

## rvaMORE Board of Directors Meeting Minutes

Date and Time of Meeting: 1/18/17, 6:00 p.m.  
Location: Reedy Creek Nature Center  
Members Present: Greg Rollins, Travis Guilbeau, Mike Taliaferro, Roger Sattler, Clark Jones, Brandon Montijo, Marysa Burchett, Will McQuate, Kendall Ryan, Kitt West, Ann Gongora, Ross Moorefield, Jill Williams, Josh Eager, and Blake Puhak  
Members Absent: Marjolein De Wit  
Guests Present: Michael Burton (JRPS Trails Manager) and David Reid  
Purpose of Meeting: Regular board meeting - see attached agenda.

Greg called the meeting to order around 6:14 as the last few board members filed in. We welcomed David Reid, a local cyclist and advocated as our special guest for the evening. He expressed an interest in our new committees, specifically the Ride Committee to help engage the community in our soon to be monthly rides (and more frequent if possible).

Greg also mentioned how our membership guru, Heather Keeley, has increased our members from what was once 114 to 171 (as of November 2016) to our current number of 202 members! We cannot thank you enough, Heather, for your hard work and amazing persistence in helping our community grow. So thank you from all the board members!

### TRAVIS/FINANCIALS AND INSURANCE

#### Financials

Travis started off by telling us about the thank you we received from Hardywood Park Craft Brewery for hosting us during our winter social in December of 2016. They were an integral part and we thank them for having us!

Travis updated the board members on our available funds. rvaMORE currently has a little over \$9,000 available for spending after the following expenses have been projected.

rvaMORE's projects to which funds are currently allotted are as follows: \$800 for the sales and marketing squad so that they can continue to promote with videos and such paraphernalia to spread our advocacy efforts as well as our new equipment; \$2,700 for the Gillies dirt jump park fund; \$3,000 JRPS fund; \$2,600 from REI that is to be spent on Ancarrow's Landing (aka The Poop Loop); and \$1,500 for administrative fees.

rvaMORE has also been receiving a great number of donations the past couple months! Donations from Adam Northup, Bold Rock Hard Cider (from the VORS Ceremony), Teladoc, Inc., Thomas Miller, Bernadette Spell, Garret Westlake, Stephen Slaughter, and Richmond Outside. Thank you for all of your support!

### **Insurance**

rvaMORE has been wanting to sponsor more rides as well as have more as a club and in doing so the non-profit would have more liability, and Travis told the board about the general insurance policy. The organization has struggled in keeping the sign up process at events smooth and effortless, but with condensing the events and allowing our committees to handle the procedural aspect, rvaMORE hopes it will allow for more rides and more involvement from the community.

With more events comes more responsibility (and liability), so Travis looked into our general insurance policy to ensure that if physical harm were to occur and it seems the organization is covered. He said we would now need to think about having persons helping out covered as well.

Travis asked the board if they would like to see a policy that covers Directors and Officers. The amount would cost approximately \$80-\$120 per person per year. This would protect directors, officers, and volunteers in the event of suit. A scenario to where the organization would need it would generally only occur if there was a failure to follow the bylaws or there was improper conduct by one of the named groups above (directors, officers, and volunteers).

Travis also brought information about a comprehensive coverage polity that would include property damage and general harm, which would cost \$1,300-\$2,000 per year. He is still waiting on an official quote of the comprehensive policy. This policy would cover accidents and vandalism. Board members expressed an interest in the comprehensive policy so long as there was a large deductible.

### **MICHAEL BURTON/FORUM AND JRPS UPDATE**

#### **Forum**

Michael Burton started off telling the board that the Richmond Trail Forum, to be held on February 1, now had to be moved from the Carillon to the Round House of Byrd Park. Brandon Montijo questioned the capacity so that no one would be turned away, and Burton stated it could hold 100-200 people.

Burton continued explaining the proposed process of the forum. He said it would have three (3) topics with thirty (30) minutes on each topic and has set it up to where the audience can engage by 1) sending in questions via a survey or 2) attending and handing up notecards to the mediator (Brantley Tyndall). The Forum will have representatives from different recreational groups like runners, mountain bikers, and hikers. Brandon has committed to having the forum be live on Facebook so that those that are unable to make it are able to watch. The Board members look forward to an engaged audience at the forum and hope that several members of the community are able to make it out.

#### **Trails**

Next, Burton mentioned the upcoming trail workdays (see below) at Larus Park to work on the rocks and tread as well as the fencing issue at Gillies. There will be a kiosk being built soon at Gillies thanks to Groundwork RVA. So there is plenty to help out with before the warm weather hits!

There is to be work done on Buttermilk Proper this spring, so there will be more information on this project soon.

Burton went on to tell us of an economic impact study that is to be done by VCU. They have asked that the Board help cover the bike shops so that a portion of the business survey is covered. A liaison from VCU is to meet with Burton next week to go over how to do the survey.

### **Pocahontas**

Clark has been hard at work at Pocahontas and just recently put in a new stringer in a bridge this past weekend. He wants and is in need all the time. Clark is happy with the new machines and loves how much he can get done with them. They help make the manual labor aspect a little less intense; after the machine goes through, it is basically clean up behind the machine. He mentioned that volunteers stop by a few times while they are out for a ride, but would love some more.

Clark mentioned he needed some big workdays for Pocahontas and more workdays on the weekend as well. He feels the combination of the machine and the volunteers could allow for more trails in a smaller timeframe.

Clark also mentioned that the Friends of Pocahontas had a budget meeting last weekend to where they were willing to help allot some money to maintain the heavy equipment that Clark has been using.

A board member mentioned the possibility of hiring trail contractors to help lighten the load. It would essentially allow trail contractors to show up and work on trails being built but would be done helping as soon as a project is done. Another board member, Will, stated he will invite Mike to the trails committee meeting next month in February to see what would be possible. They will be discussing liaisons for the trails and such as well. We currently have Will and Ross as liaisons for the City and Kitt for Gillies.

### **Deep Run**

There is a two scout project to which the ultimate goal will be to have the whole loop NOT be muddy.

### **Trail Workdays**

January 21: Larus Park; also Belle Isle Skills Park  
February 4: Gillies

Greg added that the Governor recently pulled money from the years budget but there were two patrons (Del. Cox and Sen. Hanger) to put \$400,000 towards Pocahontas. Greg wrote to have them put approximately \$200,000 for an expert trail as well as \$60,000 towards the dual slalom course at Pocahontas.

## **COMMITTEES UPDATES**

### **Rides**

David Reid plans on leading a group of children at Pocahontas January 29 as Pocahontas is to help out. He hopes that the event will bring more kids out to the trails and rvaMORE recognition.

Again our ride committee, currently made up of board members Kendell and Ann and rvaMORE member David Reid has been discussing a monthly ride for all rvaMORE members to start getting our feet wet with consistent community rides.

### **Events Committee**

The Events Committee currently includes Kendell, Ann, Kitt, and Roger.

There is an event coming up that will be occurring during the REI All Out Event on January 28 at Reedy Creek. Ann told us that there will be several race teams out there to help lead and sweep rides. The race teams that are for sure are: WMR, RVA Racing, 3Sports, Outpost, and RCWR. She went on to explain that we have 15-16 ride leaders/sweepers that each group could have approximate 8-10 riders. There are going to be a couple hikes occurring at the same time as the rides so communication will be very important.

The Events Committee reminded the Board that Monster Cross is coming up and there was a question as to whether rvaMORE was going to have a tent. It was decided that we could share a tent space with Friends of Pocahontas ("FOP").

Roger said he would like to have more organization of our event tents. He suggested a concept like a tier system that would involve a "Tent A" where rvaMORE was all out and the Trail Dude was there too, moving to "Tent B" which would have a lower involvement or participation but would still be a decent presence, then to finally a "Tent C" to where if need be only a couple need to attend and could handle the tent.

He also mentioned that he would like to grow the event list with possibilities like Banff Film Fest or something occurring on National Trail Day, which is on June 3, 2017. He would like to see another Tour de Fall Line this coming Fall, but possibly in 2018 to kick it up a notch. He stated he would like to see it occur at Pocahontas. Michael Taliaferro mentioned that we could do something like Tour de Pocahontas to make it a bigger event with rides and such. He said we would need to start planning now for dates and line ups, etc. Taliaferro said that Josh Ellington of Pocahontas would be willing to help and drive rvaMORE trails.

Roger replied that he would talk to Gary to get a lead on the event and establish a framework with Josh Ellington. He hopes that the fundraiser dollars could go to maintenance, trails, insurance and equipment. Taliaferro said he will look into dates of the Tour de Fall Line in September this year. He plans to fix the food situation as to accommodate more riders and their family and friends.

### **More Events**

Women's Yoga for Cyclists held by Bell Joy to benefit rvaMORE held in February  
Riverrock to be held May 19-21, 2017

### **Website**

Greg stated that Roger and Brandon have put together a newer site for rvaMORE. It plans to be launched in the near future. We are excited to have a new and improved site for our visitors.

### **Bylaws**

The Bylaws have been amended and will be sent out to the Board for approval. It has been completely revamped and updated to suit the progress of rvaMORE. Once approved, we will send the amendments to IMBA.

### **Marketing**

Roger stated that Club Ride Apparel approached rvaMORE to help with some shirts. Greg intends to have the rvaMORE logo put on as well as Board Members names on the shirts.

Greg put forth a **motion** to spend \$700 for the Club Ride shirts. Roger seconded and the motion was approved as all in favor.

Roger stated he had another idea for future events like Tour de Fall Line or other trail events to have corn hole boards for the participants. He wants them to play and hang out at or around the tent(s) as to increase foot-traffic and more conversation with rvaMORE members. He also said he would like to have Frisbees too with our logo on it.

Roger put forth a **motion** to make the logos for the corn hole boards and to proceed. Brandon seconded and all were in favor. The motion was approved.

After the motion, Roger said that he would like to revise the concept of the MORE Store regarding cost, margin, profit, etc. He is unsure of the initial investment but Roger will submit a proposal to the Board.

## MISCELLANEOUS

### **Committee Involvement**

Greg wants to have another Trail Class this coming October and he is looking at October 14 as the date. He is looking to the Trail Committee to set the date officially and there will be more on the class next meeting.

Greg mentioned rvaMORE is in need of leadership in other committees including:

- **Grants**

Greg said there are a lot of grants to apply for but it cannot just be on one person's shoulders. There are several available, but he mentioned such as Dominion that has a \$50,000 grant. Marysa volunteered to help with grants as well as Jill, Will, and Travis to start the process of applying. Greg mentioned for us to talk to Anthony Duncan to see what it is we need and what we should go after.

- **Communications**

Jill has been in charge of the newsletter, but there is a need for more to be on board for content and what to send to members.

- **Sponsors**

Taliaferro questioned whether or not this committee was linked with the Grants. But it was mentioned that sponsors could include bike shops, industries, etc. to have as donors.

### **Thank you's**

The rvaMORE wanted to say thank you to Heather Keeley by gifting her a Bell Joy Helmet to show her our appreciation for all her dedication and contributions to rvaMORE. The Board Members all signed the helmet box thank her for being so selfless in aiding our cause. None of rvaMORE's funds were used to fund this helmet.

The Board would like to thank our guest, David Reid, for coming out to our meeting and being a part of our discussion and process. As a member of the community and our organization, we look forward to his help in our Ride Committee and his continued involvement.

### **Board**

On a sad note, our fellow Board Member, Blake Puhak, stated he is resigning from the Board. Tonight is his last meeting. He has been an integral member of this Board and organization for several years, and we are so sad to see him go! He is our technology guru and runner liaison, and we will miss him dearly as a member of our team. We wish him the best of luck and cannot thank him enough for his service!

The meeting adjourned around 8:00 p.m.

\*If you are interested in sitting in on a board meeting, please let us know (email us at [info@rvamore.org](mailto: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.