

# Outdoor Recreation Council of Appalachia

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## Outdoor Recreation Council of Appalachia Meeting Minutes September 16, 2020

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

Others present: Jessie Powers, Seth Brown, Nick Tepe, Tara Guilts, Jasmine Facun, Ellen Geral, Jarod Moore, Dawn McCarthy, Sky Petty

### 1. Meeting Agenda Approved:

Approve Minutes from August 5, 2020  
Operations Update  
ARC POWER Grant  
Baileys Trail System & Member Updates  
NICA Site Considerations for Chauncey Dover  
Trailhead  
ORCA Fundraising Strategy  
Match Fundraising Campaign  
Donation Yard Sign with Venmo Account

Jersey Fundraiser  
First Responder and 911 Response  
  
Maintenance: National Public Lands Day 9.26  
BTS Work Day 9am-noon  
Social Media and Website Report  
Storywalk  
New Business  
Adjourn

## **2. Minutes from August 5, 2020**

Outstanding

## **3. Operations Update**

Jessie Powers, Executive Director

- Reported working with partners and potential partners to conduct marketing, fundraising and management, maintenance, and development activities.
- Recommendation for accepting proposal for Accounting services: MS Accounting \$1,260 payroll and bookkeeping data entry reconciliations monthly or quarterly reports hourly small nonprofits \$75-\$100 a month.

Amy Renner moved to authorize contracting with MS Accounting for services. Tim Warren seconded. All present vote aye. Motion passed.

- The 2019 ORCA Advisory committee expired in July 2020. Paige Alost resigned as Chair due to new employment. Vince Paumier, USDA Rural Development is interested in joining the ORCA Advisory board. Jessie will organize a meeting of remaining 2019 Advisory Board to discuss membership and operations related tasks.
- Policy and Procedures plan for Outdoor Recreation Council of Appalachia will be similar to board member's existing plan.
- Requested authorization to order checks, pay invoices and purchase computer, cell phone, printer, scanner.

Amy Renner moved to authorize expenditure of up to \$5,000 for office equipment and supplies. Tim Warren seconded. All present vote aye. Motion passed.

- Awaiting legal advice on Village of Buchtel membership and sale of jerseys.

Sky Petty

- The Village of Buchtel will present formal resolution to the ORCA Board at which time the Board will vote to accept their membership. More research is needed regarding a council of government's sale of merchandise.

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

Jessie Powers

- Will provide Rural Action grant sub-award budget amendment.

Discussion and confirmation OPERS requires 14% employer contribution.

## **5. Trail Update**

Jessie Powers

- Discussed need to mark Doanville Trailhead property line with Tim Warren and will determine boundary and complete this task.

- Phase II Construction Modification 1 with IMBA Trail Solutions approved to complete an additional trail loop.
- Regarding Buchtel Trailhead Conversations with ODNR AML staff for future Pilot funding are ongoing. The next step is for AML staff to survey AML features, which is anticipated to occur in late fall.
- Additional Buchtel Trailhead considerations are its' location in the A zone of the floodplain, which require the village to determine the base flood elevation. An engineering firm has agreed to create maps with baseflood elevations for the Village of Buchtel to adopt as best available data.

Dawn McCarthy

- Modification 1 increases Phase II total mileage to approximately 12 miles, which could longer once measured.
- Appalachian Conservation Corps is able to work on Modification 1.

Tim Warren

- Attended ODNR Doanville Trailhead Pre-bid meeting and there were a lot of contractors present, which is seemingly a good sign.

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

Jessie Powers

- Meet & Greet with NICA staff scheduled prior to site visit part of High School Mountain Bike Race Venue consideration process 9.24 site visit.
- NICA has expressed interest in meeting area stakeholders it would be great to have a good representation of stakeholders.

Discussion confirmed it is appropriate for Chauncey Parks and Recreation Committee to attend and that Scott Frank and potentially others from Nelsonville could also attend.

**7. ORCA Fundraising Strategy**

Jessie Powers

- Requests permission to develop fundraising strategy, which is anticipated to potentially include: events, campground, memberships, sponsorships etc.
- The Athens County Foundation is willing to be an ORCA partner for money management of our donations, if that pleases the board. ACF Executive Director Kerry Pigman will draft agreement ORCA advised fund in partnership with Athens County Foundation.

Discussion confirmed these are appropriate actions and regarding naming of trails and trailheads Dawn McCarthy will provide clarity on Forest Service regulations.

Seth Brown, Quantified Ventures

- Quantified Ventures has funding to continue working on this project for the first time since January. This is a good thing and BTS is now a different value proposition due to trails on the ground, brand, visitors, and staff.

- Top priority is to build upon the City's commitment and obtain a commitment from the county.
- Jessie and I are working as partners on articulating BTS as the larger project that it is, which has leveraged additional funding for infrastructure improvements.
- We're in conversations with a large health insurance company's foundation about a multimillion dollar ask. No commitments, but still exciting.
- Our focus is on 3 things: 1. Ensure the county honor's the city's commitment to funding BTS and setting up ORCA. 2. Ensure we align with grants and obtain as much free money as possible for the largest community benefit. 3. Explore revolving loan funds and other sources to address water quality and sewer improvements in nontraditional ways.

## **8. Match Fundraising Campaign**

Jessie Powers

- Athens County Foundation was approached by Tom and Barbra Kostori regarding a \$10,000 donation and willingness to use their contribution to launch a match campaign. This may be an opportunity to highlight the Baileys Trail System as part of ORCA's larger vision and mission.

## **9. Donation Yard Sign**

Jessie Powers

- Jasmine Facun created a wonderful design the suggested language on the sign is: Like the Baileys? Want to see more trails? Please Donate. Is this acceptable are there concerns regarding use of funds for construction versus general expenses?
- How many signs should we order?

Tara Gilts

- Suggested simplification to want more trails.

Discussion confirmed the suggested change was appropriate and there's no need to distinguish exactly how these funds would be used because all ORCA expenses promote more trail development.

Steve Patterson

- Yard signs are guaranteed to come up missing recommends ordering 25 or 50 signs initially.

## **10. Jersey Fundraiser**

Jessie Powers

- Established ORCA Paypal Account, which could be useful for Jersey sales.
- Jersey Design is near completion and projected sizes have been selected.

Discussion of potential places to coordinate Jersey pick-up suggestions were Cyclepath and Ohio is home, but the conclusion was that online shopping cart and shipment of Jerseys is likely the most desirable option. Shopit was suggested as a potential option that could be linked to the Baileys website, but in the long term a dedicated online retail feature will likely be needed. Shipping merchandise is likely to be time consuming in the interim. Also, discussed was purchase of BTS stickers decals and other merchandise.

### **11. First Responder and 911 Response**

Jessie Powers

- There's a virtual Meeting with EMA Director regarding emergency response on the trail system at 10AM 10.5.2020.

### **12. Maintenance**

Rob Delach

- National Public Lands Day 9.26 BTS Work Day 9am-noon.
- Athens Bicycle Club member and certified mountain bike instructor Meredith Erlywine is hosting a beginner class that sold out in 5 hours via facebook.
- Wednesday nights there's a Night Owl Ride that leaves from Coal Run or West Bailey Road, which 7-8 people regularly attend.
- Jeremy Whimpy of Applied Trails Research taught a Trail Crew Leadership Training Course September 12<sup>th</sup> and 13<sup>th</sup> .

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

Jasmine Facun

- Twitter is the slowest growing, but it is growing. Top tweet was a NPR story on biking.
- Instagram over 1,000 followers started in mid-June. Top locations are nearby, but many places are represented. The top post was a Humans of the Bailey Mother and Daughter post.
- Facebook continues to grow and there are 45 followers in Los Angeles.
- BTS Website launched 8.7.2020 and has 2,600 sessions and 1,700 users.
- Wayne National Forest Intern Alli Mancz wrote several blog posts, which are posted every two weeks and link back to the website.

### **14. Storywalk**

Nick Tepe

- Although there isn't funding available at this time for a storywalk it could come together in the near future.
- What is the proper process to install such a thing along the Chauncey Depot trail? Should the project budget include labor and materials such as concrete?
- There's a similar project underway with Kevin Scherlock and OU Interns are assisting with or planned to assist with the installation.

Discussion concluded that this could be something installed with volunteer labor probably through the Athens Bicycle Club, but including funding for materials such as concrete was advised. Also discussed was a possibility that additional funding in an agreement between the Forest Service and the Athens County Foundation could potentially go towards this project.

**15. New Business**

None brought forward.

Tim Warren moved to adjourn. Amy Renner seconded. All present vote aye. Motion passed.