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Date: July 5, 2016  
Address: Keller Williams office, 950 Corbindale Road, Suite 100. Houston, TX 77024  
7pm – 9pm:

Attendees:

*Board:*

Bill Collier, President  
Kevin Highfield, VP & Advocacy Director (phone)  
Scott Dammitt, Communications Director  
Josh Cools, Treasurer  
Eric Henao, Secretary  
Chris Brown, Events Director  
Stephanie Shoemake, Race & Sponsorship Director  
Mitch Callihan, Trails Director  
Christy Miller Jones, Membership Director

According to the Treasurer we need to keep some cash in the accounts, he doesn't suggest that we use it all up. Having a good cushion will help in case we need to make large payments, before grants finally come in. All grant money has been used.

Some of the trails that are coming back after the floods will be needing repairs: Sugar Land is going to be reopening soon. Anthills will need help. Jack Brooks, but we are uncertain about who is paying.

The BRC race will run in September.

Kevin is predicting that we will need about \$10k more to finish up the Huntsville trails, after the BRC is done. And this is AFTER S&S finishes. This will include cost for Forest Approval, IMBR, etc. Probably around the fall 2016.

Organization needs to find more money. Grants? GHORBA hasn't done a RTP grant in a while, with Flintridge being one of the last ones done.

#### **ACTION ITEM #1**

Plan for RTP grant now because Jan 13<sup>th</sup> 2017 is the deadline

Much discussion about a Sponsorship position on the board. Position to be decided and possibly created for October election. The position will be used for building and finding funds for the organization, at a larger level, beyond what bikeshops give.

Vote passes with 8 Yays

Considering removing the At Large position  
Discussed also creating a Marketing position

#### **MEMBERSHIP**



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Talked about holding Membership Meetings to generate more people to becoming members of GHORBA. Decided that the Memorial Park Trails will be the basis for the next membership meeting. Will have a 6pm-7pm BoD pre meeting followed by the Membership Meeting 7pm-9pm. Now need to find a place to host the meeting.

**ACTION ITEM #2**

Christy to find a place to host the Memorial Membership Meeting

Christy discussed having more hand out literature for the bike stores. Trifolds. Also talked about creating more durable/permanent posters that show where the trails are so each store can post them up for customers.

**ACTION ITEM #3**

Eric, Christy and Scott to work on poster concept.

Discussed getting the GHORBA name our in front of the trails. Stenciling on kiosk's at trail heads, stenciling on the trail bridges.

**ACTION ITEM #4**

Bill to create pivot table/data analysis from list of former members vs current members.

Creeksfest – NW Chamber of Commerce – Christy looking into.

**ADVOCACY DIRECTION**

GHORBA is perceived to be a second class citizen by the officials/public entities

Do we need to get back in front of the board over at Memorial Park?

How do we continue to support the Commissioner at Jack Brooks who believes in GHORBA

Can we get Jack Kagle to get behind us?

County Judge, Ed Emmitt

How do we bring the message to these people about GHORBA?

Suggested that a presentation with hard data be created that can be used as a presentation to these officials

**ACTION ITEM #5**

Bill, Kevin, Scott, Eric to create data driven report for presentation

Bike Houston presentation

Were very happy to hear that people want to buy homes near cypress creek.

**Website**

Website is continued to be worked on by Dylan. Eric and Scott continually checking in with him on progress.

Eric will be reviewing overall to see about how to reorganize to simplify/condense layout

The site is a bit modeled off of the Bike Houston site. Will have pictures that will change to upcoming events or seasons/events.

Website vs Facebook vs Forums



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Website is for the membership management  
Facebook is for the announcements  
Forums – considering closing. Not decided.

### **Storage Unit**

#### **ACTION ITEM #6**

Chris Brown as volunteered to inventory storage unit and get it cleaned out, along with moving trailer and additional items to Josh Cools property, where it can be stored for free. Eric and Scott have both volunteered their assistance.

### **Trails**

Want to set up local trail ambassadors, for each trail

- Ride leader
- Skills clinic
- Trails Steward
- Trails Steward delegate

We do believe that there needs to be more “activity” on the trail: Group rides, group trail maintenance and trail skill clinics.

### **Skills clinics**

Originally planned for 4 a year, but after a vote agreed that there needs to be more, 6... (Vote – 6 people said 4 wasn’t enough)

Discussed having two types of skills clinics. Super basic/fundamental level that can be taught/gone through by the Trail Rider Leader or Trails Steward at the beginning of every ride. The other more formal skill clinics will be set by date and appointments with announcements and such.

### **Action Items in review:**

**ACTION ITEM #1:** Need to start thinking and planning for RTP, deadline Jan 13, 2007

**ACTION ITEM #2:** Christy to find possible locations for Memorial Park Membership Meeting

**ACTION ITEM #3:** Eric, Christy and Scott to work on Bike Store poster concept

**ACTION ITEM #4:** Bill to dig into membership data.

**ACTION ITEM #5:** Bill, Kevin, Scott, Eric to work on creating hard data report for presentations to Public Officials

**ACTION ITEM #6:** Chris to lead inventory, clean out and move of items out of storage and trailer to Josh Cool’s property. Eric and Scott to assist.