

Outdoor Recreation Council of Appalachia

Jessie Powers, Executive Director Email: orca.cog@gmail.com Phone: 740.517.8445
PO Box 61, 5 W. Stimson Ave., Athens, OH 45701

Outdoor Recreation Council of Appalachia Meeting Minutes September 20, 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, Commissioner Lenny Eliason; City Manager Scott Frank

Others Present: Jessie Powers, Jasmine Facun, Sky Pettey, Kerry Pigman, Malania Birney, Andrew Kostival, Cindy Hayes, Zack Space, Zach Reizes, Will Drabold, Zachary Saunders

- **Meeting Agenda**
 - Approve Agenda
 - Sunday Creek Horizons Update
 - Approve Minutes from: July 28, 2021
 - ORCA Board Member Updates
 - Social Media & Website Report
 - Approve Financial Report
 - Director's Report
 - ORCA Staff Structure Discussion
 - Other Business
 - Public Comments
 - Adjourn

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

- **Sunday Creek Horizons Update**

Will Drabold (Sunday Creek Horizons)

- Interest from surrounding area governments in joining ORCA
- Interest from private companies
 - Rocky Boots
- State Level
 - Call with state leaders
 - Enthused about bikeway to Belpre
 - Capital Investment
 - Rep. Edwards
 - His peers in legislature are interested in replicating
- Federal
 - Economic Development Administration
 - Interest in trails that hasn't been seen in decades
 - WNF—continuing to grow partnership
- Judge Saunders has interest in local park districts
 - Opportunity to expand to surrounding counties
- National Outdoor Recreation opportunity
 - Would unlock additional appropriations from Congress

Zack Reizes (Sunday Creek Horizons)

- Synchronizing trail system with regional economic revitalization
- ORCA needs to make decision about whether it will confine itself to Baileys or to expand to region
- Political imperative associated with our region and this is a good time to link region together
 - Baileys is a fundamental building block in process
 - Encourage Board to empower Executive Director to create a strategic plan

Steve Patterson

- Now is the time to continue establishing a far-reaching organization and to grow ORCA out

- **Approve Minutes from July 28, 2021 (Motion: Tim Warren, Second: Lenny Eliason; *Approved*)**

- **ORCA Board Member Updates**

NONE

- **Social Media & Website Report**

Jasmine Facun (Rural Action)

- Twitter

- 250 followers
 - Top media tweet—Run Baileys
 - Top mention—Trail user on new trails
 - Lots of confusion about the opening of these trails
 - Top tweet—Trail closure announcement for NICA event
- Instagram
 - Over 1700 followers
 - 60% of followers are from outside Athens, Columbus, Albany, The Plains, and Nelsonville
 - Top Post—Run Baileys Women’s Day
- Facebook
 - Over 2700 followers
 - Gender gap in followers is inching closer
 - Top Post--#BusinessesOfTheBaileys OVRC
- Website
 - Users and pageviews down from last month
 - New weather widget for weather station at Chauncey Library is getting a lot of use
 - 3 of top 10 locations for website hits are from out of state
 - 25-34 year-olds is largest age demographic visiting the site
- Other Updates
 - ODNR Story Book Trail Grant Application
 - Tourism Ohio & ACCVB Commercials
 - Merch has been photographed for website
 - Lots of inquiries for merch
- Sneak Peaks (September)
 - Ohio NICA Event was successful
 - National Public Lands Day upcoming on 9/25
 - Third Sun Solar donation/partnership with Baileys/Village of Chauncey
- **Approve Financial Report**
Jessie Powers, Executive Director
 - Balance: \$17,099
 - Waiting on reimbursements that total \$136,676
 - Have received 3rd reimbursement through POWER grant
 - Has been extended through 2022
 - ORCA was awarded POWER grant
 - Expenses:
 - Linear Active Payout 4th invoice - \$49,924.28
 - Reimbursement request for \$809.89
(Motion: Lenny Eliason; Second: Tim Warren; Approved)
 - Request for up to \$500 reimbursement from mileage and MailChimp
(Motion: Lenny Eliason; Second: Amy Renner; Approved)

- **Director's Report**

- Jessie Powers, Executive Director

- Call with ODNR tomorrow
 - How to spend state funding on federal forest land
 - Buchtel Trailhead
 - Water line expansion/extension at Chauncey Trailhead
 - Majority of funding toward trail building
 - ARPA opportunity - Parks District possibility
 - EDA
 - \$4-6 million in competitive funds ORCA could apply for
 - Strategic partnerships with other persistent poverty counties
 - OR, Build Back Better opportunity
 - EDA rep has said only ORCA is talking about recreation in Ohio as economic catalyst
 - Phase 1 – Create vision at high level
 - \$500,000 to create planning reports and analyses for Phase 2
 - State level recreation—ODNR, ODOT, GOA, etc.
 - Or Local—but may be more competition locally
 - Request for \$3563 for two new computers, printers, software for ORCA
(Motion: Tim Warren; Second: Lenny Eliason; *Approved*)

- **ORCA Staff Structure Discussion**

- Jessie Powers, Executive Director

- Proposed Staff
 - Executive Director
 - Director of Communications & Programs
 - Communications Associate
 - Director of Finance
 - Director of Operations and Maintenance
 - Americorps
 - \$525,388 total cost
 - Just Transition Fund – if awarded, \$415,896 as operating budget for year
 - With staff, we are a more competitive applicant and have capacity to do the work
 - Request for one-time ARPA dues
 - Lenny—money has to be requested where it's spent (jurisdictional limits)
 - Should ask Athens County for ARPA money
 - Jessie—use of ARPA fund for membership dues
 - Scott Frank—Minimum staff needed?
 - Director of Communications & Programs
 - Director of Finance

- Kerry Pigman (Athens County Foundation)—hesitant to give a grant if organizational capacity is not in place
 - Adding staff is a critical component to success
- Tim Warren—hesitant to hire staff when waiting to get money
- Zack Reizes (Sunday Creek Horizons)—reach out to Treasury through Senator Brown’s office
- Amy Renner—perhaps Operations & Maintenance Director should be downgraded
- Lenny Eliason—two-step approach—Financial & Communications staff should be priority, then scale over time
- Steve Patterson—a lot of money coming in and we need to do this right
 - Full favor of getting ORCA best staffing that’s necessary at this point
 - Trail maintenance—money coming in from opiate settlement—trail maintenance recovery program
 - Lenny Eliason—HAPCAP model

(Motion to fund two positions: Amy Renner, Second: Lenny Eliason; *Approved*)

(Motion to pursue funding for ARPA from Athens County: Lenny Eliason, Tim Warren; *Approved*)

(Motion to pursue Build Back Better: Lenny Eliason; Tim Warren; *Approved*)

○ **Other Business**

- New Americorps Elle providing a lot of help
- When non-profit status goes through, we can sell merchandise and individual memberships
- NICA Race
 - \$1600 for first responders
 - Getting ambulance was difficult
 - \$400 for porta potties
 - \$350 permit fee
 - \$350 for ATV use to move things to staging area
 - Trash needs to be worked out with Rural Action
- October 12 MTB Race Proposal
 - Request minimum \$350 fee & \$100 community fee
 - Need EMS on site
 - Need to figure out trail closures
- ORCA is a sponsor for Public Lands Day event--\$500 for music
- Met with Southern Wayne Advocacy Council
- New ORCA Board meeting time—Mondays noon

○ **Public Comments**

None

○ **Adjourn (Motion: Lenny Eliason, Second: Tim Warren; *Approved*)**