

**Southern Off-Road Bicycle Association
Board Meeting Minutes**

**Tallahassee, Florida
March 19, 2022**

Meeting brought to order: Saturday March 19, 2022 at 9:20 am EST

Attending Board Members:

All Chapters were represented by Board attendees during the roll call except the following:

Cape Fear SORBA, Central Alabama Mountain Pedalers (CAMP), Chattahoochee Valley Area SORBA (CVA), MSfits MTB, Myrtle Beach Area Mountain Bike Association, Northeast Alabama Bicycle Association (NEABA), Northwest Georgia SORBA (NWGAS), Northwest North Carolina MTB Alliance, Ocmulgee Mountain Bike Association (OMBA), Pensacola Off-Road Cyclists (PORC), Piedmont Fat Tire Society (Greensboro FTS), Pisgah Area SORBA (PAS), Shoals MTB, SORBA Middle Tennessee, SORBA MTB Atlanta, SORBA Tri-Cities, SORBA West Georgia, Southeast Georgia SORBA, and Upper Cumberland SORBA.

Attending Executive Committee Members:

Mark Arcelle (President, MS Rep.), Mary Anne Swanstrom (Vice President), Terry Palmeri (Executive Director), Kyle Ragan (TN Rep.), Angela Allen (Treasurer, GA Rep), Tom Nelson (AL Rep.), Peter Davis (FL Rep). Jason Scott (SC Rep.), and Jim Grover (Secretary, NC Rep.)

Attending Staff Members: Philip Darden, Assistant Director

Guests:

(Due to the nature and timing of the SORBA 2022 Summit Schedule and presentations held this date and March 20th, the Board meeting was abbreviated, but some guest attendees present and presenting at the Summit included Kerri Post, Executive Director Visit Tallahassee; Ed Draper, retired Florida State Parks Director; Steve Kasacek, IMBA Trail Solutions; Cris Kehmeir, C2 Recreation Consulting; Valerie Naylor, Trail Specialist.)

Action Items:

Motion to approve Minutes of prior meeting (October 30, 2021)
SORBA Jax: Motion to Approve
MTB Atlanta: Second
The Motion passed unanimously

Call to Order - Mark Arcelle

Roll Call - Jim Grover

AGENDA ITEMS

1. Introductory Comments – Tom Sauret, former SORBA Executive Director

2. Review of 2021 SORBA Financial Statement (hand-out) – Terry Palmeri

Membership since 2015 rose from 4,500 to over 9,000 at the end of 2021. Though membership growth was relatively small in 2021, we showed strength by maintaining the large numbers we added in the prior few years.

Terry reviewed the new 40% - 40% - 20% membership revenue split we negotiated with IMBA going forward. SORBA will retain 40% per member per year of annual member dues, less SORBA's payroll/staffing expenses incurred/ paid by IMBA, 20% per member per year will be retained by IMBA to cover IMBA Local Program services for the Chapters and 40% per member per year of annual member dues will be retained by SORBA Chapters. In addition, per the new agreement, IMBA will pay SORBA's 2022 insurance premium to allow SORBA a year to accumulate the funds necessary in its 2022 budget to undertake its 2023 insurance premiums in full, and likewise in future years.

Terry also stated that efforts to increase SORBA's sponsorships and fundraising will positively impact finances going forward.

3. IMBA Local Updates – Philip Darden

- IMBA will be revising the Chapter Leader Dashboard – in approx. 1 month, members will be able to support 2 or more Chapter organizations; also changing month to month membership payments for a more accurate count.
- May-1 thru 31 Membership Drive should again help add new and renewal memberships to all of the Chapters
- 2022 Dig-In campaign – applications need be in by May 31 for shovel ready projects; BUMP and Shoals MTB are current recipients
- New Trail Counter grant available valued at \$6,000. Applications need be in by June 30.
- IMBA sponsoring Fundraiser watch parties of new advocacy bike film – coming in late August. Contact Anthony Duncan for this and all other IMBA Local programs.

4. Insurance Update – Terry Palmeri

Going forward we'll have some changes to our current Completed Operations coverage (an expensive part of total), which will increase to \$300,000. Remember specialized events (festivals, races and special training) are not covered under our basic plan but can be added by contacting our insurance agent.,

5. Marketing and Communications – Philip Darden

Although we've well maintained our increased membership, its time to reach out to new riders. He's ready to assist with any new outreach ideas.

Our new IMBA agreement will allow SORBA to diversify its income streams and more closely manage our expenses

In 2021 every club has been active and most busy with trail projects

6. Strategic Planning for SORBA – Mark Arcelle

The Executive Committee is seeking input from the Board on how SORBA can best support each Chapter's goals. We're looking for direct input on what SORBA and staff should be focusing on and how we should be organized to help meet Chapter's goals. The Committee is looking for participation and will distribute a survey to get specific feedback regarding the organizations focus and activities.

7. Chapter Update – Terry Palmeri

Hi-Lo SORBA is currently a sub-chapter of SORBA Athens and is planning to re-organize as a separate Chapter, focusing on trail opportunities between Athens and Savannah. They have already received funding for a youth program and underserved communities.

8. USFS Nantahala Pisgah Forest Plan Update – Terry Palmeri

After eight years in the making (and many, many, many hours invested and meetings attended by Tom Sauret, Julie White, Paul Stallschmidt and others with the Forest Service and our outdoor collation partners), the proposed new Forest Plan was released by the FS last month. It has provisions very favorable to mountain biking and our coalition partners. Our first blush is that we'll only request one small wording change to the proposed plan during the comment period. Once the Plan is in place, we will fork with the FS on how to improve access and trails in the Nantahala Pisgah.

Submitting regular Chapter highlights is very important for the organization to get its story(s) out to the members, and our current and potential sponsors/ donors.

9. Future Meetings

Fall meeting location is as yet undetermined – we need applications ASAP. We will have Officer Nominations for 2023 Officers/ Executive Committee in the fall and will vote for same at the Fall meeting

Adjourned. Mark Arcelle formally adjourned the meeting at 10:04

Minutes Approved by the Board on November 4, 2022