



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 November 15, 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, Athens County Commissioner Lenny Eliason (Not Present: City Manager Scott Frank)

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

○ Meeting Agenda

- Approve Agenda
- Approve October 18, 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: Lenny Eliason; *Approved*)

○ Approve Minutes from October 18, 2021 (Motion: Tim Warren, Second: Amy Renner; Abstain: Lenny Eliason; *Approved*)

○ Approve Financial Report

Jessie Powers, Executive Director

(Motion: Amy Renner, Second: Lenny Eliason; *Approved*)

- Balance: \$13,513
- \$50,000 line of credit
- \$21,287 still to be dispersed from POWER grant
- Will be paying contractor final payment
 - Scope of work was altered to add specific elements for advanced riders
- Request \$1345.40 Reimbursement for costs on personal credit card
 - Nonprofit filing



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- Website Plugins
- Amazon shipping supplies, etc.
- **(Motion: Tim Warren; Second: Lenny Eliason; Approved)**

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○ **ORCA Board Member & Partner Updates**

Amy Renner

- ODNR NatureWorks grant awarded for Chauncey park improvements
- Preconstruction meeting for AML this week

Lenny Eliason

- Design for alternate bike path spur to Baileys is done but cost is high (\$500,000 over)
 - Approached ODOT for more money

Sunday Creek Horizons

- Helping get ORCA website up
- Assisting with position descriptions
- Talking with trail stakeholders
- Assisting in advancing joint use agreement for capital budget funding

○ **Social Media & Website Report**

Jasmine Facun (Rural Action)

- Twitter
 - 266 followers
 - Top media tweet—Scenic photo from Meredith Erlewine
 - Top tweet—Trail Towns Business Challenge
- Instagram
 - 1833 followers
 - 60% of followers are from outside Athens, Columbus, Albany, The Plains, and Nelsonville
 - Top Post—#BusinessesOfTheBaileys Appalachian Understories
 - One of top all-time posts
- Facebook
 - 2959 followers
 - Gender gap in followers is inching closer
 - Top Post—#BusinessesOfTheBaileys Appalachian Understories
 - Almost 600 reactions, almost 50 shares, & reached almost 10,000 people
 - Spoke with Madison (business owner) and she received a large bump in followers after our post



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- Website
 - Users and pageviews down in October from last month
 - More in-state hits than we've seen in recent months
 - Most website traffic comes from Columbus
- Other Updates
 - Synergy MTB has been hosting Women's Skills Clinics on our trails
 - Women Bikers of the Baileys hosted a 100-member ride, celebrating that their group has 100 members in 4 months
 - After posting about their ride, they now have more than 30 additional followers
 - News & Media
 - Athens Messenger: "Old Chauncey school buildings under renovation to host brewery, restaurant, other businesses"
 - Microbrewery, restaurant, bike repair shop, lodging
 - Athens News: "Outdoor recreation can be a cornerstone of the regional economy"
 - Cleveland.com: "Cycling and sipping along Brewed on the Bikeway in Athens, where the public library offers bicycles to borrow"
 - Tourism Ohio: Filmed Baileys (biking, hiking, jogging) in Fall colors
 - WOUB: "A local coffee company is on a mission, with a new home in Glouster"
 - The Post: "Get some fresh air at these hiking trails in the Athens Area"
 - Trail Town Business Challenge
 - 15-20 sign-ups
- **Director's Report**
Jessie Powers, Executive Director
 - Sunday Creek following up with State budget award
 - ORCA expansion is enabled by addition of staff structure
 - Plan to ask Athens County for ARPA funding to support ORCA's work to strategically build back Athens County's and the regional economy led by Athens County's recreation assets like the Baileys Trail System
 - EDA coalition member for EDA Build Back Better Regional Challenge (\$25-\$75 million investment to grow outdoor product manufacturing in Central Appalachia)
 - Will also submit EDA Travel, Tourism, and Recreation application
 - Purchased office equipment
 - AWOADC nonprofit status application has been filed



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- Phase 3 construction is complete and open
- Continue to work towards development of Buchtel trailhead location evaluation
- 2021 Membership Launched
- Merchandise is ready to go—will be launched when bank account is established
- Rural Action posted an RFP for regional asset mapper for ARC POWER project 7 counties
- Meeting with Muskingum Watershed District and Steve Walker, chair of Ohio Trails Partnership & BTA
- Meetings with OU Outdoor Pursuits regarding potential partnerships
- ORCA Advisory Board met last week and would like to nominate Bruce Martin (OU) for Board position & Paul Logue (Athens City Planner)
(Motion to nominate Martin & Logue: Lenny Eliason; Second: Amy Renner; Approved)
- ORCA Advisory Board believe ORCA should assist with opening restrooms if needed
 - Amy Renner—bathrooms can open when security locks are installed from (NatureWorks Grant that was just awarded)
- Draft Report from OU Economic Impact study: directly attributes \$3.6 million from year 1 Baileys Trail System visitation
- 2021 ARC POWER grant start date October 1, 2021
- Audits filed & completed for 2019 & 2020
- Proposal to Athens County Commissioners for ARPA funding
 - Director of Finance - \$75,000
 - Responsible for financial management, grant and impact investment reporting.
 - Comparable to other similar position posted recently from Southeast Ohio Advocacy Center Ohio average is \$140,000 annually and \$72,000 is the 10th percental for the state

Lenny Eliason- Was this salary amount enough to attract a qualified candidate?

Jessie Powers- I will follow up to find out.

- 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
- Costs total \$350,000 for two years, but add capacity to on board members and reduce future membership fees

Tim Warren

- Will trails close? If so, will bathrooms close?



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- Jessie Powers— It is likely that trails will close on December 15th, because the comment period for the proposed trail plan amendment to remove the mandatory trail closure languages concludes December 17. However, have not heard this definitively from Wayne National Forest.
- **Public Comments**
None
- **Adjourn (Motion: Lenny Eliason, Second: Amy Renner; *Approved*)**