



rvaMORE Board of Directors Meeting Minutes

Date and Time of Meeting: 07/18/2018, 6:30 p.m.
Location: Reedy Creek
Members Present: Roger Sattler, Jill Williams, Kitt West, Kendell Ryan, Marysa Burchett, Clark Jones, Ann Gongora, Michael Taliaferro, Ross Moorefield, David Boyle
Members Absent: Travis Guilbeau,
Guests Present: Michael Burton (JRPS Trails Manager)
Andrew Alli
Harris Schachter
Bryan Krupp
Josh Ellington
Purpose of Meeting: Board meeting - see attached agenda.

The meeting began at 6:40 pm.

Introductions of our guests: Harris Schachter for Social Media, Joel Webber of Friends of Pocahontas, Bryan Krupp regarding communications, and Josh Ellington from Pocahontas State Park.

Harris Schachter – digital marketer – wants to volunteer his time to drive membership and/or increase volunteers. He wants to work on our social media and other channels to create awareness.

We need to determine if we want “acquisition”– organic channels vs. paid channels. He can use his skills to bring more members into all channels. Extending the reach beyond what we already use.

The board asked when and what are the best ways to market via email. Response: for organic method he recommends using standards or guides, such as brand standards/guidelines to keep consistency throughout the group.

Next key event is TdFL, Harris notes to create the resources in the off-season and then drive the organic acquisition for what already exists. This way we could optimize any amount of money for a key goal.

Bryan Krupp – rider for approx. 7 years – wants to volunteer his time regarding communications. He is a marketer and wants to understand what we are wanting to do so he can give back to the mountain bike community

Three things he wants to help: 1) lots of sources of info in community – making it hard to reach out to people to get involved, 2) to help the organization be the main point of contact because there are a lot of people that want to help but they do not know where to put their efforts, and 3) how to get those already engaged more involved and participate in key topics such as parking spots at PSP.

Josh Ellington – PSP – update on park – just finished 8 miles (with some little things to add) decision to be made was either more length on the ground or more features.

The last 1.3 miles puts the mileage of trails at about 21.7 mi on swift creek side

Terrain issues as for what is best for the riding community. The means to an end was to put the trail down and then go back and make it more difficult with features added in.

Projects: Lakeview and Morgan need some maintenance and wants to save rebuilds in the future.

Bridging the gap between PSP and JRPS – possible maps for visitors – wants to make PSP enjoyable but also JRPS and other areas.

What is PSP economic impact? \$27 million overall from the Virginia Tech study. Members of the board want to drive this data to increase revenue for the parks.

MICHAEL BURTON/JRPS UPDATE

Michael Burton updated the Board on the following trails:

JRPS is to receive RTP grant for shared use paved path – north side Nickel Bridge near the fountain to connect to sidewalk - \$126,000. The pump house from where gravel is on side (city bike route 3).

The JRPS crew is to help rvaMORE mark the trail for TdFL

rvaMORE could run and be the lead and umbrella group to run and manage a possible program of adopting a trail. Under the idea of advocacy, we can promote the trail as well as people's ownership of a trail. This would be for on-going maintenance, such as pruning sightline and sweeping and/or blowing the bridges and coat once a year. Trash clean ups (minimum of 2x/year).

FHP for example needs pruned one time a year and one area 4 times a year – need proper pruning training. But this could be a great idea and help to the park system. More on this to come.

POCAHONTAS UPDATE

Update from Clark –

Trail 14 is to have features on it – Millstone approx. 4 miles

And 0 trail will need features as well. Trail 13 is the last to finish for putting trail down.

He mentioned he needs to go on the trails that Ed made to make it and keep it technical.

Great news is that all trail should be laid down in 3 weeks!

COMMITTEES UPDATE

Events

The board needs to decide on the following event dates:

Community Ride August – doodle survey

Date for next TDFL meeting

Ribbon Cutting at Poca

TKMD – late Oct

Scout Camp Race October

The meeting adjourned at 8:41 PM

*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.