

rvaMORE Board of Directors Meeting Minutes

Date and Time of Meeting: 08/15/18, 6:30 p.m.
Location: Reedy Creek
Members Present: Travis Guilbeau, Jill Williams, Roger Sattler, Kendell Ryan, Ross Moorefield, Michael Taliaferro, Clark Jones, and Ann Gongora

Members Absent: Marysa Burchett, Kitt West, David Boyle

Guests Present: David Whitley, Michael Burton (JRPS Trails Manager)

Purpose of Meeting: Regular board meeting

The meeting began at 6:30

Meeting Minutes

Introduction and Update from David Whitley

- Objective: Discuss keeping rvaMORE MOU for Scouts Camp. David offering to preside as trail boss for Scouts Camp Trails. The Scouts Camp trails are strictly maintenance (lopping, etc.), opposed to new trail build. Historically, rvaMORE has also supplied tools for trail maintenance. Was the official word ever given to Scouts Camp about the rvaMORE MOU? Communication was given that we were pending. Mick (runs scouts camp) Pat (ranger). David wants to continue under the rvaMORE MOU and oversee the minimal trail maintenance (he and a small group of locals) as well as oversee the trail rides. There are limitations to the rides which can be done at Scouts Camp (due to Scout's Camp), but night rides are allowed. Night rides are hosted. Usually draws in 20-40 riders per night ride under the MOU. Request is to continue the rvaMORE MOU for Scouts Camp. Board approved to continue - (first and second motion) and remaining board members approved. Board requests David to provide updates on the trails on a regular basis as well as any request for any additional tools/machines.
- Action Item: David to provide the next date when a rvaMORE/Bell Joy ride can take place at Scouts Camp.

Update on Pocahontas State Park

- Clark is working on the last trail of the system which is Trail #13, which is in final polishing stages. Trail #0 and #14 are not open. There is signage which needs to be added to #14, #0 and the last of Sunsetter. This will happen soon and once there is, there will be a soft opening of these trails.

- November 4th will be a ribbon cutting which will also include the opening of Trail #13.
- rvaMORE MOU for Pocahontas is getting approved.
- Action Item: Future board discuss on how we want to market the Ride Center Status.

IMBA Regional Update

- Anthony Duncan is having a call for the VA mountain association. He wants an update for each region and he will give an update on IMBA.
- Action Item: Ross to forward this email to the rvaMORE box and Clark with a request to Anthony that future emails are sent to a larger group. Whoever attends the call should include updates for what we want to communicate (i.e. Tour de Fall). Call will take place next Wed 11:30 AM.
- Action Item: Travis, Clark and Michael will join the call.

James River Park System Update

- Next meeting we will hammer out the Fall trail work days and discuss the adopt the trail system.
- rvaMORE to setup social meet new Parks and Rec. Director Christopher Frelke
- Action Item for Roger to contact Director Frelke.
- Action Item: Jill to put Crystal in contact directly with Mike on getting a women's trail running trail work day together.
- Travis discussing ideas for options on adopt a trail and sponsorship ideas. Travis has a draft write-up which discusses criteria for the different areas. Thoughts on the adopters getting sponsorship or money raised for the different trail adoptions will be for tools, hydration, mosquito spray, lunch, or anything else required for ongoing maintenance.
- Action Item: Travis to send this sheet out to the board.
- Mike B will provide updates on how they are anticipating the program works and then will incorporate rvaMORE. Anticipating this will start March or April; rvaMORE will put together a committee to work through this in Nov or Dec.

Social Media

- Harris will provide guidelines on posting (timelines, standards, etc.);
- Facebook Tour de Fall Line will be boosted
- We still need a volunteer for social media.

Miscellaneous

- Discussed process for meeting minutes; Agreed meeting minutes will get posted on Slack soon after meeting, along with action items, and allow for 48 hours for approval prior to posting. Option for different board members to volunteer taking meeting minutes.
- Bryan Krupp is spearheading a fundraiser for a new parking lot off Courthouse. There is a need for storm water management review at the proposed lot. rvaMORE to request Bryan to come to next rvaMORE meeting for an update on progress. Action Item: Roger to reach out to Bryan to invite him to the meeting

- Action Item: Jill to update the rvaMORE logo on the website and give the logo to Ann.
- rvaMORE received two private donations in the amounts of \$6,000.00 and \$1669.88.
- Action Item: Jill to reach back out to Greg H. on Heart of Virginia. Volunteers will not be available the weekend of the Heart of VA ride.
- Blue Sky Fund: There is a trail run to support Ric schools. There will be a schwag bag for the kids. Request for put information on the trails in the bag. Request for the dollars for printing the flyer (under \$200 – no vote needed).
- Discussed the How to Videos for Skills: Example videos considering: 6 or 7 videos: Turning, breaking, pumping, jumping, descending. These videos would live on rvaMORE. Videos can be done for approx. \$2.5k + \$750. Includes filming and narrative. Board recommends having the videos take place on JRPS trails (ex. New rock garden, ramp/stairway on Northbank) and Poca Trails (ex. Jumps on new trails). QR code on the trail will associate with a code for the videos.

Tour de Fall Line

- Free samples of the jerseys are on the way.
- As soon as we review the samples, we will market the jerseys.
- Secondary committee planning meeting will take place for Tour de Fall.
- Action Item: Roger to reach out to local shops/sponsors for inclusion in the event.

Meeting adjourned at 8:45