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

Board of Directors

Meeting Minutes

Date:Sept. 17, 2025
Location: Spaghetti Western

Board Member Attendance:

Board Member	X if present	If absent, was a report submitted?	Board Member	X if present	If absent, was a report submitted?
Ben Drews -President	X		Liz Woodrow- Race Director	X	
Linda Jordaan - Vice President			Dan Hellner- Communications Director	X	
Kristi Vecellio- Secretary		Yes	Gibran (Ace) Tejada - Treasurer	X	
Kevin Highfield- Advocacy Director			David Cervera- Trails Director	X	
Sunny Oliver- at large	X		Lisa Biem- Director at Large		Yes
Maiella Cunningham- Events Director	X		David Ruiz- Director at Large		
Brad Cowan- Director at Large	X		Emmanuel Rolland-Piegue- IT Director	X	
			Total Board Members Present:		
Additional Attendees: none					
Prior Month Meeting Minutes Approved? Yes. August and July.					

Reports and Meeting Notes

Updates from President and Executive Committee Reports

Kristi:

GHORBA BOD Important/Current Documents Directory

- Reminder this document is organized by board position/committee and is a 1 stop doc to find anything we are currently working on/referencing at meetings including easy access to minutes and event template planning sheets.
- This is not finished and will always be a work in progress to keep updated. **Next steps for Kristi is to move this doc and all the linked docs within to the new shared drive created by Emmanuel for easier access for all and to continue adding current important documents.**
- **UPDATE:** All unapproved minutes (July, Aug, Sept 2025) HAVE been moved to Emmanuel's new shared drive. I will work on the rest of the docs ASAP

Governance updates

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- There is one change to the new bylaws. NDA Portion. Kristi + Ben are going to update position responsibilities. Focus: 1) recruit your replacement 2) build a team
- Minimum amount of meetings to attend
- When people sign up to be a board member, they need direction. Keep it simple.
- Election up by mid October for new seats
- Brad's thoughts behind "Alliance" being important in the new name is that everything is silo'd. "Alliance" helps bridge that gap and the divides in the trail systems out there.
- Concerns over including other disciplines. "Looking at MOT, there are more users that exist in that space, that you would be able to engage"
- Trail maintenance and trail building are two different things. Trail runners vs. MTB association

FOR NEXT MONTH: contemplate NAME and PURPOSE of of a organization pivot

Old Business

- Non-Disclosure Agreement (Covered above) - NDA timeline: by next meeting
- New membership structure for members meeting voting
- Updating board position/duties

Finance report

- Engaging previous members. Pull list of old members from Neo
  Grant information: we do have everything ready to go? Re-visit grants
  - Storage Units - 3 Months free.

Advocacy Report

Update: Precinct 1 is onboard

- Looking to utilize Brad's talents to really lay into Bike developments. Bike parks, pump tracks, gravity sections.
- Brad presents rendering for Tom Bass Park (Precinct 1)
- "Letter from the President" to be published separate from Newsletter

Trails Report

New Business

- Timberlane getting kids bikes through Trek. All the Trade-in bikes
- Motion for Ben to commission two mounted renderings of Tom Bass Park for total amount of maximum $500- PASSED
- Addressing features at Cypress Creek
- Trail Signage
- David has engaged the Trail Captains. Cypress knows they have $$$$
- Flintridge distribution prepped

Old Business- is this done? Still the plan?

Needs to start getting the reimbursements - Action Items

- Trails director need to present to trail captains on the budget and to teach them the need and purpose of documenting their crew's volunteered work and submit it over to the committee

- Host a zoom informational session on how to fill these volunteer documents out (or a video they can watch on their leisure)
- Side request - to develop an option on the current website to submit a trail captain reimbursement requests (to be mobile friendly)
- Ace and Emmanuel working on the side quest above

Members

New Business

NAME CHANGE:

- Engaging previous members. Pull list of old members from Neo
- Before name change goes out to public - at least one or two of these names needs to be decided. October
- Number of other MTB associations that go by “Alliance” “More trails better trails”
- Need to make sure overwhelming voice is
- GHORBA does not show as an alliance
- Maiella pointing out SEO issue.
- We need to SWOT the group name change

Old Business

Urban Bicycle Gallery and TREK are still giving a 10% discount to GHORBA members, UBG needs members list. Ben will talk to Mynette to close the deal with them.

Additional Director Reports

Race Director Update

New Business

A. **Memorial Kids Ride -** “If you need a bike let us know”
B. Send Liz Shared Drive Link
C. Possible raffle for Speed Challenge (Trek? Bike Parts? Liz has account for it possibly)
    a. Concerns: 99 person field limit.
D. Benefits of Volunteering: Chick-fil-a gift card, pat on the back, t shirts.
E. SLC Committee - empower people in roles to handle basic needs and logistics of the race - Smart Financial Center
F. Sugar Land Social - Newsletter, Visit Sugar Land also interested - opportunities. Color Schemes, theme, etc. Brand Package. Contract for Title Sponsor
G. Develop Sponsor guide for races in 2026 for all major events - at least for Title Sponsor - for big sponsors, they need professional presentations and documentation to follow

Old Business

A. SLC AAR (SLC Committee to meet)
B. Race to Double Lake in Sept. 2026? - Back Burner’d - navigating complexities
C. Memorial Park Race (Marco Gurerra - Anthills BMX affiliate)
D. Ace to transfer tents and promo goods to Ben for Memorial 20th Kids Ride and David C. for Speed

Challenge.

a. Sponsor update
b. Volunteer update

Events Director Update

New Business

1. AxleRad booked. Possible working with existing sponsors at AxleRad.
2.

Old Business

1. New date for Dig De Roots? DECEMBER IS OPEN - Christmas on the Trails?
2. Bike Houston October 25 - BIKE SUMMIT at St. Arnold's Brewery - Ben to attend
3. Members Meeting - November 15th at Karbach (is this booked) - ADDRESSED
4. December- maybe Jack Brooks? (currently planned for November 15th)
5. October 4th - Hill at Simms

New Business

6. Possible event at Station Mtn in Dec. ??? Anthills let? Cypress led? BOTH?
7. Feb 24- race at Huntsville- associated with Rocky Racoon- Tejas Trails

Communications Director Update

1. Neon Emails - finer points of unsubscribe button, etc, etc etc. Concerns voiced over "SPAM CAN ACT" or similar
2. GHROBA Communications Initiative 2025-2026 posted in SharedDrive - includes guide on how to manage media for GHORBA
3. Newsletter distributed to board for review

New Business

Old Business

1. Newsletter
2. Need email to members with information about TrailForks deal

"It's on the website" - copy, paste, send.
CRM Person. "Email from the president" - "Here's your TrailForks Discount, here you go"
Also remind people about UBG and Trek store discounts for GHORBA members.

3. Create event promo strategy
4. Partnerships with other Social Media
5. Membership/Sponsorship Update- Need a director - Social Media Blast "Do you want to make a difference in 6 months without the pain of being on a Board of Directors for a whole year? - Boy do we have a job for you!"

IT Director Update

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New Business

Shared Google Drive created; please move your files. Created one for media files as well.
Are you OK with removing users in our Google accounts with 0 email, 0 storage and no recent login? I'll provide a list.
Thanks Scott, Sunny and Ace for your help to renew the GHORBA domain registration. Webmaster group updated (me, Linda and Dan). Service credentials added to a new file with restricted access.

Worked on Neon CRM for the free membership. Created a dummy free membership and a condition to send a special welcome message. More work to refine the wording. A bit concerned that all our landing pages are "Legacy". I'll work on switching to "new" pages.

Also found the mapping in the registration form. We should create custom fields instead of address fields.
Could do some cleanup. Who has the history?

Started the expense form for Ace, should have a prototype next week.

Site content not updated (nothing received). UBG discount? I'm not comfortable with sharing member list (data privacy). Maybe a mechanism to check if someone is a member or not.

Old Business

1. 2nd factor authentication for the account global admins
2. Use shared drives instead of file sharing (plenty of space)
3. Need to update mission and vision and values on website and add Bylaws (COMMS)
4. Add UBG 10% discount to GHORBA website (UBG needs the member list first!)

Director at Large updates/comments

Other Committee Reports

a. **Dirt Sisters**
   i. **Lisa:**
      - **in Either Nov or Dec I will have and event for a bike packing event**
      - **In the opposite month we will be doing a 100 mile MTB ride that will broke up into 3 sections. (SHC)**
      - **We are also holding a month ride at each trail. There will be rides sprinkled though out the month as well.**
      - **The link to the jersey is still up and working.**
   ii. **Kristi:**
      1. **9/20 Kids event at Memorial**
         - **DS will represent at 9/20 kids event- mom ride, help with kid's ride events**
         - **Kristi will set up table and tent and have Fliers and QR codes for Merch and FB/Instagram pages**
         - **Our coaches Nicole and Brandi will be helping and led by Josie Cowan (Brad's HS daughter, certified coach, and excellent rider)**

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GnarKids

Kristi:

Event Sept 20 by NICA team Redbirds (Nicolas Charvet)
RECEIVED Tues 9/16

Good morning everyone
I trust your weekend is going well.
Thanks again for your support on Sat 6th in Cypress Creek. All the riders had a very good time.
Should we set up a quick call regarding Saturday's event in Memorial Park?
- sign up / waiver
- sponsors
- drinks / snacks
- trails course
- bike games on the flat field of PicNic loop
- bike teams representing: Kia Fort Bend / Active Cycling road group / Alkek, etc...
Thank you!!
nicolas

Close meeting

- Restate/Determine Priority Action items for the month
- Confirm next meeting date and location