

Outdoor Recreation Council of Appalachia

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Outdoor Recreation Council of Appalachia Meeting Minutes June 23, 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, Nelsonville City Manager Scott Frank, (Not present: Commissioner Lenny Eliason)

Others Present: Jessie Powers, Jasmine Facun, Jack Cera, Will Drabold, Sky Pettey, Dawn McCarthy, Jason Reed, Ellen Gerl, Amanda Sharrai, Nick Tepe, Bob West, Rob Delach, Courtney Curtner, Nathan Blatchley

○ Meeting Agenda

- Approve Agenda
- Former Ohio Representative Jack Cera, SCH Progress Report State and Federal Support Requests
- Approve Minutes from: May 26, 2021
- ORCA Board Member Updates
- Social Media & Website Report
- Approve Financial Report
- ORCA Office
- Director's Report
- Other Business
- Public Comments
- Adjourn

- **Approve Agenda (Motion: Tim Warren, Second: Amy Renner, *Approved*)**
- **Sunday Creek Horizons**
 - Will Drabold
 - Meeting with ARC tomorrow
 - Continued conversations about Federal ARP money
 - Continue to push state budget \$2M
 - Feel good about chance to put it back in in conference committee
 - Sherrod Brown is interested in submitting federal \$1M earmark for Baileys
 - Not contingent on getting or not getting state money
 - Jack Cera
 - Conference report might come out tomorrow and bill on the floor Friday
- **Minutes from May 26, 2021 (Motion: Amy Renner, Second: Tim Warren, *Approved*)**
- **ORCA Board Member Updates**
 - Steve Patterson
 - Has heard promising news about State budget passing so we shall see
 - Tim Warren
 - Doanville-York Trailhead opening was a success
 - Amy Renner
 - Lots of construction happening at the Chauncey trailhead
- **Social Media & Website Report**
 - Jasmine Facun (Rural Action)
 - Twitter
 - Over 200 followers
 - Top media tweet—Baileys Trail Crew FS award
 - Top mention—EMA extraction exercise
 - Top tweet—Doanville trailhead unofficial opening
 - Instagram
 - Approaching 1600 followers
 - 57% of followers are from outside Athens, Columbus, Albany, The Plains, and Nelsonville
 - Facebook
 - Over 2300 followers
 - Gender gap in followers is inching closer
 - Big bump in followers and engagement on day that NYT article ran, Doanville opening, and Run Baileys event announcement
 - #BusinessesOfTheBaileys continues to be the top post for the month
 - Lots of excitement and community support around the Baileys as an economic driver for the region

- Website
 - Users and pageviews were up
 - Big bump in activity on day that NYT article ran, Doanville opening, and Run Baileys announcement
 - 4 of top 10 locations for website hits are from out of state
- Sneak Peeks (June)
 - First Pride Ride happened and was successful
 - Women Bikers of the Baileys group has kicked off
 - Doanville-York Trailhead had official opening with ODNR
 - Real estate in the area is up and actively advertising the Baileys as main selling point
- **Legal Update**
Sky Pettey
 - Looked at lease with Integrated Services
 - Looks okay to sign
 - One question about late fee being on ORCA
 - Copyright/trademark of logo
 - We want trademark
 - We should put TM as a subscript or superscript
 - Common law trademark protection
 - We don't have to apply to TM office to use that protection
 - Benefit of applying through TM office
 - Presumption that we have ownership of logo
 - Self-enforcement—on us to sue if someone uses trademark
 - But having TM registered gives us upper-hand
 - Apply through online portal
 - Filing fee starts at \$400 plus attorney fees
 - Potential for denial of TM if there's already a similar TM
 - May be overkill to register logo at this time
- **Approve Financial Report**
Jessie Powers, Executive Director
 - Balance: \$98,640
 - Expenses: \$54,376
 - City of Athens has adopted 2021 membership fee for \$90,000
 - Next proposed expense will be for more construction
 - June 30 is end of this POWER grant quarter

(Motion: Amy Renner, Second: Scott Frank, *Approved*)
- **Director's Report**
Jessie Powers, Executive Director
 - Doanville-York Trailhead grand opening was a success

- Have EIN for AWODC
- Finalizing events policy
 - Chauncey will authorize and manage food truck use
 - Doanville-York Twp policy needs to be worked out still
- Phase 3 Construction
 - ODNR providing trailhead sign
 - Buchtel trailhead location being discussed
- Revenue
 - No change—waiting for merchandise for memberships and may bring down price of sponsorships
 - Third Sun Solar may advertise their solar on bathrooms and provide payment if they get increased business
- ORCA staff
 - AmeriCorps staff position filled
- Overview of ARC project document
 - Highlights accomplishments and scope of proposed work
- POWER team
 - Professional commercial in progress
 - Looking at ARPA funding
- Dover Twp and Glouster—interest in ORCA membership
- Met with local youth climbers
- Joined Carrie Gilbert for presentation to NFS
- Town Gown presentation for Baileys accepted
- Athens Messenger Letter to editor printed May 2021
- Attended Canaan Valley MTB Festival
 - Learned about how to put on a MTB festival
- Plans to attend Outdoor Recreation Economy Conference in Cherokee, NC

- **Other Business**
 - Steve Patterson
 - Has heard that it's difficult to locate the Baileys
 - Need to connect with ODOT, Chauncey, Doanville, (and possibly County?)
 - Tim Warren & Amy Renner—no issues with putting signs up but signs need to be provided
 - Jessie Powers—has talked to ODOT and signs will be installed
 - Tim Warren
 - Has had people ask about parking and river access drop-ins
 - Jessie—send them to her
 - ODNR might be able to provide funding

- **Public Comments**
 - None

- **Adjourn (Motion: Tim Warren, Second: Amy Renner, *Approved*)**