



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION
SOUTHERN OFF-ROAD BICYCLE ASSOCIATION

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Minutes of the Meeting of the Southern Off-Road Bicycle Association February 28, 2009

A meeting of the Board of Directors was held February 28, 2009, at Thurmond Lake Office & Visitor Center, Clarks Hill, S.C. The meeting commenced at approximately 8:30 a.m.

Participating Chapters:

The following chapters were in attendance: CSRA, Chattahoochee Valley, Chattanooga, Gwinnett, Northwest Ga., OMBA, Paulding, Pisgah, RAMBO, Athens, Atlanta, Huntsville, Middle Tennessee, Woodstock, Upper Chattahoochee, Upstate and West Alabama. See attached document for the member sign-in sheet. It was noted that there were no representatives present from the following chapters: Appalachian Mountain Bike Club, Ellijay, Tallahassee, Gainesville, Piedmont, Uwharrie, Southern Crescent and Triangle-Area. All other chapters had a voting member or proxy present. Sign-in sheet is attached.

Welcome and Minute Approval:

SORBA staff was introduced, along with special guests. Renee Martinez, SORBA Secretary, presented the minutes from the November Board of Directors meeting for approval. Paul Farrow made a motion to approve the minutes. It was seconded by Van Rogers, and unanimously approved.

Budget Update and Meeting Planning:

Angela Allen, SORBA Treasurer, and Tom Sauret, Executive Director of SORBA, spoke about the revised 2009 forecast budget. No voting action was necessary, as the budget was originally approved at the November meeting.

The next Board of Directors meeting date was set for Nov. 21, in Gainesville, Ga. A staff retreat is to be held in August, possibly at Mulberry Gap. The staff meeting will be mandatory for SORBA staff and Executive Board members, and optional to all chapter presidents and proxies.

IMBA Regional Leadership Council Concept:

Tom Sauret spoke about IMBA's Regional Leadership Council concept, and how it's applicable to SORBA. IMBA is establishing areas nationwide to bring clubs together to share resources. RLCs serve in advisory roles. In SORBA's case, we'll be reaching out to 11 to 12 past chapter

presidents, community leaders, industry representatives, etc., and be seeking a two-year commitment. The RLC will augment what the Board of Directors do. The timeline for development of the RLC is “as soon as possible.”

IMBA/SORBA Needs Assessment:

Kelly and Collins Bishop, members of IMBA’s Trail Care Crew, delivered an interactive session that sought answers to the questions: On a big picture level, what needs does SORBA have as a whole entity? Several areas were highlighted:

- Membership management
 - Getting, retaining and involving members
- Leadership development
 - How to retain knowledge, seek new leaders. And avoid burnout
- Streamlining of organization
 - Chapters sharing knowledge on how each one is structured, and including that information on chapter Web sites.
- Marketing
 - Use multiple ways to communicate to people: e-mail, Web site, Facebook, etc.
 - Have information to give to politicians, city officials, etc.
- Database issues
 - Using the database to examine trends in membership

Membership Promotional Kit:

SORBA staffer Robin Allen and Vice President Darryl Glascock led a discussion on tools to promote our chapters, in an effort to drive membership. Suggestions offered included buying friends a SORBA membership for special occasions, and setting a goal that over the next few months, chapters increase their members by X percentage. And idea was to start a chapter contest to drive new members, with prizes being awarded for most percentage increase, and most money raised by new memberships.

Special Presentations:

After a break for lunch at 11:30, sessions resumed with two special presentations. The first presentation was “How to Build a Trail in a Weekend,” and was led by Dave Senecal and Scott Martin of the Paulding Chapter. They highlighted their chapter’s work in building trail at Sara Babb Park.

In another presentation, Shana Payne and Jeffery Schaarschmidt spoke about “Building an Alliance to Improve Statewide Mountain Bike Advocacy.” They highlighted their efforts to create the Tennessee Mountain Bike Alliance.

Final Remarks:

SORBA President Bob Grieco offered final remarks from the meeting. He said he hoped those present got inspiration and ideas from the meeting, and will set goals for the year ahead. Tom Sauret reassured those present that the database issues will be solved, and requested patience in

the meantime. Huntsville was suggested at this time for the meeting in March of next year, noting that the Spring meeting would be put back in the month of March, instead of February, as it was held this year.

There being no further business, a motion was made by Ken Hacka to adjourn the meeting at 3 p.m. the motion was seconded by Jeffery Schaarschmidt, and approved unanimously.

Bob Grieco, President

Renee Martinez, Secretary