



Date: January 10th, 2021
Address: Zoom meeting
Time: 5:00pm

Attendees:

Board:

PRESENT

- President – Ricky Kleinsmith
- Vice President – Charlie Gioielli
- Treasurer – John Martin
- Secretary – Eric Henao
- Trails Director – Scott Dammitt
- Communications Director – Kim Kweney
- Advocacy Director – Kevin Highfield

Trail Reps:

Russel Mester

Bruce Litton

Arno & Linda Jordan

Jim Mackey

AGENDA

1. Welcome new board
2. Vote to accept in new board
3. Discuss meeting dates, times & locations for Zoom and F2F.
4. Discuss board positions roles and responsibilities
5. Discuss Trail Stewards? Roles? Whos there? Do we need to have meetings with? If so when?
6. Any other business

2) Review of previous meeting minutes.

3) BOD Election Results and Vote

Unanimous election of board into positions

No problems utilizing the online system

4) New BOD member introductions

New members

Scott Dammit –

Trails Founding member of CCMTB. influencing other trails with their work and community. To start helping out with flood control and getting them on our side.

Kim Kewney –

New to Houston Cypresswood area. Fund raising and PR chair person for Cypresswood. For Families and kids. Working with Jason increasing membership. Trail signs.



John Martin –

Carl Barton trails in Conroe. Background in finance. On other nonprofit boards.

5) Director reports

a. President

1) 2021 Objectives

Define what GHORBA is to the community. Revise the mission statement.

b) Survey to all BoD and stewards. about what GHORBA is.

2) Business Basics

Financial processes. Putting into place some formal processes.

Refocus and organize - the google drive

communicate better

monthly newsletter - more consistent

Grow membership

Overhaul website

new membership management tool

Store front - GHORBA swag - TBD what

Trail Master Plan

5 year plan

Where are we going to be in 5 years?

How are we going to improve the current trails?

Trail Budgeting and planning. Maintenance and growth and improvement.

Trail Building Manual - End of 2021

Formal Trail Inspections and Record - on hand

RTP Grant - \$140,000 - plan it before we spend it.

Update our memberships - tiers, swag for joining, handle and count memberships

Increase membership dues

welcome package for new members

Membership benefits - bike shops? What's the list? Any other benefits?

Events - quarterly skills clinics

monthly group rides at each trail, that are highlighted

Special events: Poker run & Annual member party 3rdQtr.

Raffles - possible, 2 a year?

BRC - race and fund raiser? 2021? COVID problems May 1/2nd

Deadlines:

- 31st of march for Mission Statement
- overall budget - 31 march
- financial procedures - 31 January
- events 1st qtr by end of Jan - posted
- special news letter - BoD positions announcements Jan 22
- Jan 31 monthly newsletter
- Jason - Membership overhaul plan Feb 15th how to move forward? Tiers



- Formal trail inspection process - Scott .
- Record keeping - Feb 15th Eric
- MOU - Contract Review process - Feb 28

Long Term Objectives:

- 5 year plan - Kevin, Bill
- Trail maintenance & building manual - scott - Feb
- Jason / Kim - website update
- Annual member party - Chris - Octoberish
- Interbike of the South - ??????

Action Tracking form - updated with meetings - In excel

b. Treasurer : John Martin

Governance and oversight

2020 has been very bad fundraising for all non profits.

What are some creative ways other people are doing to raising money in Non-Profits.

Legacy giving -

What are we doing well? Consistent inflow of memberships and donations.

Dropped ball of acknowledging the donations and memberships.

Tighten the recording of the spending of the grant money.

How to budget correctly? Use a template for each of the trails. Expense process...

Our reimbursement process is all over the place. Need to standardize. Tracking is kinda a hard time.

Missed opportunities on funding. Campaigns on a regular basis.

Corporate sponsorships? - Future funding director

1) 2020 Financials

2) 2021 Budget

c. Advocacy : Kevin Highfield

HFCD - openly talking with them about an agreement

Anthills

Cypress Creek

CypressWoods

Jack Cagle helping us quite a bit

Walkthroughs with them soon

Anthills will wait til last - with Tom Ramsey (also met with Bill C.)

We need to be squeakily clean in PR. Flood district has been watching.

They have been speaking with District 2 and Sugar Land and district 1. Features are part of the agreement.

Eisenhower Park - Precinct 1 - Anxious to get going.



Precinct 3 - Show them master plan (Bill Collier will take point on)

Barker Reservoir - possible new trails? Lots of potential

League City - hiring S&S trails in the New Lands for creating them. Lots of volunteers down there as well.

Woodlands - Need to discuss with Scott. Their township parks department very difficult to deal with. Lots of changes and turnover.

Sam Houston National Forest (SHNF) - Mandy Rogers, runs race ready repair. Will be trail rep for gravel grinders in the forest. Create a new trails position, probably more advocacy than trail building.

SHTC - cycling rep? maybe Mandy?

6) Trail Reps reports

Linda

- two bridges are out. two year old bridge is out. Near the golf course fence.
- Also east side bridge on wilcrest is also out., Chopped off sections. To the beyond trail.

Russel

- Cypresswood

Lots of activities

Very strong, building and recruitment. Kim doing a great job and outreach. Engaging the younger kids. Possum "Crash" run is breaking in well. Mid section change order with in process. Some trail mediation. inspection with flood district.

Signage project ongoing. Working on color coding system, one way signs installed.

Great seeing the younger kids out there riding. Cypresswood is great for the younger kids and helping them get trained for the other trails.

Kim

- Ghorba families are taking off strong and being careful with it. Restaurants in the area have GHORBA discounts!

Bruce/Scott

- CCMTB - cutting drains. Trail saboteur on the bridges. Emergency repairs on that. Monitoring. P4 parks and constables, have a game cam set up.

Coming up - Purchased a 4 wheeler to help with maintenance. Building a storage shed.

New bridges to be built. Good relationship with Parks still. CCMTB wedding venue. Scott is ordained minister.

Bike Demos - Still kinda off.

Jim Mackey



- National Forest - Biggest thing - C57, NWCC trail, Double Lake - Signage set up two way. Lots of new riders. lots of confusion. Forest service is insisting and helping.
C57 - Jon Power is still helping on the final signage up and the Kiosks.
Get the fiberglass bridge, get a plan set. Will most likely financed by the forest service. To get the trail section open.
Really missing opportunity engaging with the riders on the weekends.
BRC - maybe have the race on a private ranch? Double Lake will unlikely to hold the race. Warda, Comfort, Rocky Hill...

7) other things:

Area 51 films - with rich drew and to create a film of the area.

Ezera and Dennis - New trail section CCMTB and CW area. May need to get involved in the future.
Possible to include the master plan.

Going to move away from trail forks because it is a paid service. Scott and Jason meet with a local person who might have a better solution for all of us.
Maybe use MTB Project - which is owned by REI.

Need to pic up stuff from John Blum who has a bunch of stuff from storage.

8) Adjournment at 3:15pm