

Outdoor Recreation Council of Appalachia

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Outdoor Recreation Council of Appalachia Meeting Minutes January 20, 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, Athens County Commissioner Lenny Eliason

Others Present: Jessie Powers, Scott Frank, Jasmine Facun, Boone Troyer, C. Curtner, Chelsie, Dawn McCarthy, Eleni Hatzis, Jarod More, Jason Reed, Michael Moulton, Nick Tepe, Rob Delach, Seth Brown, Sky Pettey (“Legal”)

- **Meeting Agenda (Approved):**
 - Approve Agenda
 - Approve Minutes from 12/16/20
 - Approve Financial Report
 - Director’s Report
 - Social Media & Website Report
 - Other Business
 - Adjourn

- **Minutes from December 16, 2020 (Approved)**

- **Financial Report (Approved)**
Jessie Powers, Executive Director
 - Operations
 - Reimbursement Grant for 1st Quarter
 - Revenue Streams Total: \$71,297
 - Phase 2 Construction Overview
 - ORCA’s Expenses: \$29,860
 - Balance: \$41,437
 - Projected Expenses
 - Down payment on ORCA logo
 - People for Bikes Ride Cards
 - Phase 3 Construction
 - Linear Active

- \$133,925 with grant rollover from last year and anticipated grant revenues
 - We have \$68,528 to put toward Phase 3 Construction
 - Shortage of \$65,397
 - Pending Funding Requests and Sponsorship ideas to generate revenue to be discussed later in meeting
 - Reimbursement for Postage & Purchase of ORCA Zoom Account
(Approved)
 - Question from Rob Delach: Has Linear Active done work on the Baileys before?
 - Yes, and will be discussed in Director's Report
- **Director's Report**
- Jessie Powers, Executive Director
- Policy & Procedures – no change
 - Feed Tubes & Sponsorship Sign
 - Chauncey agreed
 - Advisory Board Meeting this Friday
 - Working with WNF & ABC to monitor weather conditions for trail maintenance
 - Village of Buchtel resolution to join ORCA
 - Legal will review
 - Mayor Renner asked about format—no signatures
 - Commissioner Eliason asked for signed Agreement because of financial commitment
 - Legal agrees—more documents need to be executed before approval
 - Local Rotary Club interested in partnering with ORCA to form Baileys rotary
 - Athens Wayne Outdoor Asset Development Corporation (non-profit)
 - 5 Board Members needed
 - Members discussed to date:
 - Connaught Cullen (Chauncey)
 - Chris Chmiel (Athens County)
 - Taylor Sappington (Nelsonville Auditor)
 - Elizabeth Jones (Nelsonville Planning)
 - Jack Pepper (Health Dept.)
 - Hocking Valley Bank Representative
 - Question from Michael Moulton about Baileys allegiance of potential Board Members
 - Suggestion from Commissioner Eliason for Members with non-profit experience (such as Leslie Schaller)
 - Request to wait on approving new members to broaden thinking
 - Jessie Powers noted that can't file until Board is selected

- Legal clarified that non-profit can still make sales with non-profit status applied retroactively
 - Board Member approval tabled for next meeting
- Baileys Phase 3 Construction
 - Request authorization to give bid to Linear Active for \$133,924.60
 - Question from Rob Delach about which trails Linear Active have constructed
 - Dawn McCarthy—Salt Works and portion of Coal Train
 - Rob Delach—They also were good about doing follow-up work
 - Question from Commissioner Eliason about what amount we are awarding and whether we have it already
 - No, we do not—can create timeline for contract
 - **Approval** to award contract, pending final legal review
- Pre-application letter for POWER grant
 - Deadline moved back—conversation ongoing
- Clean Ohio Trail Fund
 - Chauncey-Dover Trailhead Park improvement
 - Solar array donation valued at \$16,000 could be in-kind match
- Jersey Fundraiser
 - 37 remaining as of last week
- Sponsorships and Partnerships Policy
 - Drafted
 - Will work with J&W Welding to get sign
- Events Policy & Procedures
 - Must align with WNF agreement
 - BTS will be Race 2 for NICA event 9/11/21 - 9/12/21
 - Ohio Mountain Bike Championship Race at Chauncey-Dover Park Trailhead 10/10/21
 - Rural Action Tree Planting 3/6/21 - 3/7/21
 - Need 50 or 100 volunteers to plant 1000 trees
 - Question from Mayor Renner about location of trees
 - Schematic will be forthcoming
 - Mayor Steve Patterson – question about EMS coordination during events
 - Interwoven with Operations and Management Plan
 - Question from Rob Delach about whether onus falls on race coordinators or on ORCA
 - TBD—Will be ironed out this winter
 - Tim Warren mentioned possible agreement between York Township and Chauncey to lend extraction equipment
- Maintenance
 - York Township agreed to mow trailhead
 - Mowing Chauncey-Dover Park Trailhead, restroom cleaning agreements at both trailheads, waste-hauling at Doanville Trailhead

- Part of Maintenance Operations Plan with the WNF—will be integrated into EMS plans
 - Nick Tepe—question about popup trailer on grassy hillside
 - Is someone living there? Property line?
 - Jason Reed—WNF surveyor is researching
 - Amy Renner—Chauncey will continue mowing the park but the field next to the trail is in question
 - Inquiry for Rural Action to provide Americorps Volunteer Coordinator for maintenance
 - Small group met to develop trail-based closure policy based on weather data
- Merchandise & Membership
 - Stickers have arrived
 - Baileys Builder or Baileys Backer web campaign
 - How can public help fund trail construction
 - Jerseys are selling really well but would like some merchandise at lower price point
- Website
 - Need to meet with Redtail Design
- Other Marketing
 - People for Bikes Ride Cards—working with Athens Convention & Visitors' Bureau
 - Three routes will be created for Baileys
 - Will work with ABC to identify routes
 - Display at WNF headquarters
- Networking/Legislative
 - No change
 - Question from Jasmine Facun—will overflow parking area in Chauncey-Dover Park always be a field or gravel
 - There will be gravel put down—possibility of some of the area returning to field but if it's kept as parking, more possibilities of future large-scale events
 - Question from Steve Patterson—have we contacted Rep. Edwards about Baileys
 - Not yet—need alignment from Board on what our specific ask is from him
 - Mayor Patterson suggests first making him aware of successes
 - Rob Delach—Trails Caucus is legislative group
 - Rep. Edwards is a member
 - <https://www.railstotrails.org/policy/building-active-transportation-systems/active-transportation-policy-hub/pages/ohio-legislative-trails-caucus/>

- **Social Media & Website Report**

- Jasmine Facun (Rural Action)

- Twitter finished the year with 140 followers
 - Instagram finished the year with 1300 followers
 - Facebook—started with 96 followers and ended 2020 with just under 2000 followers
 - 270,000 post reach while still not having paid for social media advertising
 - Website—12,000 sessions and 8,000 users
 - Users expanded farther across the country
 - Blog—10 blogs posted in 2020
 - Dallas blog was the top performer
 - Mailchimp—223 subscribers plus the ABC subscribers
 - Match fundraising campaign—met and exceeded our goal by \$1,000

- **Other Business**

- Seth Brown—requesting an hour of meeting time with Mayor Renner and Mayor Patterson individually
 - Next Meeting will be 2/17/21

- **Adjourn**

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