



Outdoor Recreation Council of Appalachia

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

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Meeting Minutes

July 1, 2022, 1:00pm

Prepared by Elle Dickerman, elle.baileystrails@gmail.com

ORCA Board Members Present: ORCA Vice-Chair Mayor Amy Renner, York Township Trustee Tim Warren, Athens County Commissioner Lenny Eliason, Nelsonville City Manager Scott Frank, (Not present: Buchtel Councilmember Jay Kline)

Others Present: ORCA Executive Director Jessie Powers, ORCA Sustainable Recreation Manager AmeriCorps Member Elle Dickerman, Wayne National Forest Athens District Ranger Jason Reed, City of Athens Deputy Service Safety Director Andrew Chiki

Meeting Agenda

- Approve Agenda
- Approve May 16, 2022 Meeting Minutes
- Financial Report
- Legal Update – Trade Mark Status
- ORCA Board Member & Partner Updates
- Director's Report
- Maintenance Report
- Social Media Report
- Public Comments
- Other
- Adjourn

Meeting Call to Order: 1:07 pm, Mayor Amy Renner.

(Motion to Approve Agenda: Lenny Eliason, Second: Tim Warren, *Approved*)

(Motion to Approve May 16, 2022 Meeting Minutes: Tim Warren, Second: Lenny Eliason, *Approved*)

Financial Report, Executive Director Jessie Powers

- We have a few deposits since last meeting, including the City of Athens Membership Dues, the Wayne National Forest Cost-share reimbursement for Elle's position, and donations. That takes our account balance to \$155,199.00
- Based on our annual revenue totals, \$400,896, which we could be utilizing for staff. We



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requested support from the county commissioners in February, and then again in May, and I believe that they are still not ready to make those decisions for how they will utilize the ARPA funds. However, since we've last met, the ARC grant agreement for \$1.5 million has arrived and we signed and accepted that, so we can begin requesting reimbursements for those grant funds, which is a significant change.

- I would like to request board authorization to allow us to hire a Philanthropy / Communications Director as well as a Sustainable Maintenance Director and an AmeriCorps member. The roughly \$8,000 cost share amount for Rural Action's program, is really small for the amount of value which that person will add. I also have on here a part-time administrative assistant and a part-time retail manager. I don't see us needing to hire these out immediately, but I did want to reflect these anticipated staffing needs as the bike rental program goes live etcetera.
- That does leave us around \$100,000 of wiggle room, which I think is a good thing, and it is really more like \$140,000 as we are not planning on hiring those part time positions immediately.
- The philanthropy/ communications director will be in charge of fundraising campaigns, seeking sponsors at the trailhead, and for promotion of merchandise, maps, those kinds of things. They would also lead some of the communications, including social media, the website, and meeting minutes etcetera. The sustainable recreation director is a maintenance director, which is absolutely critical, as we must have the capacity to engage more people doing more regular trail maintenance.
- These would be our two bare minimum positions. We do have funds within the current POWER grant that are earmarked for the communications/ philanthropy position.
- Lenny Eliason, so you have enough money to fund all these positions without any more money from Athens County, given the current budget?
- Amy Renner, what happened to the finance person?
- Jessie Powers, we've eliminated that due to the cost, and I will take those duties on. In the short term we do have wiggle room in our budget to hire somebody like MS accounting to do some more detailed accounting work for us. I also thought maybe we would be able to find an administrative assistant who could manage day to day invoices and tracking of grant funds. So, with the POWER grant, we do have the funding there for two full time staff for two years.
- Amy Renner, but just for one year?
- Jessie Powers, it's two years of funding at those levels. So we would be using a staff line item in the POWER grant and our indirect to cover staff which is permissible.



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- Lenny Eliason, well that may make it easier to move funding for one position through the commissioners.
- Amy Renner, and I'm sorry I know we changed it a few times, what were the positions the commissioners were being asked to fund at this latest request?
- Jessie Powers, they were the events / programs person to manage the campground and bike rental, and the maintenance director
- Amy Renner, and the sustainable recreation director is the same thing as the maintenance director, correct?
- Jessie Powers, correct.
- Amy Renner, so we would still have a need for the events director.
- Jessie Powers, correct, so in the short term if they are not able to provide that we would just hire a part-time retail manager to do the bike rental, and lack the capacity to create large-scale events to attract more visitors to Athens County.

(Motion for authorization for ORCA to fund the Philanthropy/ Communications Director Position, the Sustainable Recreation Director Position, and the Americorps Member: Lenny Eliason, Second: Scott Frank, *Approved*)

- Amy Renner, so we will hold off on the administrative assistant and retail manager.
- Jessie Powers, so are those salary amounts fine, we anticipate hiring at those amounts and that's a raise for myself. So those will be effective today.
- Amy Renner, yes. There are also reimbursements listed on the financial report.

(Motion to approve reimbursements: Lenny Eliason, Second: Scott Frank, *Approved*)

- Jessie Powers, we do have two invoices for construction, we can pay those once our construction manager gives me that clearance.

(Motion to approve financial report: Lenny Eliason, Second: Tim Warren, *Approved*)

Legal Update / Trademark Status

- Jessie Powers, Sky is still working on this, and he has requested credit card information, so it seems like we have almost completed that. We are also working on developing a style guide which might be used by local businesses for marketing themselves with the Baileys.



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- Amy Renner, and we need to add to his list that we need some clarity on the quorum, and if we can have somebody fill in in our absence. I know we did that before, I remember Chris Russel filling in for Bob.
- Jessie Powers, maybe it's perfectly fine.
- Lenny Eliason, we will have to revisit the bylaws. Jessie said she couldn't find it. It has to be done in the bylaws

Board Member Updates

- Lenny Eliason, we got another \$500,000 for the spur to Chauncey, but the cost keeps going up. Now ODOT has \$2.5 million pledged to the project, but the cost is \$3.5 million.
- We're not cancelling it yet but we're still working to try to get it finished.
- Amy Renner, Nick Tepe sent us the MOU for the bike path, but I was trying to wrap my head around if it's even going to exist for Chauncey.
- Lenny Eliason, it's still moving forward but we're trying to finalize the property purchases before we commit to all the money.
- Amy Renner, I did reach out to Laura to see if there was anything we could do to help with that.
- Lenny Eliason, they just have to be appraised.
- Amy Renner, but the owners have agreed?
- Lenny Eliason, no, two of them have to be taken by Eminent Domain.
- Amy Renner, Oh no, I would just love to know the context behind it, because we do know them. I don't know if there is anything we can do.
- Lenny Eliason, talk to Laura and ask her.
- Amy Renner, I did, I don't think I got a response. I'll reach out to her again.
- Jessie Powers, which ones have to go by eminent domain?
- Lenny Eliason, Altier is one of them, because they want to sell the whole thing but we don't know the whole thing. We don't want to pay the rate they want for the entire piece so we will have to go with eminent domain.



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- Amy Renner, and the Hocking Conservancy is not interested?
- Lenny Eliason, I don't think they have the ability.
- Jessie Powers, Bob and I got those letters of commitment years ago, and since then Mr. Altier and Mr. Hartman have both passed.
- Lenny Eliason, yeah, that's why. Hartman is just waiting on the ODOT appraisal. The problem is the appraiser has to have that approved, so that's one more hurdle to it.
- Amy Renner, we did have some drainage things we were working on with our section, but I think we have it worked out.

Partner Updates

- Jason Reed, we're super excited about the new construction, it will be awesome to pretty much double our mileage. And just for everyone's awareness, Shawnee on a couple different fronts is tapping into the AMLER program, what was known as the Pilot funds that are doing the work in Chauncey. One for the Tecumseh theatre, second part being Buckeye Trail. There will be a new parking lot at Tecumseh Lake, connecting the trail into Shawnee proper, putting the trail off roads and into the woods, rehabbing what's there from Shawnee to the eastern Athens unit boundary. Another recreation project that's happening here.

Director's Report

- Jessie Powers, still on track for Ohio Builds, I've spoken to John Carey and several stakeholders about it. This is a good opportunity for ORCA to access these planning dollars to support our organization. We will continue to pay attention to the conversation and look for that guidance, which should be out at the end of this month. A council of governments is the perfect structure to put something like this together, and for any proposal we would need outside services we can just include that in our proposal.
- I've had conversations with outdoor recreation stakeholders in the region, we are really looking for that guidance to finalize what we think would be an appropriate area for a collaborative proposal.
- Amy Renner, they said on Tuesday that they haven't made a final decision yet, but it sounds like they are only allowing governments to apply for the \$500 million. So with the hope that they would collaborate with school districts or healthcare to tackle the initiatives they've outlined, but that the governments would be the lead. That's good for a council of governments, harder for the Chauncey's of the world.
- Jessie Powers, a council of governments can have a school board member too, so



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really interesting.

- We've talked about Buckeye Hills Regional Council's CEDS update, and presented to their executive committee, which I hope helps on board partners.
- A big, exciting development for us is the brownfields remediation program. The Chauncey Park qualifies as a brownfield. What we are able to access is the minimum amount of infrastructure required to redevelop that site for economic development purposes. We plan to submit the waterline that we wanted to do with state budget dollars allowing a bike washing station and water fountain, then extend that waterline to where we would have the campground development and where we would have a 5,000 square foot multipurpose facility, extend sewer, and install campground access roads. The multi-purpose facility would have a turnkey restaurant for rent, retail, and space for the bike rental, etc. The project total is estimated at \$912,825.00 and requires a 25% match for which our state budget is eligible. This brings our match to \$228,206.00; that is under our \$400,000 budget which gives us more money for trail construction.
- The Athens County Economic Development Council already has a relationship and has been working with this program so they are going to submit this application for us. I would like to request a resolution of support for that project as well as a certification that ORCA will provide \$228,206.00 in match for the project, or 25% of the final project costs.
- Amy Renner, so it's changed from what you have on here? That was from the addition of an environmental study?
- Jessie Powers, yes.

(Motion to approve the project budget and match requirements for the Brownfield remediation project: Tim Warren, Second: Lenny Eliason, *Approved*)

- Jessie Powers, the next grant opportunity outlined on here is ODNR's new Abandoned Mineland Economic Development Revitalization Program. This is more like a traditional grant, with letters of intent due July 15th for projects within a \$1-3 million budget, there's \$17 million available for the state. These projects would develop abandoned mine land sites for economic development.
- Our proposal would be to construct that 5,000 square foot facility, and / or the campground if we can get it within budget, if not the campground would be funded through the nonprofit partner. We will submit to develop the hub facility. It's a single-story facility, we will have it built so we can build up on top of it ideally. The initial estimate is just over \$3 million.
- We would submit a letter of intent for the development of that hub facility, and a



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second letter of intent for the development of the Buchtel Trailhead, which as a \$2.6 million price tag.

(Motion to authorize sending the letters of intent: Lenny Eliason, Second: Scott Frank, Approved)

- Jessie Powers, the POWER update on regional collaboration, we have our grant agreement finally. Legal council has approved our sub-award templates. We will be getting those out to our stakeholders and partners and submitting our first request for reimbursements today.
- Next update is the trail system construction. We're right at \$1.2 million for this construction. We have a press release going out today, there's a copy of it on the table. Governor DeWine, Lieutenant Governor Husted, Senators Peterson and Hottinger all provided us quotes. We're excited that that's going out today.
- The nonprofit received a grant from the OU Economics of Altruism class, so we've begun purchasing those. We're excited to have about \$12,000 to do so. We're going to purchase a tool trailer as well to have outfitted and to have a great storage space for those.
- We've got more approvals to purchase equipment for the bike rental program, and we're really hopeful that that comes online soon. It will be nice to have a communications director that has some web design expertise to lend to our efforts because that has been the holdup.
- We are investigating other opportunities with the revenue streams with the AWOADC, one of which is we went a letter to Mr. Larry Kent who owns the building next to this one here to purchase that property and develop a short term rental to support Baileys visitation.
- Amy Renner, he's told me so explicitly that he will not sell that house, I've already tried pushing that.
- Jessie Powers, we do have the Run Baileys Event coming up next month, it's the second weekend in August. We have had conversations with NICA, we're looking at getting them back here to use the Chauncey-Dover Trailhead Park for next year.
- We still have not heard anything from signage from ODOT for the Baileys Trail System, we are just going to have to keep bugging them.
- Amy Renner, there is one on US 13 across from West Bailey Road.
- Tim Warren, there's one on the highway too.



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- Amy Renner, I think it would be nice to add the park one over here, but I can bug them about that myself, just because people get confused about how to get over there.
- Jessie Powers, we don't have one for Doanville, do we?
- Lenny Eliason, not that I've noticed
- Jessie Powers, we did ask for them to do that too, in February.
- We did have the Doanville-York trailhead restrooms pumped and we're going to work with the sheriff to try to get more signage. We think RVs dump their waste in there, it doesn't make sense that those would've filled up so quickly for the level of use. We will get that on a regular schedule. We still need the trash can, which the city of Athens may be able to help with.
- Andrew Chiki, yeah that was one of my projects. We have a couple Big Bellies still not claimed. I'll circle around on that.
- Amy Renner, also our tank at our bathroom is filling up from stormwater so I don't know if that's a similar issue you could be having.
- Tim Warren, I think from what I've heard from people, there are people that empty their RVs there.
- Scott Frank, is there any way to lock it?
- Tim Warren, well you'd have to lock up the restrooms and then somebody has to unlock them all and all that
- Amy Renner, we're getting keypad locks with our Nature Works grant. They were only about \$500 a piece. You can set a timer on them where they are only open from 7 am to 7 pm or so. Whatever time we set. It locks on its own that way.
- Scott Frank, people are running the hose all the way into the toilet
- Tim Warren, they back up to where the handicap parking is and let 'er fly.
- Scott Frank, you guys need Nelsonville PD over there
- Lenny Eliason, sounds like we need some cameras
- Andrew Chiki, the city of Athens recently was rewarded with an Ohio EPA grant specifically for dump sites. I don't know if this would count as a dump site that could



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be surveilled, but we will be receiving 6 surveillance cameras we could deploy at our discretion

- Lenny Eliason, it is illegal dumping
- Amy Renner, maybe we can start by just putting up a sign that says there's a camera. See if that scares them off.
- Andrew Chiki, you can get a camera that runs off cellular and solar for \$200. I know it's \$200 for the camera and then you have a prepaid service on it, so if we gave you \$250 that would buy 6 months' worth of service.
- Tim Warren, that sounds like a wonderful thing to me. We can find out if people are sleeping there, too.

Social Media Report

- Elle Dickerman, we have a Baileys communications report for this month. We have an OU intern this summer, her name is Parker McCluer and she's been able to backlog these since Jasmine left in February and condensed the report to fit on one page and a few other things.
- One interesting take away she identified is that posting at least 5 times a month on all of the social media seems to be the sweet spot to encourage engagement, but also not overwhelm people. So, I think from that we're going to set a goal going forward to achieve that.

Maintenance Report

- We'd like to start doing monthly maintenance reports for the Baileys, as well as an annual report. We have a new method for tracking volunteer hours, so this is the first month we've been able to pull it together in this format. In June we had 199 volunteer hours on the trails with 38 volunteers, 23 of whom were volunteers who have not volunteered before.
- We had three different volunteer workdays, a number of different individual tasks like cutting the chainsaw trees or the handsaw sized trees.
- Our biggest workday was this past Saturday. We had the Baileys Summer Trails Day and Clean Up and we had 22 volunteers. For that we partnered with the Athens County Sheriff's Office, and they are a really great partner to do a litter cleanup. They are able to take a group of volunteers and manage that group, and they have a trailer. They are more than willing to respond to new reports of dump sites, they said that anytime we get a volunteer group they are happy to come and help us. That just helps us because for every volunteer we need the correct tools, PPE, project



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supervision, and so if we're able to have another group come and manage those volunteers it's really excellent.

- We also had some volunteers this month from the Prosecutor Office diversion program. They came out to the trails to clean up, and the OU Marching 110 and then the AmeriCorps program.
- I'm also going to share some what I have worked on over this past year, since last August. I was an OU student, my background was in geography and environmental studies, and I'm very interested in local sustainable development and conservation. outdoor rec is one of my hobbies, pastimes, and interests. I've done trail maintenance, work trail crews, leading outdoor recreation trips, so it kind of felt like the perfect position for me. I also really enjoy mountain biking; I have some bike mechanic skills.
- Through my time here I've done a lot of things. Some of our big successes this year include the trail maintenance training we had in March. We had more than 30 different people there. Some were volunteers, we had local land managers, people from the Wayne National Forest, some educators from OU and Hocking College. Our applied trails research and Kay-Linn Enterprises led training, taught skills and helps make sure our volunteers are out doing trail maintenance correctly and in the way that the trail builders intended. That was a big need to make sure when we're doing work on the trails it's done well and done efficiently, to avoid people needing to keep going out there again and again.
- I created our phase 3 map for our kiosk at the Chauncey Trailhead as well as our map brochure. I have a GIS background so I'm excited about phase 4 trails as well.
- I've done a lot of the planning development for the bike rental program, so I've been researching the bikes, supplies, tools, software, POS system. Everything to help get that set up. Collaborating with our marketing team to develop marketing materials and developing a management manual to operate that so hopefully we can get that going soon.
- I've also been managing our website, social media, public interactions, Q&A online in the time between Jasmine and our intern.
- My big project has been creating our sustainable recreation maintenance manual. This is our official trail maintenance plan for the Baileys. Prior to this plan, a lot of the work was done informally by the Athens Bicycle Club volunteers and they're excellent, but we identified a need to have a more structured system going forward. We need a trail maintenance plan opportunities and trainings that are accessible and easy ways for people to get involved. Before this plan, there were just a few people who would go out and work on a project, but we've already had a lot of successful events. With the Economics of Altruism grant, we have more tools and now more



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capacity to host more events like this.

- A few new things we've established. We're going to have official trail issue reporting methods, a volunteer website page, a volunteer hour tracking method, tracking all the trail maintenance needs, notifying our chainsaw certified volunteers and making sure that any project we do is in compliance with the US Forest Service safety standards. We're using the correct volunteer forms for all the trail maintenance that's going on.
- Since establishing this around March-April, but we have still been implementing things since then. We have improved oversight of the projects that are going on at the Baileys; engaged new volunteers, improved communication channel. We've had 976 volunteer hours since January of this year at the Baileys.
- Overall, I have really enjoyed this position. I've had such a diversity of experiences. I was able to help submit the Economics of Altruism grant, directly assist Jessie with project planning, grant writing, creating materials for proposals. I've attended the Outdoor Economy Conference in North Carolina, the Adventure Summer in Dayton, Ohio to help promote the Baileys Trail System, supervising interns, managing the merchandise sales. This is such a unique project I'm so excited to be a part of it. This is not happening everywhere and it's really exciting that it's happening here. I've gotten to meet so many awesome community members and build relationships. I can't go out to the trails anymore without running into three to five people that I know. I've really been able to realize that we have a lot of trail maintenance needs, but that's an opportunity more than anything to engage people in going out and doing the work.
- We've led our first group ride for AmeriCorps service members with our mountain bike fleet last week and then we had our National Public Lands Day celebration. So, we have a lot of really great events happening. Thanks for letting me share.
- Amy Renner, when's your last day?
- Elle Dickerman, August 15th.
- Jessie Powers, I'd like to add a couple of things to that. Everyone that's on Rural Actions or AmeriCorps list tried to hire Elle, so we were very lucky to get her and she's been absolutely amazing. You can see how much of a multitasker she is and how she's put every skill that she has to use here. She's been a great team player and we would not be where we are today without you (Elle) and where we are today is in a great spot.
- The development of that maintenance manual was something we wanted to do for a year before but had no capacity until Elle came on to do that, and what we've created is a wonderful document that we can use again and again for different recreation



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assets. We've also seen more volunteers engaged. So, from January to now we're at 977 hours. I think they received an award for submitting something like 780 hours in a year, so that shows you how having somebody in this position has really enabled us to do some great work and more maintenance done on our trails. So, we're really appreciative for Elle for everything that she's done.

Public Comments

- Amy Renner, I think we lost our only public person that was here.

Other

(Motion to adjourn: Tim Warren, Second: Scott Frank, *Approved*)