



rvaMORE Board of Directors Meeting Minutes

Date and Time of Meeting: 5/17/17, 7:00 p.m.
Location: Pocahontas State Park, Heritage Center
Members Present: Greg Rollins, Travis Guilbeau, Roger Sattler, Clark Jones, Marysa Burchett, Will McQuate, Kendall Ryan, Kitt West, Ann Gongora, Ross Moorefield, Jill Williams, Josh Eager, Mike Taliaferro, and Brandon Montijo

Members Absent: None

Guests Present: Michael Burton (JRPS Trails Manager), Josh Ellington (Pocahontas State Park, Park Manager), Grant Smith (REI Store Manager), Joel Webber (Friends of Pocahontas, Trails Director)

Purpose of Meeting: Regular board meeting - see attached agenda.

Greg called the meeting to order at 7:01 pm, and we began with introductions of all our guests. Josh Ellington began telling us about his extensive 20-year experience in the State Parks. He talked of the new Trail 11 and how they hope for them to have 5 miles of trail open by the end of the year. The end goal is approximately 20-25 miles. Josh continued to talk about our organizations and how they have a common goal and that coming together for the trails allows us to be stronger together.

Another guest at the meeting was Grant Smith, Store Manager for REI. He attended to see how his store could help with outreach, grants, and service projects. On June 3, REI will be helping rvaMORE at the trail day with shirts and volunteers.

Our other guest was Joel Webber of Friends of Pocahontas who is interested in how rvaMORE functions and wants to see what Friends of Pocahontas can do to help.

After our brief introductions, we got right into our agenda.

TRAVIS/FINANCIALS

Travis updated us on our current activity. We broke the gross revenue of \$50,000.00. Once this occurs, we are required to file more documentation for taxes. Due to it being a bit complicated, Travis suggested that we have an accountant help with the 2015 and 2016 filings. Both filings would cost \$1,000.

After going through our budgeted items, we have approximately \$5,000 of unallocated funds.

Travis then told us that Dominion is interested in donating/granting rvaMORE for their corporate philanthropy. There is a program grant that limits the funds between \$2,500 and \$3,000. Such funding could go towards the promotion of volunteers and the supply of tools for a desired project.

Travis suggested that we have a list of projects corporations that we may be able to request donations or grants from that it would create a steady monetary resource that we could use for projects.

The Grants Committee is to discuss such projects and to create an itemized list.

MICHAEL BURTON/TRAILS AND JRPS UPDATE

Michael Burton updated the Board on the following:

Gillies

There is work being done on Gillies, this Friday, May 19 and they will be helping with the construction of the newest section with all three (3) lines. Currently they completed three-fourths (3/4) of the biggest line. They are hoping to have the outer line loop finished by May 27. Burton stated he hopes that the gran will help with volunteers.

The bike repair stand is going to be put in soon with the help of Groundwork and the city for Gillies.

JRPS

Burton stated that they rebuilt the bridge on Buttermilk with the \$2,000 from the Richmond Runners. They plan to fix the arch bridge on Buttermilk this summer.

Riverrock is coming up, and Burton and his trail crew have begun pruning for the event. The last two trail days have had a low turnout for volunteers.

Powhite

The cut through lines found at Powhite are to be tackled this summer. Burton said they plan to put in heavier barriers and heavier vegetation to prevent off-trail use.

Pocahontas

The new trails have been underway and Greg showed the Board a map of the future trails with the full plan layout. The state budget of \$400,000 only stipulates for trails to be built.

On the map (attached to minutes), the Blue colored trail will be 3.5 miles long that will connect to Trail 11. Trail 12, the descending trail, is going to be about 30 inches wide and will need to be sculpted by a small dozer

The crew at Pocahontas hopes to have Trail 11 done by June or July. If all goes well, they could be starting on the new trail in September.

The \$400,000 will complete the project that was initially started in 2012 at Pocahontas.

COMMITTEES UPDATES

Grants

We submitted the Letter of Interest to the Cameron Foundation in hopes to receive a grant for a community bike park. No word as of yet if we are able to submit a full proposal.

Trails

Clark stated that Trail 11 in Pocahontas will be about 2 miles long and will be completely done by volunteers.

He also said that approximately 5-6 miles of new trail are to be ready to ride by November 1, 2017. That would put Pocahontas at having approximately 31 miles total of trail to ride in December 2017. The trails G14 and G0 (on the new map that is attached) will be advanced/expert trails where Clark hopes to be finished by the end of 2018 with 5 miles of ride-able trail.

If this were to be accomplished, that would put approximately 44 miles of singletrack by the end of 2018 in Pocahontas.

Tying into another committee, Events, Clark explained the Trail Work and Ride Day to occur on June 3, 2017 at Pocahontas. REI will be joining rvaMORE for this event. There will be trail work in the morning and then a ride in the afternoon of the new trail.

Ann, of Events Committee, stated we need to cap the event at 60 people with approximately six (6) trail bosses to oversee. We are in need of trail ambassadors to guide people coming to help and to hand out passes for the volunteers.

Events

The current schedule of upcoming events are:

4/29: Pedals and Gears

5/6: Good Shepard Community Bike Ride

5/6: REI Women's Outdoor Symposium

5/18: rvaMORE Social Ride

5/19-21: Riverrock

6/1: Sisterhood of Shred at Triple Crossing Fulton

6/21: Public meeting for rvaMORE at Triple Crossing Fulton

After getting bells for mountain bikes, Ann suggested a promotion of signing up for a membership or just simply donating that they would receive a bell at Riverrock.

For the upcoming public members meeting, we hope to engage the community so that they do not feel excluded. The intention is to explain our rides, the organization's six (6) month plan, the state's budget of \$400,000. We then want to hold a Q&A session to answer any burning questions members may have.

Marketing

Brandon stated that he has finished the video for Riverrock of the Poop Loop directions. It also tells a little about what it is that we do.

Roger updated us on the "I love (heart) trails" series of T-shirts. He hopes to add the series to the MORE store on the new website. On the MORE Store, he intends to have the shirts, bells with rvaMORE logo, bumper stickers, etc.

Website

Jill updated us on the progress of the website. It is coming along nicely and has been able to put more information on the site than there previously was. She has been attempting to link up Meetup rides to rvaMORE rides so it is visible on both portals. Jill has been putting in a lot of time to ensure that it keeps the viewers in the loop. She is wanting to add a better calendar for everything that is happening with rvaMORE like the trails days for our organization as well as Friends of Pocahontas.

Miscellaneous

It was announced that Brandon Montijo will be moving to Florida with his wife, but he will be on the Board and able to help out with rvaMORE until Tour de Fall Line (September 16, 2017). We cannot thank you enough, Brandon, for what you have done for the organization and the community alone. We hate to say farewell in September and will miss you!

The meeting adjourned at 9:41 p.m.

*If you are interested in sitting in on a board meeting, please let us know (email us at info@rvamore.org) and we will give you the what/when/where of the next meeting along with the secret handshake. Meetings typically last from 6 p.m. to 9 p.m. Additionally, if you have any questions about anything we do, please email us. We're happy to answer your questions.