

Outdoor Recreation Council of Appalachia

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Outdoor Recreation Council of Appalachia Meeting Minutes December 16, 2020, 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 President Tim Warren, Athens County Commissioner Lenny Eliason

Others present: Jessie Powers, Seth Brown, Jasmine Facun, Dawn McCarthy, Jason Reed, Rob Delach, Boone Tryer, Bob West, Sky Petty, Mario Grijalva, Howard Welser, Nick Tepe, Mike Moulton, Nathan Blatchley

- **Meeting Agenda Approved:**

- Approve Agenda
- Approve Minutes: August 5, 2020, October 21, 2020, & November 18, 2020
- Approve Financial Report
- Director's Report
- Financing Conversation
- Athens Wayne Asset Development Corporation 501c3 Establishment
- Wayne National Forest Update
- Athens Bicycle Club Update & Maintenance
- Social Media & Website Report
- ORCA Board Updates
- Other
- Adjourn

- **Minutes: August 5, 2020, October 21, 2020, & November 18, 2020 Approved**

- Mayor Steve Patterson, Chair

- o Suggestion to amend November 18, 2020 minutes to reflect that Commissioner Eliason is *not* affiliated with National League of Cities
(Approved)

- **Financial Report**

Jessie Powers, Executive Director

- ARC POWER Grant
 - Reimbursed quarterly (completed one quarter so far and have requested \$8,687.90 in reimbursement)
- Hocking Valley Bank account balance of \$48,588.45
 - Funds from City of Athens, NFF MAP, ACF Donations have been utilized for Phase 2 construction
- Expenses (does not include MS Accounting items): \$21,506
- Projected Expenses
 - Feed Tube, Sponsorship Signs, Logo, etc.
 - \$2,285 projected + placeholders for items not yet estimated
- Phase 3 Construction Cost Estimates: \$206,000
 - Savings earmarked from Phase 2 will roll into Phase 3: \$122,621
 - FAO: \$10,000 (hopeful), PPL 4 Bikes: \$10,000 (unsure), LWCF: \$50,000 (unsure)
 - Total for Phase 3: \$192,621 (or \$132,621 if discounting “unsure” funding)
- Request for reimbursement of \$209 for sticker purchase **(Approved)**
- **(Financial Report Approved)**

Mayor Amy Renner, Vice Chair

- Request to purchase ORCA Zoom account \$20/month **(Approved)**

• **Director's Report**

Jessie Powers, Executive Director

- Policies and Procedures are drafted: Will share with Legal
- Working with WNF to develop Operation Plan
- Working with Village of Chauncey on Feed Tubes & Sponsorship Sign
- Advisory Board members have been notified and have accepted
- Work needs to be done on trails over winter to meet adaptive trails standards by Spring
- Phase 3 Construction: 5.5 miles; Will include a flow-style trail
- Phase 4: Developing budget and initial scope of work
- Request authorization to submit a People for Bikes \$10,000 grant for Phase 3 Construction - Approved
- Request authorization to submit ARC POWER pre-application **(Approved)**
- Timeline for solicitation for bids: Looking for earlier construction build
- POWER application: Continuing conversations
- ODNR Abandoned Mine Land: Potential for Phase 4 Construction
 - Sites in Buchtel area will be evaluated
- Match Fundraising Campaign: Met deadline
- Met with Chauncey Parks and Recreation Committee

- Agreed to use Baileys' messaging when soliciting donations
 - ORCA will be transparent in process
 - Village can communicate needs and ORCA is open to discussing donation sharing
 - Similar conversation will be had with York Township Trustees re: to Doanville Trailhead
- (In chat) Boone Troyer of Athens County Convention and Visitors Bureau is meeting with People for Bikes and will mention ORCA grant application to express support and unity
- Doanville Trailhead currently under construction
- Preliminary Sponsorship Policy drafted
 - Will continue to work with Advisory Board and will hopefully have something to present at next meeting
- Events
 - Policies and Procedures need to be developed
 - Need to obtain quote for ORCA's liability insurance for events
 - Met with Village of Chauncey's liability insurance provider, along with ODNR
 - ORCA will need its own liability policy
- Maintenance
 - Chauncey Parks & Rec Committee Meeting
 - Agreed to mow overflow parking area for upcoming NICA Fall event
 - Long-term Maintenance Expenses
 - Restroom Cleaning, Water, Mowing
 - Will obtain cost estimates/make plan
- Website
 - Obtained Domain Names
 - Will Work w/ Redtail to add Sales Capacity & Trail Conditions
- Other Marketing
 - Interview with Expatalachians: Awaiting article publication
 - Outside Magazine also doing Baileys article this Winter

Mayor Steve Patterson, Chair

- Have we been published in REI newsletter?
 - Published in online blog & NFF newsletter
 - Seth Brown has meeting with REI and will mention
 - ORCA will be approaching REI again for another round of funding, with new narrative

Dawn McCarthy (Wayne National Forest)

- How much still needed for Phase 3? (\$72,000 shortfall)
 - \$20,000 match campaign could be contributed, will pursue ARC state & federal funding, & will develop a fundraising strategy

- **Financing**

- Seth Brown (Quantified Ventures)

- \$6.7 million raised so far, ~25,000 users last year
 - 3 major sources of revenue: Project, Appropriations, Grants
 - Project Revenue
 - Commercial lease, retail & merchandise sales, events, corporate partnerships, business partnerships, philanthropic
 - Will present to Advisory Board
 - Grants
 - RTP, AML, ARC POWER; EDA & USDA Rural Development (with business incubator)
 - Cycle of grants, match requirements, scope?
 - Appropriations
 - City's 2019 commitment is contingent on County
 - Continue to work with County to unlock \$90K
 - Narrative around value that project is providing County right now
 - Already have half the ask (10 years, not 20)
 - Business Incubators—Beyond Baileys
 - Point of clarification: Projection numbers have muddled narrative
 - For \$90K from County, only 9,000 overnight trips/year necessary at Year 10
 - Working with local impact investors

- Mayor Steve Patterson, Chair

- Now serves on State Treasurer Southern Region Advisory Council
 - Asked Treasurer if Baileys would qualify for Pay-For-Success (YES)
 - State funding will also be pursued

- **Athens Wayne Development Corporation 501c3 Establishment**

- Jessie Powers, Executive Director

- Sent existing state registration paperwork to legal counsel for guidance
 - Board needs to discuss who should serve on Non-Profit Board

- Sky Petty (Legal)

- 3 or 5 Board Members & IRS 1023 Form
 - Tax-Exempt status is retroactive so buying/selling can begin now
 - Non-Profit Board Members should not be ORCA Board Members or Advisory Board Members; individuals should be unrelated

- Board Members must be listed on 1023 Form prior to filing

- **Wayne National Forest**

- Jason Reed (Wayne National Forest)

- Forest Plan in place since 2006: Trails close every year to cyclists
 - Can be addressed, but not quickly: Drawbacks and benefits to closing or remaining open
 - Solution is possible and conversations are happening
 - Question about other recreational opportunities along Baileys (ziplining, rock climbing, etc.)
 - Jason Reed says yes, conversations can start now
 - Jessie Powers agrees that this also fulfills mission
 - Rob Delach adds backcountry campsites
 - Howard Welser adds other cycling activities that can be launched from Baileys Trailheads (gravel, road biking, etc.)

(Mayor Steve Patterson, Chair left meeting)

- **Athens Bicycle Club Update & Maintenance**

- Bob West (Athens Bicycle Club President)

- ABC not opposed to closures; would like to see a more thoughtful closure policy, rather than blanket
 - Website updates, QR codes to communicate
 - Grant to expand volunteer capacity with trailers/tools

- Rob Delach (Athens Bicycle Club)

- Workday on 12/5 focused on Depot Trail & Coal Train
 - Added gravel; More work needed
 - 2-6 drains needed, a ton of crusher run
 - Jeremy Wimpey suggested establishing plan to monitor trails and develop process for closing
 - Weather station would facilitate this; also educational
 - Possible partner with OU meteorology club

- **Social Media & Website**

- Jasmine Facun (Rural Action)

- Twitter numbers all up; Pearl Izumi video/blog very successful
 - Instagram numbers all up; over 1300 followers; Chief's Award post most successful
 - Facebook; Post reach over 16,000 (up 281% from prior month)
 - More women starting to follow page
 - Website: Columbus is highest hitting city

