# G.H.O.R.B.A.

Board of Directors

*Meeting Minutes*

Date: May 15th, 2024 7PM to 9PM
Address: Zoom meeting
Attendees:

*Board:*

- Ben Drews- President
- Linda Jordaan - Vice President
- Sunny Oliver - Treasurer
- Kristi Vecellio - Secretary
- Kevin Highfield- Director of Advocacy and Outreach
- Derek Heaton - Director of IT - absent
- Scott Dammitt - Trails Director - absent
- Maiella Cunningham - Events Director
- Carlos Caicedo- Communications Director - absent
- Liz Woodrow - Race Director
- Dan Hellner - Sergeant at Arms
- Liz Woodrow - Membership Director
- Paul Schultz – Director at Large (Timberlane)
- David Ruiz – Director at Large (Anthills)
- David Cervera - Director at Large (Anthills)
- Lisa Biem - Director at Large (Huntsville, C-57) - absent

*Guests:*

**Attendance:**

Present / Board Members / Have Quorum

**Agenda**

- Approve prior meeting minutes (April)
- Does anyone have questions on this month's submitted reports?
  No
- **Voting Results for the Priorities for this year**
  1. At the last meeting in April Sunny mentioned that **"improve mission, vision, core values, conduct standards, bylaws" needs to happen** and cannot be an option (internal board priority). ByLaws are outdated. Other board members agreed.

  2. Our second "have to" is the **membership restructuring.**

  3. Outreach and Grassroots Community Building have the most support as top priorities for most of the board- one of these is a 1 or a 2 for almost everyone.

  4. **This does not mean Advocacy/Trail Sanctioning and Major Events are not going to happen**. **These committees/Directors will work as hard as ever.** It just means that hopefully everyone will throw some weight and heart to our top two this year.

  5. In support of all 4 priorities, can we develop goals/action plan to show how we will use Outreach and Grassroots Community Building this year to LEAD TO MORE SANCTIONED TRAILS AND MORE/BIGGER EVENTS in the future??

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| Major Events: Improving quantity and quality of the planning, promotion, frequency, attendance of major events like Trail Festivals, Members Meeting, Race Events, etc. | Grassroots community Building: Increase quantity and quality of work parties and group rides. Engaging the riding and digging community in smaller groups, at their home trails, across the region. | Working toward more Sanctioned Trails- Activism, Education, Advocacy, Networking, Image-Building | Outreach: Timeliness and consistency with Newsletter, Website Updates, and Social Media posts. Purpose: Who is GHORBA? What do we do? Why do we do it? Why do you want to be a part of it? | Name |
|---|---|---|---|---|
| 4 | 1 | 3 | 2 | Ben Drews |
| 1 | 3 | 4 | 2 | Lisa Biem |
| 1 | 4 | 2 | 3 | David Cervera |
| 3 | 4 | 2 | 1 | Linda Jordaan |
| 3 | 1 | 4 | 2 | Kristi Vecellio |
| 3 | 1 | 4 | 2 | Maiella Cunningham |
| 2 | 3 | 4 | 1 | Liz Woodrow |
| 2 | 1 | 3 | 4 | Dan Helner |
| 2 | 1 | 3 | 4 | Paul Schultz |
| 1 | 2 | 1 | 2 | Kevin Highfield |
| 4 | 3 | 1 | 2 | Dave Ruiz |
| 3 | 2 | 1 | 4 | Derek Heaton |
| 3 | 2 | 4 | 1 | Sunny Oliver |
| | | | | Scott Dammit |
| | | | | Carlos Cscaicedo |

Action Items Need to be developed:

General:

- get the priorities out to the community with invitation and sign up to join/participate
- each committee should have a plan for how they are going to do outreach and grassroots community building

Grassroots Building

- What are our goals as a board for the next 6 months to build community at our trails?

Outreach

- Can we use newsletter and social media to improve advocacy for trails and educate the community about things we are working on things we want the community to take action to support?

- **Director Reports:**
  - Treasurer Update
    A. paying Sugar Land bills

  - Communications Update
    A. Carlos has a template/format for a newsletter but needs content
    B. Ben sent 2023 and Lisa's content so first 2 newsletters should be able to get done!

  - Events Update (do we need/have event planning sheets for these?)
    A. BikePalooza
       3rd weekend in May (same weekend as Warda race)
       Stickers, brochures, tent, people needed to man tent, chat, maybe lead rides
       Saturday 9-1 at Burroughs Park, Kevin will go
    B. Trail Party Fontenot
       - shifting to fall
       - New trail steward, Scooter (David Healey)
       - Ben and Maiella will be responsible for event, get FB event up asap)
    C. Dig de Roots (may not be associated with Shred de Roots race depending on location and may be in support of north trails regardless). Entire race location is still TBD but won't be at Huntsville. Hopefully DL if all goes well.
       1. Opportunity to involve the non-biking community (maybe turn them into bikers in the process) and have partnerships with other organizations
    D. Committee needs to meet to flush out events and raffles for the rest of the year
    E. Memorial Park Race
       1. Who is willing to support this?
          1. Liz,
          2. Social Media promotion, help for the trails, volunteers for safety concerns

  - Membership Update
    A. Current Members - 288
    B. Last Month - 326 (april meeting)

  - Advocacy Update
    - Letter was sent to HCFCD rejecting the agreement based upon the liability requirement. However, Ben and Kevin spoke with Jeremy Phillips of HCFCD to discuss. There is still a slight hope. Ben was speaking with our lawyer and we will continue the discussion. A report on the status was sent to the board on April 30th (check your e-mail if you did not

see it).

- No news from the Forest Service on the new trails, but all activity is now superseded by the recent rain disaster which has closed the entire forest at the time of writing. We will need to discuss how best to support repair of the trails in the SHNF
- Ben: Lawyers are talking to each other (contract lawyer with county)
- Kevin: Would like an update on the P4 takeover of The Anthills, would like us to keep working to move it forward - still in the works per Ben.

- Trails
    A. Per Scott, no updates
    B. SHNF still closed
    C. Sugar Land is willing to help repair in the north
    D. Soft opening at Huntsville soon- catastrophic damage, Kevin in touch with Dave Mackey at Double Lake so we can support rebuild (funds, work parties)

- IT
    A. Derek needs a meeting with Beefy- requests not always handled in timely manner
    B. IT committee meeting
    C. Derek will follow up with him about concerns- let Derek know what is needed
        1. BOD picture updates- for new members please forward to Derek
        2. Information on SLC(should have its own section) and all events for calendar and events/news/blog page
        3. Events calendar- stand alone and can be subscribed to (google calendar sync to website and FB events)
        4. publishing of newsletter (once we have a newsletter to publish)

- **Committee Reports**
    A. LISA- Dirt Sisters
        1. Lisa- Bentonville for coaching - will be completed this weekend
        2. Planning women weekend at spider MT in June
        3. October will be the first “Dirt sister retreat in Bentonville”
        4. Having a “on trail fix” class in June as well .
        5. We now have 2 women who have agreed to be ambassadors for Dirt Sisters. Kim Finley and Samatha Pothoff.-- would like to give them a GHORBA jersey if possible. They are attending DS events consistently, racing TMBRA as team Dirt Sisters and wearing the Jersey, supporting the FB page, connecting with women at various events and hopefully will provide input and effort as GHORBA committee members when needed.
        6. Kristi owes $20 for Dirt Sisters shirt and gave T-shirts to the ambassadors so if we don’t agree to donate Kristi owes $60
    B. BEN- Executive
        1. Ben, Kristi, Linda, Kevin
    C. PAUL- Trails
        1. Scott, Kevin

D. LINDA- GNARkids
    1. Maiella has some possible events coming with Girl Scouts we could support
E. LIZ- Race
    1. Update from SLC
F. DEREK- IT
    1. Newsletter update
G. SUNNY- Finance
    1.
H. BEN- Governance
    1. Russ Mester?, Chris Brown, Arno,

- **Old Business Updates**
    - April Action: "Every Chair to complete a committee participant list for organizational purposes ". Please respond to Linda with your committee list!

    - from April Minutes: "Email should go out this month regarding bylaw change so that after the race we can get started on the membership change and new focus going forward." - Ben and Dan, meet with Bike Houston (on sponsorships and structure) also need to change the bylaws and email members- ASAP- by 6/12

    - Communications "Carlos to help work on putting together a plan for digital material for the switchover".

    - Membership: "Electronic card created for Patrons going forward as well."- Liz, what constitutes a patron, what are benefits, what are levels? This will be worked on in a few months

    - Advocacy: "TPW Grant - I am way behind on working up a budget for us to proceed. I hope I can get to this soon." Kevin- no one is screaming for money so still working on it and we may want to consider the new national forest damage

    - Trails: Planning upcoming training for stewards and interested board members: first aid/CPR, trail maintenance, trail building with light equipment, Sawyer certification and potentially a master naturalist course.
    - Trailforks

- New Business
    1. Discuss how to support repair of the trails in the SHNF
    2. Memorial Park Race
        1. David is meeting with them tomorrow, 5/16, and will have more information then
        2. David is taking over the race and GHORBA will sponsor
            1. starts July 11th, A, B, C groups

2. GHORBA to promote, running funds through our bank account
3. Memorial Park had issues with previous year's race and we will want to be attentive as an organization to support David and to make sure it all goes amazing