



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 January 18, 2022, 1:00pm

Prepared by Jasmine Facun, jasmine@ruralaction.org

ORCA Board Members Present: ORCA Vice Chair Mayor Amy Renner, York Township Trustee Tim Warren, City Manager Scott Frank, Buchtel Councilmember Jay Kline; (Not present: ORCA Chair Steve Patterson),

Others Present: Jessie Powers, Jasmine Facun, Sky Pettey

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

- **Approve Agenda (Motion: Tim Warren, Second: Scott Frank; *Approved*)**

- **Approve Minutes from December 20, 2021 (Motion: Jay Kline, Second: Tim Warren; *Approved*)**

- **Approve Financial Report**
Jessie Powers, Executive Director
(Motion: Jay Kline, Second: Tim Warren; *Approved*)
 - Balance: \$52,106
 - Reimbursement from POWER grant received
 - Line of credit full \$50,000
 - \$160.39 reimbursement requested for Zoom account
(Motion: Scott Frank, Second: Tim Warren; *Approved*)

- **ORCA Board Member & Partner Updates**



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NONE

○ **Legal Update (Sky Pettey)**

- Conflicts of Interest review
 - Ohio Revised Code 167.07: Council of Governments (COG)- (B)
Membership on the council and holding an office of the council shall not constitute an interest, either direct or indirect, in a contract or expenditure of money by any municipal corporation, township, special district, school district, county, or other political subdivision other than the council itself.
 - A COG is designed to be funded by other government entities, which are likely its' members working together on a project of mutual benefit. Understand there to be no conflict of interest in expenditure of money. To exemplify this there's an Ohio AG issued Opinion authorizing a County Auditor to be fiscal officer for COG.
 - Not many case studies—has not been litigated much, perhaps because statute is explicit in ORC 167.07 (B)
 - COG can accept local money, from other governmental entities
- Sunshine Laws
 - Will look more into records retention process
- Trademark & Patent questions are still being looked at

○ **Social Media & Website Report—2021 Year-End Report**

Jasmine Facun (Rural Action)

- Twitter
 - 289 followers
 - 10,017 Profile Visits
 - 102,937 Impressions
 - Top Tweets: Outdoor Magazine, Rural Action intern announcement (small business website development), Doanville-York Trailhead dedication w/ODNR
 - Top Media Tweets: Countdown to spring opening, Baileys Trail Crew FS Award, Celebration of State Support event announcement
 - Top Mentions from: Appalachian Regional Commission, ODNR, & Sen. Jay Hottinger
- Instagram
 - 1890 followers
 - 19,009 accounts reached
 - 12,576 content interactions



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- Most growth in 55-64 age demographic; second most growth in 13-17
- 63% of followers are from outside Athens, Columbus, Albany, The Plains, and Nelsonville
- Top Posts—Phase 3 Trails Open & Run Baileys Women’s Day
- 7 of top 9 Stories are user-generated content

Facebook

- 3071 followers
- Total Reach: 489,082 accounts
- Most followers are within Ohio
- Posts with photos perform best, followed by posts with links
- 4 of top 11 posts are Businesses of the Baileys
- 3 of top 11 posts are new trail/trailhead announcements

• Website

- 16,554 users
- 25,710 sessions
- 66,340 pageviews
- Biggest peaks: Run Baileys announcement, NYT article, Doanville-York Trailhead opening, Phase 3 trails opening, Shop open
- A lot of traffic from out of state
- Younger audience than social media
- Most website traffic is organic or referred from social media; also WNF website
- Need for better trail conditions reporting system

○ Director’s Report

Jessie Powers, Executive Director

- Met with trail design team—build will be heading toward Buchtel Trailhead area with more advanced trails (28-35 more miles)
- Buchtel Trailhead location has been finalized
- Some beginner trails will also be added into design near Buchtel, which will increase total mileage to more than 88 miles
- EDA Tourism grant—looking for project less than \$2 million
 - One contract for design/build preference but may not be feasible
 - Need \$200,000 for design outside of EDA and use EDA money for construction
 - Need to submit application by end of month
 - Match can potentially come from state budget funds, ODNR, Rocky Boots
 - Amy Renner—AMLER possible option?



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- Jay Kline—Jay Edwards is interested in finding support for this project
 - Request authorization to submit EDA Travel Tourism Outdoor Recreation grant for development of the Baielys Trail System Buchtel-Snow Fork Trailhead
(Motion: Lenny Eliason, Second: Tim Warren, Approved)
- AWODC
 - Outdoor Pursuits partnership for bike rentals
 - Authorized campground design services for Chauncey Park Trailhead
- Sponsorships & Partnerships will continue in 2022
- Merch sold over \$4000 to date
- Events
 - Total revenue generated in 2021 was about \$1,300 but doesn't include costs, which exceeded revenue and did not generate a profit.
 - OU not interested in using student volunteers at this time
 - Wilderness First Responder training for staff/ Volunteers may be an option
- ARC POWER grant 2019 is closing in February
 - Commercial video will be done soon
 - Initial outdoor recreation asset map of 7-county region will be completed soon
- Hosting First Ohio Outdoor Recreation Conference
 - Likely a 2023 project in partnership with POWER partners
 - Sunday Creek Horizons also interested/ willing able to assist in this effort
- ORCA Website in progress
- 2022 Adventure Summit in Dayton—Joe Crowley, Peter Kotses, and Elle Dickerman are presenting on Baileys Trail System project
- **Authorization to pay Sunday Creek Horizons \$7,000/month with pending bill for January**
 - Amy Renner—would like a report for what they're working on now
 - Lenny Eliason— SCH works best with a specific ask
 - Jay Kline—would love to have a bike connector to schools from Trailhead
 - Jessie Powers— ORCA needs more members to craft a fundable project (specific ask). More support in the state capital bill for the Baileys is unlikely at this time. Once ORCA's staffing scenario is determined ORCA will begin outreach to neighboring counties in ARC project area. For instance if we could secure Washington County membership ORCA could advance a capital bill request in partnership with SCH as a service to the ORCA member.



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- Lenny Eliason—would like to see a presentation or report from SCH for service to date and next 6 months of deliverables
- ORCA Staff Composition previously agreed to:
 - Director of Finance - \$80,000
 - Director of Sustainable Recreation
 - Assist member communities with recreation maintenance needs
 - Director of Communications (will be covered by 2021 POWER grant)
 - Manage website and social media, record keeping, develop marketing materials, and philanthropic campaigns
 - Director Events/Activation
 - Ensure fulfillment Baileys Management Agreement with WNF, oversee campground, provide guide and other fee services, etc..

ORCA Led Regional Economic Development/ Diversification Strategy Value Proposition to Athens County

- Investment translates to 2 years of runway with 4 times the capacity of 2021 runway, which delivered \$3.5 million of investment in infrastructure and programmatic grant activities/ services to local entrepreneurs via staff time at Athens County agencies like Rural Action and ACEnet.
- This runway presents opportunity to expand membership and reduce or stabilize member contributions
- The Baileys Trial System directly contributed \$3.6 million of spending in Athens County. Opportunity for Athens County led organization to lead the region in growing the region's outdoor recreation economy.
- Regional enhancement and development of recreation assets will increase tourism throughout the region, expand employment opportunities and enhance quality of life and ability to attract employers/ businesses.
- Additional ORCA Capacity allows ORCA to assist with Recreation Asset management beyond the Baileys like the Hockhocking Adena Bikeway etc.

Other

- Amy Renner
 - Third Sun Solar—coordinate press release regarding solar installation will work with Jasmine
 - Chauncey will maintain their section of the bikeway
- Jay Kline
 - Will signage be developed at and to trailheads
 - Jessie Powers—ODOT is experiencing a delay in sign production times, but state budget may allow us to develop the large signage
- Tim Warren
 - Can we put playground equipment at Doanville Trailhead?



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- Amy Renner—check out ODNR Nature Works project
- Jessie Powers
 - NICA did not pick Baileys for race this year due to planned construction at trailhead, but will likely be back in future years
- **Public Comments**
NONE
- **Adjourn (Motion: Scott Frank, Second: Lenny Eliason; *Approved*)**