

Outdoor Recreation Council of Appalachia

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Outdoor Recreation Council of Appalachia Meeting Minutes July 28, 2021, 5:00pm

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; Not Present: Nelsonville City Manager Scott Frank,

Others Present: Jessie Powers, Jasmine Facun, Jason Reed, Seth Brown,

- **Meeting Agenda**
 - Approve Agenda
 - Approve Minutes from: June 23, 2021 & July 6, 2021
 - Consultant update
 - ORCA Board Member Updates
 - Social Media & Website Report
 - Approve Financial Report
 - Director's Report
 - Other Business
 - Public Comments
 - Adjourn

- **Approve Agenda (Motion: Lenny Eliason, Second: Amy Renner; *Approved*)**
- **Approve Minutes from June 23, 2021 & July 6, 2021 (Motion: Tim Warren, Second: Lenny Eliason; *Approved*)**
- **ORCA Board Member Updates**
 - None
- **Sunday Creek Horizons, Zack Space**
 - Final budget resolution \$2 million line item
 - Jessie Powers & Jack Cera was instrumental
 - Huge for region and economic development
 - Press Conference tomorrow
 - Anticipate good turnout among legislators
 - Opportunity on horizon for future of recreational trails and outdoor recreation
 - \$750 million EDA significant portions allocated to states
 - Window of opportunity
 - Southern Ohio holds political importance in Columbus right now
- **Social Media & Website Report**
Jasmine Facun (Rural Action)
 - Twitter
 - Over 200 followers
 - Top media tweet—Pride Ride
 - Top mention—From ODNR
 - Top tweet—Doanville-York Trailhead grand opening
 - Instagram
 - Over 1600 followers
 - 60% of followers are from outside Athens, Columbus, Albany, The Plains, and Nelsonville
 - Facebook
 - Over 2500 followers
 - Gender gap in followers is inching closer
 - Pride Ride, Doanville Opening, & Run Baileys Event were top posts
 - Website
 - Users and pageviews down from last month but avg. session time is up
 - New weather widget for weather station at Chauncey Library is getting a lot of use
 - 4 of top 10 locations for website hits are from out of state
 - 25-34 year-olds is largest age demographic visiting the site

○ **Approve Financial Report**

Jessie Powers, Executive Director

- Balance: \$74,470
- Expenses: \$38,000
 - Construction & purchase of merchandise largest expenses this month
- POWER grant—awaiting reimbursement request
 - \$21,287 remaining in grant
- Town & Gown Registration, Kroger, Linens Reimbursement Request
 - \$355.85

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

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

○ **Director's Report**

Jessie Powers, Executive Director

- Budget Celebration Event
 - We were lent a tent in the event of bad weather, by Chris Chmiel
 - Flowers and cake arriving at noon, plants, tables, linens
 - Potential for other county Commissioners to attend
 - ORCA partner in USDA Appalachian Ohio grant
 - Written by Leslie Schaler, ACEnet Program Director
 - Sunday Creek \$3500/month to keep them on retainer
 - Value in working with them as funding flow through the states
 - Request for 90 day retainer
- (Motion: Lenny Eliason, Second: Amy Renner; Approved)**
- AWODC paperwork filed
 - Request for review of trash cans/recycling for Doanville-York Trailhead
 - Steve Patterson may have an in for trash receptacles through City of Athens—will check
 - Lenny Eliason—check state bid projects and call Athens-Hocking Solid Waste
 - Phase 3 is going well
 - Jessie will meet with Jay Kline Friday to continue trailhead location vetting
 - Sponsorship amounts will be lowered and will be advertised as destination-level location, thanks to State of Ohio investment
 - Events
 - 3 events scheduled
 - Need to offer discount—we are too far above ODNR historic permit range
 - Suggest to offer 50% discount this year
 - Amy Renner—agrees especially because trailhead is not complete

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

- Brochures for ORCA are ready
- NPR interview and Dispatch article
- Media has been invited to celebration
- Musicians will be bringing sound and hopefully livestream the event

- **Other Business**

- **Steve Patterson**

- WNF agreement extended another year
 - Designated Outdoor Refreshment Area goes live in Athens tomorrow

- **Jessie Powers**

- \$85/month internet for office through Nelsonville TV
 - Awaiting logo from ACEnet to put ORCA sign up on office
 - Followed up with ODOT signage and they are backlogged at the moment
 - Can put up our own local signs

- **Public Comments**

- Seth Brown—Quantified Ventures is entering into long-term partnership with FS—get narrative aligned about state, local, federal with state and non-profits
 - Jason Reed—Condition-based closure will be rolling out
 - Jasmine Facun—Will all trails be closed for Run Baileys Event? Jessie—Only trails that are being used
 - Seth Brown—qualifying councils of governments maybe something worth looking into in the future (i.e., ski resorts)
 - Steve Patterson—is there a possibility of vertical terrain for zipline course; Jason Reed—agreements and permitting should be local; probably have capability to work through with existing structure
 - Jessie Powers- Jason, Seth and I have discussed this before, but if mountain biking could be permitted like ski resorts that would be a very beneficial policy change

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