



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 December 20, 2021, 1:00pm

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, City Manager Scott Frank, (Not present: Athens County Commissioner Lenny Eliason)

Others Present: Jessie Powers, Jasmine Facun, Elle Dickerman, Sky Pettey, Jay Kline

○ **Meeting Agenda**

- Approve Agenda
- Approve November 15, 2021 Meeting Minutes
- Financial Report
- ORCA Board Member & Partner Updates
- Social Media Report
- Director's Report
- Public Comments
- Other
- Adjourn

○ **Approve Agenda (Motion: Tim Warren, Second: Amy Renner; *Approved*)**

○ **Approve Minutes from November 15, 2021 (Motion: Amy Renner, Second: Tim Warren; *Approved*)**

○ **Approve Financial Report**

Jessie Powers, Executive Director

(Motion: Amy Renner, Second: Jay Kline; *Approved*)

- Balance: \$42,911
- \$50,000 line of credit returned to full amount
- Reimbursement from POWER grant coming
- Request \$264.40 Reimbursement
 - Mileage
 - Mailchimp
 - Stamps

(Motion: Amy Renner, Second: Jay Kline; *Approved*)



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○ ORCA Board Member & Partner Updates

- Jessie Powers

- Wayne National Forest Ranger is temporarily being filled by Aaron Burke for 4 months
- Trail Closure Update
 - ABC collected data last year
 - WNF has put forward proposal to remove mandatory closure language
 - Will likely keep trails open until sometime in January
 - This is taking steps to move toward weather-based closure

- Amy Renner

- Chauncey had meeting with ODNR AML construction crew
- Push now to save old mining buildings
 - Funds raised to get structural engineer to do an assessment

- Steve Patterson

- Contracted with a firm to take out all the invasive species along bike path by community center
 - Keeping larger trees and Menards is supplying native trees
 - Create recreational space along the river
 - Perhaps next year, city will take action on the bike path along the west side
- Strouds Run
 - Seeing if city or ORCA can take on project as a park land

○ Social Media & Website Report

Jasmine Facun (Rural Action)

- Twitter

- 275 followers
- Top media tweet—Baileys Hunting Closure
- Top tweet—NPR story on a hiker

- Instagram

- 1872 followers
- 62% of followers are from outside Athens, Columbus, Albany, The Plains, and Nelsonville
- Top Post—Phase 3 Trails Open
 - Highest performing post ever

- Facebook

- 3052 followers



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- Reaching more women than ever before
- Top Posts—Hunting Closures & Phase 3 Trails Open
 - Phase 3 Trails: Over 600 reactions & reached 7200 people
- Website
 - Everything up from previous month
 - Bump on dates when online shop opened and Phase 3 trails opened
 - A lot of traffic from Michigan and Pennsylvania
 - Most website traffic comes from Columbus
- **Director's Report**
 - Jessie Powers, Executive Director
 - Starting to find contractors for trail building from ODNR agreement
 - EDA Build Back Better project was not selected
 - Application team hopes to shift project to another funding source
 - \$25,000 Just Transition Fund Grant for general operational support awarded
 - AWOADC has approved bike purchase for bike rental program in partnership with OU Outdoor Pursuits
 - Met with design team to discuss concept for Chauncey-Dover Park campground
 - Trail System Construction
 - Still working on Buchtel Trailhead location
 - Creating signage over winter to be installed
 - Trail System Revenues
 - Over \$4400 merchandise sales
 - 30 memberships sold so far
 - Would like to get 20% board authorization for board/employee discount, hat, t-shirt, stickers, and one of any new merchandise
(Motion: Amy Renner, Second: Tim Warren; Approved)
 - Working on 2022 jerseys & water bottles
 - Will present donations received at trailhead following trail closure
 - Establish contacts at OU to assist/ develop an opportunity for us to support diversity, equity, and inclusion at the Baileys
 - Connected with Rocky Brands last week and had great conversation regarding future partnership opportunities, and will introduce me to Hocking College President to discuss partnership opportunities and the need for more professional trailbuilders.
 - Working on Travel & Tourism proposal
 - \$6.2 million estimate for all desired elements, but unlikely we can expect to request that amount. Components to be presented include:
 - Chauncey-Dover Park Trailhead Water & Sewer System Improvements
 - Tool storage building
 - Bike washing station/ water fountain
 - Bikeway Extension Support



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- Buchtel Trailhead Development- utilities, restroom, parking, bike washing, water fountain, shelter house
- Improve/ new Chauncey-Dover Park TH Access
- Preservation/ restoration historic mine structures
- Infrastructure, water, sewer; also need \$500,000 to fill budget gap for bikeway extension
- ORCA staff
 - Director of Finance, Director of Communications, Director of Sustainable Recreation
 - Request to increase Director of Finance position salary to \$80,000 and incorporate quality of life benefits
(Motion: Amy Renner, Second: Jay Kline; Approved)
 - Event/Programming Oversight & Activation Position needed
 - Guide, permitting, clinics
 - Would be a service to the forest
 - Capture more revenues
 - Request authorization to add this position to County ARPA fund request
(Motion: Amy Renner, Second: Tim Warren; Approved)
- **Public Comments**
 - Jasmine Facun – Bill Hayes is interested in creating opportunities for veterans to do trail maintenance
 - Amy Renner – Village of Chauncey would like notification of events happening at trailhead or on trails
 - Mayor Patterson – settlement money from opiates could be used for programming and/or trail maintenance
 - Mayor Patterson request to Sky Pettey – As a general update for the Board can you provide document that outlines when board members should recuse themselves, including conflict of interest statements, general requirements of Sunshine Laws, etc.?
 - Sky Pettey- Yes, I'll present that at the next meeting.
 - Amy Renner – Chauncey has adopted a shelter house application and mobile vendor food permit
 - Steve Patterson – When village reaches 4 liquor permits, can apply for a DORA
 - Jessie Powers – request board authorization to advance Baileys logo trademarking
(Motion: Scott Frank, Second: Amy Renner; Approved)
- **Adjourn (Motion: Scott Frank, Second: Amy Renner; Approved)**



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