Amy Renner

- Where do we stand with closing the trails for hunting season?

#### Jason Reed

- We need the official map of the new trails to officially close the trails. The trails will be closed for youth gun season November 21<sup>st</sup> & 22<sup>nd</sup> and opening week of shotgun season November 29<sup>th</sup>- December 5<sup>th</sup>. We can begin with messaging in advance of the official closure.

### **Quantified Ventures Update**

#### Seth Brown

- There are several lines of effort we're working on: conversations with large company philanthropic around potential support opportunities, working ORCA into state operations and capital budget, and will meet with the

Impact Innovation Group (local impact investors in Athens) to determine what they may be able to support.

Tim Warren moved to adjourn. Lenny Eliason seconded. All present vote aye. Motion passed.