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

Board of Directors

Meeting Minutes

Date: July 24th, 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 -absent
- Carlos Caicedo- Communications Director
- Liz Woodrow - Race Director
- Dan Hellner - Sergeant at Arms
- Liz Woodrow - Membership Director
- Paul Schultz –David Ruiz – Director at Large (Anthills) -absent
- David Cervera - Director at Large (Anthills) - absent
- Lisa Biem - Director at Large (Huntsville, C-57)
- David Ruiz- Director at Large (Anthills) -
- *Guests: none*

Attendance:

Present 10 / Board Members 10 / Have Quorum yes

Agenda

- Approve prior meeting minutes (June) DONE after Sunny updates
- Does anyone have questions on this month's submitted reports? no
- **Director Reports:**
  - Treasurer Update
    A. Chase account balance reviewed
    B. Paypal account balance reviewed
    C. Paid FBMBA for 2024 SL race agreement - $3680

  - Communications Update
    A. Newsletter out with good feedback (1,289 emails)
    B. Dirt Sisters added to website
    C. Updated About Us page (two pics missing)
    D. Need to get calendar situation worked out

  - Events Update
    TO REVISIT FROM JUNE
    A. Shred De Sugar - **Sept. 14-15**
       1. Role discernment- Ben to follow up with FBMBA
       2. Who wants to rep GHORBA at the race?

B. Mem Park Race
C. BOD Group Ride/Retreat/Working weekend organized by Ben and Shredder ("Captain of Fun") Dave
    1. **Weekend of Sept. 29** was the most open time for the most people who responded to the survey
        1. Any input on agenda for the weekend- work and ride- email Ben
        2. We will review agenda at Aug meeting
    2. Shift some meetings to zoom to save cost to apply to 2x/year "retreat"
    3. Dig De Roots at Double Lake?? OR CY Creek Trailfest
        1. **October 19??**
        2. camping, gnarkids, make into a bigger event
        3. Lisa to lead the event planning

- Membership Update
    A. Current Members -
    B. Last Month -

- Advocacy Update
    A. No major updates as trail work needs are intense right now and focus
    B. Kevin attended HGAC meeting
    C. P-4 still no action at this time per Ben
    D. Cywood no updates

- Trails Update

- IT Update

- **Committee Reports**
    A. LISA- Dirt Sisters (Liz, Kristi, Linda)
        REVIST FROM JUNE
        1. October will be the first "Dirt sister retreat in Bentonville" launching June 15
        2. We launched and have women signing. Can GHORBA help with swag bags(t-shirts, head bands, stickers, cups) we have asked local bike stores to donate as well. Do we have any waivers I can use for this trip? I can give the daily plan to everyone once I get back home.
        3. Public FB organization page (not a group page)- I will start in August
        4. We need to plan events for Coaching Commitment
            1. plan as part of the events/comms committee meeting
            2. possibly Fontenot and Shred De Sugar
            3. Need a blurb/bullet points for what Into to MTB course is:
            4. I have written you my class plan for a beginner class.
            5. 13 and up is the age we can teach. Below that age we have to have a different cert.

B. BEN- Executive (Ben, Kristi, Linda,Sunny, Kevin)
   REVIST FROM JUNE
   1. Need to create a system to track hours of trail work which can convert to grant funds and other allocated funds
      1. C57 and natl forest hours are recorded
      2. Jeff Kraft is ready to do this at Huntsville already
      3. Need to CWT, Cy Creek, The Anthills, unsanctioned trails
      4. Could provide recognition for hours worked on social media and even consider something like a pay dirt event- a GHORBA version
      5. Would like to turn over to trails committee

C. PAUL- Trails (Scott, Kevin)
   1.

D. LINDA- GNARkids (Ben, Kristi, Maiella)
   1. Working on a new ride start methodology for AH, which can be used for other trail kids rides
   2. Need to revive rides at other trail systems - paused (summer break) possible public FB page
   3. Liz bought gnarkids.org

E. LIZ- Race (Ben, Linda, Kristi, Wade, David, Sunny)
   REVISIT FROM JUNE
   1. Still need after-action meeting
   2. Planning late July
   3. Need total $ raised at race for SHNF

F. DEREK- IT (Emmanuel, Lisa, Maiella, Linda,)

G. BEN- Governance (Russ Mester?, Chris Brown, Arno, Dan, Linda)
   1. Rewrote bylaws to accommodate the free membership
   2. Can Neon accommodate this sign up change?
   3. change membership director to sponsorship director
   4. Board to review bylaws at retreat and if approved we can move forward afterward
   5. Corporate/Patron sponsorship- what will this look like? Can we get the communication pieces working now so that they are ready to go public when the bylaw stuff and neon stuff is done. Bike Houston is a model we can look at.

H. CARLOS and MAIELLA (Lisa, Ben) - Communications/Events

   We can easily create and modify any content on our website. We modified the About page, and more importantly, thanks to Lisa, we created the Dirt Sisters section. This will allow us to update other content, such as events, and easily create new sections, such as the blog/news.

We also sent the first GHORBA newsletter to all members (1,289 emails).

We must share more content to promote interaction and registration of new people (and potential members). The best process will be to create a shared document and a shared folder to upload the content we want to publish. We will edit it and upload it to the website and newsletter.

At the moment, I have a problem with access to social networks, which I hope to resolve during the week.

- **Old Business -see also** 2024 Action Tracker **for items we are working on**
    - We will go around the group prior to closing meeting to make sure all got to speak if needed (since it is hard to get a word in during Zoom Meetings)

- **New Business**
    1. Possible Trailfest at Cy Creek in October
    2. Jump Clinic (maybe at dig de roots)
    3. Grant money- Paul??