



Outdoor Recreation Council of Appalachia

Jessie Powers, Executive Director

director@baileystrailsystem.org | 740.517.8445

Proudly managing the [Baileys Trail System](#) in Athens County, Ohio

Outdoor Recreation Council of Appalachia Meeting Minutes October 18, 2021, 12:00pm

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, City Manager Scott Frank (Not Present: Athens County Commissioner Lenny Eliason)

Others Present: Jessie Powers, Jasmine Facun, Will Drabold, Rob Delach, Jason Reed, Elle Dickerman, Sky Pettey, Andy Kostival

- **Meeting Agenda**
 - Approve Agenda
 - Approve September 20, 2021 Meeting Minutes
 - Financial Report
 - ORCA Board Member & Partner Updates
 - Social Media Report
 - Director's Report
 - Public Comments
 - Other
 - Adjourn

- **Approve Agenda (Motion: Amy Renner, Second: Scott Frank; *Approved*)**

- **Approve Minutes from September 20, 2021 (Motion: Amy Renner, Second: Tim Warren; *Approved*)**

- **Approve Financial Report**
Jessie Powers, Executive Director
(Motion: Time Warren; Second: Amy Renner; *Approved*)
 - Balance \$53,102
 - Received cost share from FS of \$46,676
 - Line of credit transfer of \$25,000
 - POWER grant extended through February 2022
 - Construction Phase 3
 - \$133,925
 - Added features to accommodate advanced riders
 - Now ~\$30,000 price increase



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- Final construction walkthrough was this morning
 - Will be opening soon
 - Map is ready to go as well
 - Reimbursement request for \$296.34 for hardware store purchases, Prime membership, Doanville restroom supplies, MailChimp, mileage
 - Reimbursement for Adobe \$192.92 once charged later this month
 - **(Motion: Amy Renner, Second: Scott Frank, Approved)**
- **ORCA Board Member & Partner Updates**
- Sunday Creek Horizons
- Agreed to make website for ORCA
 - Logo should be ready soon, per Jessie
 - Expanding membership
 - Putting together timeline for what that will look like
 - Build Back Better
 - Letter of support from Rocky Brands
 - Focused on onshoring manufacturing jobs
 - Helping get non-profit of ORCA set up and joint use agreements with ODNR
 - Helping ORCA put together support from Athens County
- Sky Pettey
- Scheduled to meet with a nonprofit member to sign and file paperwork this Friday
 - Sunday Creek—will contact Sen. Brown's office when paperwork is submitted to expedite process
- Amy Renner
- NPL Day volunteering
 - Roh Hammer Brewery opening in Chauncey
 - Paved streets in Chauncey
- **Social Media & Website Report**
- Jasmine Facun (Rural Action)
- Twitter
 - 255 followers
 - Top media tweet—NICA event
 - Top tweet—ORCA POWER grant
 - Instagram
 - 1798 followers



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- 61% of followers are from outside Athens, Columbus, Albany, The Plains, and Chauncey
- Top Post—NICA event
- Facebook
 - 2871 followers
 - Gender gap in followers is inching closer
 - Top Post: NICA event
- Website
 - Users and pageviews up from last month
 - 4 of top 10 locations for website hits are from out of state
 - Most website traffic comes from Columbus
- Other Updates
 - NICA event garnered a lot of social media attention
 - National Public Lands Day was successful
 - New businesses underway
 - Chauncey School
 - Microbrewery, restaurant, bike repair shop, lodging
 - Athens Bicycle
 - May be reopening with e-bikes, traditional bikes, rentals, repairs, workshops, and apprenticeships
 - Appalachian Understories
 - New social enterprise business from a former Rural Action AmeriCorps
 - Guided historic bike tours, camping, and nature walks
- **Director's Report**
Jessie Powers, Executive Director
 - AWOADC making progress on securing impact investment from Athens County Foundation
 - Phase 3 construction is wrapping up
 - Buchtel Trailhead
 - Initial estimate exceeds \$2M
 - Will work to determine if a cost reduction is possible
 - WNF is working with ODNR to determine agreement structure to enable construction to begin.
 - Revenue streams
 - NICA race
 - NICA unaware that they would be responsible for paying \$1600 for first responders fees
 - Suggest that ORCA pay the fee this time



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- Have already discussed and will continue to pursue a partnership with OhioHealth as healthcare sponsor to provide needed first responder services, which is preferred.
 - Pay volunteer fire departments \$800 apiece with caveat that moving forward, we have formal agreement that covers cost
- (Motion: Amy Renner Second Steve Patterson; Approved; Abstain: Tim Warren)**
- Ohio Tourism shoot coming up
 - Looking for models
- Jessie interview for Sugar Bush Valley Foundation and Athens County Foundation videos
- Build Back Better
 - ODNR did not commit to state strategy
 - Lead applicant for Gayle Manchin-supported BBB strategy for Southeast Ohio
 - “Outdoor Recreation Industry and Vibrant Economy Strategy” project
 - ORCA and Buckeye Hills are leads for state of Ohio
 - Focus: manufacturing outdoor recreation related products in central Appalachia
- ORCA Expansion
 - ARC Power grant covers one staff position
 - Asking for 2 more staff positions from Commissioners
 - Will need to restructure membership fees at some point
 - Focus on membership expansion this month
- Request Board authorization to increase payment amount to Sunday Creek Horizons to \$7,000 through December 2021
- (Motion: Steve Patterson, Second: Amy Renner; Approved)**
- Logo
 - Draft One
 - Working with color combinations and design tweaks of mountains
- **Public Comments**
None
- **Adjourn (Motion: Amy Renner, Second: Tim Warren; Approved)**