

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

**Old Fort, NC
April 15, 2023**

Meeting brought to order: Saturday April 15, 2023 at 9:17 am EST

Attending Board Members:

All Chapters were represented by Board attendees during the roll call except the following: Back to Dirt Conservancy, Five Rivers SORBA, Florida Mudcutters, Midlands SORBA, North Georgia Mountain Bike Association, , Pensacola Off-Road Cyclists (PORC), Shoals MTB, SORBA Athens, South Mississippi Trail Alliance, Southeast Georgia SORBA (SEGA), Tallahassee Mountain Bike Association, and West Alabama Mountain Biking Association (WAMBA).

Attending Executive Committee Members:

Mary Anne Swanstrom, President; Chris Doane, Vice President; Jim Grover, Secretary & North Carolina Rep; Tom Nelson, Alabama Rep; Stuart Thiel, Georgia Rep; Peter Davis, Florida Rep; Mark Arcelle, Mississippi Rep; Heather Fletcher, South Carolina Rep.

Attending Staff Members: Philip Darden, Assistant Director;

Guests:

Anthony Duncan, IMBA Local Director

Call to Order – Mary Anne Swanstrom

Roll Call - Jim Grover – Quorum Confirmed

AGENDA ITEMS – Philip Darden

1. **Finances**

Philip briefly reviewed SORBA's financial position; the organization has a solid cash reserve and from a budget perspective, is net positive for the year to date.

2. **Insurance.**

SORBA's new 2023 insurance coverage with Players Health has an increased general aggregate maximum of \$3 million, up from the previous \$2 million. Philip reminded that there will be a call with our Player's Health for all members to join and better understand our coverages and to ask any questions. The call will be recorded for subsequent review by the Chapters.

3. **General Items**

- a. SORBA has recorded at least 16,700 miles of available trails in our 7 state area. We want to continue to track and update these and additional trails going forward.
- b. Philip also referenced the importance of grants that may be available to the Chapters as well as our agreement with the U.S. Forest Service in furtherance of our trail development efforts.

4. **IMBA Local Update – Anthony Duncan, IMBA Director of Local Programs**

- a. Membership Drive- IMBA held a workshop last week on maximizing the impact of the membership drive. The Zoom recording is available on the Dashboard Toolkit. Revised Chapter landing pages will be available before the Membership Drive
- b. Grant Station – This is a grant writing clearing house service available for a reduced price of \$95 per year.
- c. Dig-In Program – May is the period applications will be open and this year’s program allows a max of \$5,000 in matching funds.
- d. Trail Counter Program – Starts in June
- e. Trail Accelerator Grants – Tentatively scheduled to start in “July”.
- f. Wilderness First Aid Training – Offered by SOLO is now offered at a reduced price if a Chapter wants to host a training program.
- g. Chapter Effectiveness Assessment – A new program offering will be launched in June.

5. **New SORBA 3 Year Strategic Plan** – overview - by Philip Darden

- a. **Mission Statement** We believe everyone should have access to the social, physical and mental benefits that mountain biking provides.
- b. **Vision Statement** We envision a future where mountain biking is at the center of healthy, economically vibrant, and environmentally sustainable communities throughout the Southeast, with well-planned, accessible, and progressive trail systems

c. **Three Primary Plan Tenants:**

i. **SORBA as an Education and Advocacy Resource**

Strategic Result: The social, physical, and mental benefits of mountain biking are well known; mountain biking is an important partner in sustainable communities; and trail systems are well-planned, accessible, and progressive.

- Begin to develop SORBA as an education resource in the southeast for trails
- Provide more educational clinics for assessing and maintaining trails using best industry practices
- Provide support to each state mountain biking advocacy representative to enhance their ability to influence and mobilize chapter advocacy

- Advocate for a more diverse mountain biking community (Kids, minorities, abilities, gender)
- Advocate for updated recreational use statutes
- Promote professional trail building and maintenance standards
- Develop statistical data demonstrating the positive impact of Key trail system

ii. **Chapters and Members**

Strategic Result: Chapters and their members are strong partners in their communities as stewards of inclusive, diverse, and well-maintained mountain biking trails and experiences.

----- Improve collaboration across all chapters within each state

- Enhance the quality of each chapter Develop financial best practices and accountability standards for Chapters
- Improve communication within the organization and define value to stakeholders
- Provide chapters with information about fundraising opportunities
- Target 20% membership growth
- Complete unified tracking of volunteer hours to provide data for funding and opportunities
- Create a unified method for sharing trail and chapter stories
- Develop a plan to connect Chapters with grant application and management assistance

iii. **Operational Sustainability**

Strategic Result: We invest in exceptional professional staff, strong infrastructure, committed volunteers, and effective communications that create engaged long-term stakeholders.

- Hire a Development Director 2023
- Create and implement a fundraising plan and a planned giving program to diversify and increase income
- Hire an Education Director 2024/2025
- Increase board diversity
- Continue to build cash reserves toward \$500k
- Provide Board and Staff Training (orientation, workshops, Communication, etc.)
- Obtain funding for increased chapter in-person support
- Improve SORBA & IMBA Relationship
- Create an endowment
- Improve website navigation
- Implement a culture of giving
- Help IMBA continuously improve CIVI CRM
- Collaborate with IMBA to create membership organization compensation survey

6. **Hiring Update** - Development Director

We had 30 applications for the position and we are excited by the quality of the applicants.

7. **Fall Meeting** – Saturday, October 21st in Anniston AL Coldwater Mountain Fat Tire Festival

8. **Other** -

- a. Discussion on communications within SORBA including e-mail address protocols to reach Chapters, the Executive Committee, etc., and the need for an e-mail tree distribution.
- b. Discussion on communications and lobbying on regional issues and support from IMBA, including its Action Alert cultivator tool to get members to contact state legislators

Adjourned. Philip Duncan formally adjourned the meeting at [11:25], reminding us the theme for our weekend Summit and related presentations is Partnerships and Community!