# Monthly Board Meeting

September 14, 2020 | 7pm

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| |  | | --- | | **Location Address:** Virtual (Zoom) | |  | | **Scheduled For Vote:** None  **Please Review Ahead:** Activity Reports  **Please bring** |

## Agenda Items

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| |  |  |  | | --- | --- | --- | | **Topic** | **MAP** | **Time Allotted** | | **Open Session** |  |  | | **Open to members** |  | 90 minutes | | **Topics** |  |  | | Financial Updates | Neil | 15 | | Membership updates | Rob | 5 | | BOD Elections and Job Descriptions | Ernie/Rob | 20 | | MORE Trails Event | Peggy/David B. | 30 | | Camping Trip | Sharon | 20 | | Trails |  | 15 | | Maryland | Dave M. | 7.5 | | Virginia | Tom | 7.5 | | Communications Update | Andrew | 10 | | **Special Guests** |  |  | |  |  |  | | **Additional Items** |  |  | | TBD as Time Allows |  |  | |

## Activity Reports

* **President – Ernest (Ernie) Rodriguez**
  + Finalized MORE's 2019 Annual Report with Neil, Dave, Andrew and Peggy
  + Worked with Andrew to order and have received printed copies of 2019 Annual Report
  + Participated in Mastenbrook grant review
  + Participated on VA/DC liaisons zoom call
  + Worked with Peggy, Dave and Montgomery County Parks to plan Discover Montgomery County Virtual Ride series
  + Sent "Thank you" notes to trail donors
  + Supporting Peggy with Youth Advisory Council
* **Executive Director – Peggy Flaxman**
  + Distributed signs to liaisons and put up signage for Discover Montgomery Series
  + Worked with David and others to create MORE Trails event, including
    - RWGPS event w/64 routes
    - Advertised event via social media and Constant Contact
    - Processed registration via MORE website, sent confirmations
    - Sponsors coordination,
    - t-shirts
    - Event webpage and leaderboard
    - Advertised event via social media and Constant Contact
  + Worked with Kathy on new trailhead signs with IMBA Rules of the Trail and MORE Trails event info
  + Continued updates to “Where to Ride” on MORE website (ongoing)
  + MORE social media communication (24,467 people reached in last 28 days, +217%)
  + American Trails webinars (Adaptive MTB and Signage)
* **Vice President – David Beugelmans**
  + Designed and assisted with creation of MORE Trails event, including:
    - Finalization of routes and trail collections
    - Drafting of rules for event
    - Provided input to Peggy on website and leaderboard methodology
    - Leading social media advertising blitz and tracked registrations to drive more than 350 participants
  + Coordinated creation and launch of print on demand front fenders fundraising product
  + Waterworks
    - Lead trailwork day
    - Completed signs project
    - Conducted misc ad hoc maintenance
* **MD Advocacy Director – Dave Magill**
  + Continued MoCo mapping work with Kathy Mihm
  + Recruiting new liaisons for Seneca Greenway Trail and Seneca Bluffs Trail
  + Continued work on Patuxent – preparation for professional building to start by October, flagging with Tom Newton, bridge materials
  + Vegetation clearing work at Schaeffer and Patuxent
  + Assisted in finalizing gps routes, placing signs for MORE Trails
  + Assisted in finalizing gps routes, placing signs for Discover Montgomery rides
* **VA Advocacy Director – Tom Howe**
  + Youth Advisory Council Trail Work and Advocacy Seminar at Wakefield Park
  + Monthly September DC/VA Liaisons Zoom Meeting
  + Ad Hoc Trail Work at Wakefield Park
* **Trail Boss – Mauricio Carvalho**
  + [\_]
* **Membership Director – Rob Lowe**
  + August Membership Reporting
  + August Membership Emails
  + Fall Camping Membership Submission to IMBA - 1st Set
  + Membership Cleanup Sent to IMBA - 1 of...TBD (2nd in Progress)
  + Ad-Hoc Trailwork at Wakefield
* **Communications Director – Andrew Melito**
  + [\_]
* **Treasurer – Neil Blake**
  + [\_]
* **Activities Director – Sharon Maloid**
  + Working with Philip vanWerkhoven to coordinate the Fall Camping trip
  + Cabin lottery completed, winners notified
  + Calls with Fall Camping venue POC to inquire on bathhouse cleaning frequency, get contact information for firewood delivery, updated trail maps, discuss collection of BigBear Camplands waiver, POC for weekend, "organic" rides