

MWBA BOARD MEETING

MINUTES: DECEMBER 5, 2019

BOARD PRESENT/ABSENT:

✓ Shamane Morejon, ✓ Andrew Hunter, ✓ Alex Fore, ✓ David Cho,
✓ Jon Buckell, ✓ Colin Frazer, ✓ Bart Bombay, (remotely) ✓ Jason Chiodo
COMMITTEE CHAIRS: Rob Pettersen, Carson Blaker

OTHERS PRESENT: Matt Jones

LOCATION: Molten Metal Works

Meeting commenced at 7:00 pm, and adjourned at 9:30 pmw

Activity recap (1hr)

- President: (12 min)
 - Holiday Shindig (\$331 profit, \$350 beer)
 - When: Sun, Dec 15th, 5-7pm
 - Where: Mount Lowe Brewery
 - Metro Gold Line stop just across the street
 - Why: Party/Fundraiser & Announce open nominations for 2020 MWBA Board
 - Give the Gift of MWBA - \$39 membership IMBA / \$50 + mwba socks
 - 2 Short Films (MWBA Historical Exhibition & TBD BFI Nona)
 - Erik sending films over to review (2 min, 30 min, 45 min)
 - Ken Burton Memorial, old vhs footage
 - Brewery has projector, waiting to make sure we can use with sound system
 - \$20 = ticket for giveaway + 1 beer
 - To do: QR codes with URLs for join MWBA, renew, newsletter sign-up
 - Mini historical photo exhibition
 - NEED GIVEAWAY PRIZES & help organizing. Carson will help
 - Sponsors: Roadrunner, Stotts, InCycle, Pasadena cyclery, GSC, Rio, Cachicken, JWatson, Volar, Bicycle Coffee, Montrose, Crazy bear bikes, Adr. Dynamics, Cocos
 - To do: Reach out to shops for feeder rides that converge to the party
 - GSC Confirmed
 - Womxns Dig Day MWBA//LRCC collab

- When: March 14-15, 2020 (Sat Camp @ Millard, Sun Trailwork @ Sunset)
 - Leads: Shamane & Ellen LRCC
 - Details TBD, INVITE WOMXN ON THE TRAILS TO LEARN DEC JAN FEB!
- Visited Velo Pasadena to thank for Trail Work sponsorship
- Bicycle Culture Institute presents Film by Bike (Nona Varnado)
 - Sun, Feb 2, 2020. Boomtown Brewery. 100-250 attendees, all ages, \$25-\$250 for vendors
 - Film Fest w/ panel discussion, games, rides, activities, cross-disciplinary source for building collaborative relationships
 - Sha helping organize & MWBA could submit a film!
 - Sunday, Cubhouse Bike Swap Meet
 - Set-up @10am, Open 11-5pm
 - Sha unable to make it, Colin can help out. Good exposure 4 promo
 - Alternate, post MWBA Calendar & Announcements with GSC
- Treasurer: (8 min)
 - Monthly expenditures & budget update
 - Numbers are good. Revenues substantially more than expenditures.
 - 33K income, 16K expenses = 17K Savings
 - Managing spending well, minimal > 2019 +- 7k ops, 7K trailwork \$1500 travel/mtg
 - IMBA
 - Revenues via IMBA were reviewed and compared 2018 to 2019.
- Finance / Compliance committee:
 - Waterman Grant Final paperwork submitted, closing out
- Trail work / Tools / USFS relations committee: (9 min)
 - In Nov we did 712 hours of work = two large work days and one liaison work day.
 - Lost rock bar from October was found!
 - Dec work day on 8th at Ken Burton- 1" rain (sha flyer, alex plan, rob posts)
 - Jan 19 work day (Gabrielino Trail? Middle Merril?).
 - Trail committee to finalize the decision by month end.
 - Rainy Season! PAL levels agreeable for gas tools.
 - El P corner project was done on Black Friday instead of shopping. Eligible for the Gab cost share agreement.
 - JPL Bike club El P work day on Jan 31st (a Friday), 8:30 am meet in Meadows, lunch at Loma Alta Park at 1 pm, JPL Bike club to provide lunch.
 - 2019 Trail Status Report Update
 - Seeking volunteers to help with workday reporting, pending template from ANF.
 - Sunset ridge- example of techniques learned from Trail Summit 2018

- Media / Membership / Marketing committee: (13 min)
 - 2400 followers / 21% growth since April
 - Engage w/ different trail groups
 - Drones legal in ANF, unless special areas
 - Consolidate Social Media platforms to manage (prime means of communication).
Progress in ongoing for following...
 - IG Feed/story/DM, FB page/group/dm, eventbrite, website/google calendar, eblasts, slack & emails, trail courtesy video planned
 - New Website flow
 - Yay or Nay?
 - Blog- After Action Report (Carson? volunteer?)
 - IG not updating to most current
 - Update BSC
 - Update Google Calendar to show Holiday Shindig
 - Membership numbers are slightly down
 - Breakdown: \$12 IMBA, \$38 MWBA (bells, tools, lunches, tool maintenance, admin)
- Sponsorships committee: (13 min)
 - KB Lunch sponsor is Velo Pasadena - Thanks!
 - BSC is a priority in Q1 (CF) - Redevelop symbiotic relationships
 - Support, cross-promotion, member discounts, swag, shop memberships?
 - Other ideas for getting partner buy-in, develop long-term relationships (CF)
 - Corona Tools - ongoing for tools donation request
 - Bells count is getting a bit low - maybe re-order soon.
 - Explore whether a sponsorship could facilitate equipment for transporting tools.
 - Tabled pending coordination with ANF
- Trails Stewardship Summit committee:
 - Chris Orr has been contacted.
 - Justin has been contacted regarding working with Garrett Villaneva.
 - Steve Messer advises that due to various scheduling conflicts, the weekends starting Friday April the 10th or 17th should be targeted. **(JC)**
 - To outreach to other trail groups, especially those working in ANF

New Business (1hr)

- Alex motioned for Jay Marion to be trail work / tools / usfs relations committee.
 - David seconded. Unanimously approved.
- January meeting date (request from Jason for committee candidate)
 - Change date from 2nd to Jan 16th
 - Alex motioned, Andrew 2nded, unanimously approved.
 - Jan 2 @ optional meeting + 2019 wrap up + 2021 goals
 - Jan 16 meeting @ Molten Metal Works? 7pm
- Website refresh/admin (CF) - tabled to next meeting
- Should we pursue funding to continue work on Waterman?
 - Finish Trail 2 - evaluate process + benefit + community feedback
 - Hans estimate (DC)
 - Santa Cruz grant, 2-3 proposals, Due 3/31/20 (CF, JB)
 - Waterman finish Trail 2, 1000 linear feet
 - Waterman Trail #4 #2 + tools (bike optimized, Lines A + B)
 - Bike + Cash
 - Tool Budget
 - Should make any commitment dependent on funding
 - To prepare 3 different levels of ask for a grant
 - Larger scope project (i.e. trail 4 ~ 100k level)
 - Medium scope (finish trail 2 ~ 30 k level)
 - Small scope (~5k for more tools)
 - Likely to submit to a bike manufacturer, perhaps others in future.
 - Waterman work will be secondary to the priority of work on the front range
- Tabled: Board transition/evolution - This topic tabled for Slack discussion & next meeting.
 - Adopt a set of board member expectations to hand out at holiday party (or anywhere else recruit new board members). Start with SDMBA's expectations? (read ahead of time or pass out?).
 - How to recruit new board members? From committees? Recruit for committees?
 - Skills needed: grant writing, accountant, sticktoitiveness
 - How to communicate to members about this?
 - Board member perks?
- Tabled: 2020 Events
 - Pancake Breakfast in Spring - May? Location = Gould Mesa? Loma Alta Park?
 - Membership drive?
 - Other?

- Tabled: Bylaws updates
 - President, VP, Treasurer, Secretary: term limits?
 - One or more board positions elected by members?
 - Updates for modern communication technologies?
- Tabled: Email/Eblast system

Motion to close meeting by Andrew, seconded by Jon, unanimously approved at 9:30pm.