



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

August 15, 2023, 5:00 PM - 6:00 PM

Prepared by Emily Sebring, communications@orcaohio.com

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

Others Present: Jessie Powers, Delia Palmisano, Sky Pettey

Meeting Agenda

- Approve Agenda
- Approve July 18, 2023 Meeting Minutes
- Partner Updates
- Legal Updates
- ORCA Board Member Updates
- Financial Report
- Director's Report
- Maintenance Report
- Communications Report
- Public Comments
- Other
- Adjourn

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

Approve Minutes from July 18, 2023 (Motion: Lenny Eliason, Second: Jay Kline; Approved)

Partner Updates:
NONE

Legal Updates:
Sky Pettey

- Our application for the trademark we had an issue where they didn't want me to list specific colors. In fact, disclaiming any color combinations on it actually guarantees that no matter what colors anybody used on our design, they would be violating our trademark.



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- I fixed those problems and sent it back in and got a note from the office that our application does meet all the application standards. That doesn't mean that it's approved, but it will advance to the next step in getting our trademark, but we're not there yet.

ORCA Board Member Updates:

Amy Renner

- I had a request, Jessie. I didn't know if you would be willing to write a letter of support for an application we're putting into the US Army Corps of Engineers for a floodplain study and construction for mitigation. Just kind of want to touch on the impact of the flooding to the Baileys.
 - Jessie Powers: Absolutely.
 - Amy Renner: The County EMA Director and Planner are assisting where we need to fill in some gaps on the information on historical flooding information. The proposal itself seems pretty easy, but would like some letters of support about why this is important.

Jay Kline

- I was down at the site the other night and just tried to get a better feel for the lay of the land.
 - Jessie Powers: I met with the land owners and will get with our design team to figure out the potential revised layout. We need ODNR approval of our scope amendment prior to reimbursement. Meaning we must finalize Buchtel Trailhead location and provide ODNR agreements between Buchtel and Land Owner(s) for review.

Financial Report:

Jessie Powers, Executive Director

- The big news is we received \$234,240 of Athens County ARPA investment for ORCA staff, which is 3.2% of the \$7.1 million of unique Athens County tourism infrastructure investments ORCA secured from September- December 2022.
- Our account balance as of today is \$324,298.82. It's going to diminish significantly when we pay our construction bills and reimburse our partners in the power grant.
- I'd like to request \$214.17 for reimbursements for mileage:
 - For Jessie Powers: \$119.86
 - For Delia Palmisano: \$94.31(Motion: Tim Warren, Second: Lenny Eliason; Approved)

(Motion to approve Financial Report: Jay Kline, Second: Tim Warren; Approved)



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Directors Report:

Jessie Powers, Executive Director

- ARC ARISE PA WILDS Partnership- Invited for ARC ARISE Application

Project: Transformational Tech Development to Help Enable Growth of Place-Based Tourism Economies and Related Supply Chains in Appalachia

Business to customer

Harnessing Impact Data sales

Access to Capital

Supply Chain to Business

Shared Stewardship sales

Workforce

Project Goal: Develop the plan to implement web-based technology ORCA Partners and Members - Ohio Service Area

Next steps: Finalize Service Area and budget, then submit ARISE Application for respective state office approval.

- ORCA Membership Expansion & Outreach

5.26.23 Invitation to Partner extended to: Adams, Gallia, Highland, Hocking, Jackson, Lawrence, Meigs, Monroe, Morgan, Nobel, Perry, Pike, Ross, Scioto, Vinton, Washington counties

Monroe, Nobel, Washington, Highland, Gallia, Jackson, Vinton, Ross, Morgan, City of Wellston, City, of Jackson, Lawrence, resolved to join.

Perry, Hocking, Adams, Scioto, reviewing the opportunity.

Next Steps: Coordinate meeting of new ORCA Advisory Board to advance 1. Regional Recreation Planning 2. Regional Branding & Destination Development 3. ARISE Opportunities 4. 2024 Ohio Outdoor Recreation Conference, and anticipate ACGP discussion.

- ORCA 2022 ODNr AMLER Grant

ODNR working with OSM to develop grant agreement

- ORCA 2021 POWER Grant

Amend Kay-Linn Contract Scope of Work to coordinate planning for ACGP and support larger region

- ORCA ACGP

Met ORCA Procured Planners 6.22.23- advancing design on projects for:



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Baileys- Trailheads, Connector Trails, Trails Camp Rotan, Bouldering Sells Park, Hocking River Access. Albany- Snowden-Alexander School connection, Nelsonville York Buchtel-Snow Fork connector, Tom Cat Trail Enhancements.

Connected ORCA Consultant with ACGP Planners, and awaiting 2022 ACGP grant agreement.

- 2023 Baileys Events & Programs

Baileys Dirt Fondo 10.14.23 (pilot- Annual ORCA Fundraiser)

Athens Gravel Challenge August 5th had a great turnout with around 100 riders.

- ORCA Staff

AmeriCorps Communications Position and 2023 Sustainable Recreation Manager Position to be filled soon, and ORCA Director of Finance will start August 21, 2023

- Chauncey Office

Extension of current rate plus \$250 utilities, which is split between ORCA and AWOADC according to staff and bike shop use of the space.

- Other

Upcoming Bids: Environmental Review Services, Kinderhook Trail Enhancements

In June ORCA was one of more than 500 organizations to submit an application to receive an Economic Recovery Corps fellow. Our application advanced to phase two which was an interview, Ohio University Economics Professor Dr. Julia Paxton-Pagon graciously joined the interview. There are two more phases of the application process, but if selected we will receive an IDEC paid Economic Recovery Corps Fellow for 2.5 years to advance economic planning for the region.

Communications Report:

Delia Palmisano

- Social media continues to grow. Facebook is up 134 people from last month to 4,745 followers. The reach last month was over 37,000. Highest post for Facebook is new trails as well as the post about the Dirt Fondo and a meet the team post about Jessie reached 2,800 people. So it felt like it was important for people to know who's behind ORCA and the Baileys.
- Instagram is up as well, 33 people from last month to 2,451 followers.
- The ORCA website in the last 30 days reached 262 site visits to 191 unique visitors. Seems like when people are on there, they're spending a fair amount of time on there, so over five and a half minutes on the website.
- The Baileys in the last 30 days is obviously reaching much more. 3,207 site visits, 2,200 unique visitors and over 7,000 page views. Baileys website traffic comes from a lot of



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Facebook referrals, and things like bike reg about the Dirt Fondo Ride. ORCA traffic seems to come from more organic searches and google searches.

- The ORCA expansion Press release went out to 20 or so media outlets in the 16 county area and it got picked up in Highland, Ross and Athens counties.
- The Dirt Fondo, which is October 14th, has 40 people registered. This time last month we had 18. I think that'll continue to grow as it gets closer. The TREK bike raffle generated around \$520 raised last month and currently we're at \$1,150. We have ads that'll be coming out soon on WOUB and then Facebook boosted posts as well. We have a list of sponsors that we're continuing to grow. Cash donations, tables, foods, raffle items, etc.

Public Comments:

NONE

Motion to Adjourn: Lenny Eliason, Second: Tim Warren, Approved