

SHARE MOUNTAIN BIKE CLUB MEETING MINUTES  
MARCH 11, 2019

**Attendees:**

<b>Officers:</b>	<b>Board Members:</b>	<b>Members:</b>
Steve Larson Paul Miller Brad Larkins Dan Eitman	Jon Kearley Missy Kearley <del>Martha Welch</del> Molly Hartsough Mike Soursby	Jane/Robin Lemonds Val Vanderpool Manny Doblado Brett Robinson

**Officer Reports:**

<b>President:</b> Steve Larson	<ul style="list-style-type: none"> <li>• President's Report-No Report</li> </ul>
<b>Vice-President:</b> Paul Miller	<ul style="list-style-type: none"> <li>• Vice-President's Report-No Report</li> </ul>
<b>Membership:</b> Steve Larson	<ul style="list-style-type: none"> <li>• 179 Current Members</li> <li>• Still tracking ahead of prior years</li> <li>• Follow up with fellow members to fix "auto-renew" issues.</li> </ul>
<b>Secretary:</b> Dan Eitman	<ul style="list-style-type: none"> <li>• Meeting Minutes Review</li> <li>• Agenda, call for items a week ahead of time and publish by end of Friday prior to meeting.</li> </ul>
<b>Treasurer:</b> Brad Larkins	<ul style="list-style-type: none"> <li>• Annual Budget Review and Approval</li> <li>• 2019 Grants</li> <li>• Refer to reports. SHARE remains financially strong.</li> <li>• IMBA quarterly checks for memberships and donations have caught up to be predictable given our membership level.</li> <li>• Upcoming Costs: Trails and Greenways Conference, Poker Ride</li> <li>• Upcoming Income: Local MTB'er has generously donated \$1500 through IMBA.</li> <li>• Forecast annual budget: Income = Expenses. Primary sources of Income are IMBA Donations, Direct Donations, and Poker Ride. Grant Income is less predictable.</li> <li>• Expenses are focused on our direct mission (trailwork, bell program, Trail Boss Program), with the secondary expense is trailer storage.</li> <li>• Vote on Annual Budget: Annual Budget has been unanimously approved by verbal vote.</li> </ul>

**Board Reports:**

Next Meeting: April 8th, 6:30pm, Location: TBA  
Pre-Meeting Ride is TBA

## SHARE MOUNTAIN BIKE CLUB MEETING MINUTES MARCH 11, 2019

<b>Park Representative Director:</b> Jon Kearley	<ul style="list-style-type: none"> <li>All park representatives to have planned or forecasted trail work days shall have them posted via Facebook for RSVP and website. April/May/June are opportunities.</li> <li>Trailwork training for Park Representatives and others is being considered to broaden SHARE's expertise. Outreach to membership for training through the TrailBoss program.</li> <li>Establish "Event" on RedPodium for training.</li> </ul>
<b>Volunteer/Bell Coordinator</b> Martha Welch	<ul style="list-style-type: none"> <li>Not present. Crystal Cove State Park wants to start up their bell program with Boy Scouts constructing the bell boxes.</li> <li>Volunteer program starting at Santiago Oaks. Equestrian focused.</li> <li>7,000 Bike Bells to date given throughout Orange County.</li> </ul>
<b>Event/Activities Coordinator:</b> Molly Hartsough	<ul style="list-style-type: none"> <li>Nothing to report until Paul provides Poker Ride information.</li> </ul>
<b>Communications Director:</b> Vacant	<ul style="list-style-type: none"> <li>Nothing to report. Mike S. is working on the website angle and putting together a test site for a "refresh".</li> <li>Missy K. is working on the Facebook/Instagram angle.</li> </ul>
<b>Sponsorship Coordinator:</b> Mike Soursby	<ul style="list-style-type: none"> <li>Docent committed for Poker Ride as single beverage sponsor.</li> <li>Other Poker Ride commitments handled by others.</li> </ul>

### Park/Area Reports:

<b>Gov't/Land Manager Reports</b>	<ul style="list-style-type: none"> <li>OC Parks Commission meeting 4/4 Cancelled. Meeting on 3/7 did not have a quorum and discussed little. Next Meeting 5/2.</li> <li>OC Trails Subcommittee Meeting Date is 5/9.</li> </ul>
<b>Crystal Cove</b>	<ul style="list-style-type: none"> <li>Park remains closed. Several potential trail work opportunities once the park fully re-opens after required repairs.</li> <li>Lower BFI trailwork with Shimano was a success.</li> <li>Drainage on Missing Link has been continually worked.</li> <li>SCE is in the process of replacing poles, tearing up existing roads and regrading them simply for access.</li> <li>Talk of bringing BVD into Crystal Cove as a legitimate trail as it is legal in LCWP but not Crystal Cove.</li> <li>Talk of re-routing road at bottom of Red Tail ridge.</li> </ul>
<b>LCWP</b>	<ul style="list-style-type: none"> <li>Team up with LCWP to work on lower BVD.</li> <li>SHARE will start posting LCF trailwork days.</li> </ul>
<b>Aliso/Wood Canyons</b>	<ul style="list-style-type: none"> <li>Still closed. Road access was not built to handle rain.</li> </ul>

Next Meeting: April 8th, 6:30pm, Location: TBA  
Pre-Meeting Ride is TBA

## SHARE MOUNTAIN BIKE CLUB MEETING MINUTES MARCH 11, 2019

<b>Whiting Ranch</b>	<ul style="list-style-type: none"> <li>• Still closed.</li> <li>• Trail work scheduled for 3/16, 3/23, 3/30, 4/6. Email to <a href="mailto:info@sharemtb.com">info@sharemtb.com</a> or <a href="mailto:adam.martinez@ocparks.com">adam.martinez@ocparks.com</a> per the Whiting Ranch home page to RSVP. SHARE can provide extra tools as needed. SHARE trailer will not be present.</li> <li>• Shimano to work on 3/22.</li> <li>• El Toro HS MTB Team to work on 3/23.</li> </ul>
<b>Santiago Oaks</b>	<ul style="list-style-type: none"> <li>• Potential Trail Work Day on 3/16 or 3/17. John K. to outreach for both trailwork and pulling Mustard on 3/17.</li> </ul>
<b>Peters Canyon</b>	<ul style="list-style-type: none"> <li>• Nothing to report. Partially closed due to storm damage.</li> </ul>
<b>O'Neill</b>	<ul style="list-style-type: none"> <li>• Waterworks re-route complete, more trailwork canceled due to weather.</li> </ul>
<b>IOSP/IRC</b>	<ul style="list-style-type: none"> <li>• Closed due to road erosion.</li> </ul>
<b>Caspers</b>	<ul style="list-style-type: none"> <li>• Closed due to trail washouts.</li> </ul>
<b>Chino Hills</b>	<ul style="list-style-type: none"> <li>• Many trails closed due to damage.</li> </ul>
<b>San Onofre</b>	<ul style="list-style-type: none"> <li>• Many trails remain closed and the previously existing bridges are closed.</li> </ul>
<b>Other Areas</b>	<ul style="list-style-type: none"> <li>• Cleveland National Forest is in good shape.</li> </ul>

### Old Business:

- 1) Communications Director – Is Social Media separate from Webmaster? Yes. Closed.
- 2) How does SHARE and NICA leverage our shared goals and common interests? Steve L. to reach out to Matt G.
- 3) SHARE Poker Ride – Report by Paul Miller
  - a. Staffing Responsibilities
    - i. Begin outreach to fulfill required categories. Firm up needs and obtain commitments.
  - b. Outreach for Prizes
    - i. Obtain list of who donated prizes last year from Steve L.
  - c. Paul to generate the checklist of responsibilities.
  - d. No significant changes to prior years.
  - e. Use Red Podium for registration.
- 4) Mountain Bike Repair/Pump Stations – REI Grant Research – Jacques to report.
- 5) Trails and Greenways Conference – April 23<sup>rd</sup> -25<sup>th</sup>
  - a. Collaboration with TrailBoss to cover how the tools are being used.
  - b. Location: Alpine, CA. Price is \$350 for non-profits to attend per individual. SHARE to compensate attendance fee for (2) and (1) shared hotel room.
- 6) Rwanda 50-Mile Aid Station on 4/27 Confirmed. Ample volunteers available. Operable for the 25, 50, 75.
- 7) Distribute SHARE Business Cards
- 8) IMBA attempting to assist in building a California Specific Coalition of affiliated organizations, but not necessarily IMBA member organizations.

Next Meeting: April 8th, 6:30pm, Location: TBA  
Pre-Meeting Ride is TBA

# SHARE MOUNTAIN BIKE CLUB MEETING MINUTES

## MARCH 11, 2019

- a. IMBA Chapter Membership: IMBA affiliation provides advantages and income to serve our membership. Benefits of affiliation are still being considered. Meeting of California Chapters with IMBA on (CAMTB) to occur in San Diego at Trails and Greenways Conference.

### **New Business:**

- 1) NICA @ Vail on 3/17 and 3/31. SHARE Representation Volunteers desired. For volunteers, contact [president@sharemtb.com](mailto:president@sharemtb.com).
- 2) SHARE Representation at the Trabuco Path Location on 3/24. Demo fair with (8) bike brands represented along with industry. Contact [president@sharemtb.com](mailto:president@sharemtb.com).

### **Roundtable:**

1. Val Vanderpool – The Path – What can local businesses do to promote SHARE and grow membership?
  - a. Cross promotion opportunities?
  - b. Partnering with Bike Shops to lead/assist on shop rides?
  - c. How do we get a better return on the 3,200 mailing list than the 200+ we currently get?
  - d. Hang-tags with the Bell and SHARE card
  - e. Hang-tags with the SHARE information...a call to action...participate in a trail day and get a free bell or raffle item.
  - f. It has to be a value-added experience to the shop and the user.
  - g. The Path is starting a new rider orientation program.
  - h. SHARE...provide links to Trailforks and MTB Project.
  - i. Place SHARE cards in the bike shops in card holders for those who would be interested.
2. How do we leverage all of the various mountain bike riding groups together? Do they want to be a part of SHARE or do simply want to ride?
3. What is our role in the proposed CAMTB organization?
4. Have events, not meetings.
5. Shops do not currently sponsor trailwork days. Ownership of the shops needs to have buy in and make it worth the staff's time. REI and Shimano have asked SHARE to help coordinate corporate events with success in the past. "Adopt-a-Trail" programs have not maintained traction in the past.
6. Path Bike Shop Trail Steward Program – a new program that is a branch of the race team that is not as necessarily focused on racing. Members are more focused on community outreach and trailwork days.
7. Add an "opt-in" link for those who wish to receive news from SHARE.
8. OC Parks Commission appointed by Board of Supervisors, OC Trails Commission is appointed.
9. SHARE needs bodies to attend the meetings by the Land Managers and Government organizations to give weight to the Mountain Biking Community.
10. Leverage Social Media experience of the membership to grow our outreach and reach.
11. Potential future meeting locations:
  - a. Silverado Community Center
  - b. Sharkey's – El Moro
  - c. Wiseguys – Oaks
  - d. Left Coast – Central Orange County
12. Focus on Trail Etiquette, not MTB Etiquette. MTB continues to take the high road so that when issues do arise, we can always point to our positive behavior on the trails with the bell program, trail maintenance, etc.

Next Meeting: April 8th, 6:30pm, Location: TBA  
Pre-Meeting Ride is TBA

**SHARE Mountain Bike Club**  
2019 Annual Budget Summary

Account	Sub Account	Category	Annual Budget	%	Note
<b>Income</b>					
Income	Donation Income	Programs	\$ 4,714	24.6%	Based on 2018 actuals plus added assumptions
Income	Event Income	Fundraising	\$ 3,800	19.8%	Based on 2018 actuals
Income	Grant Income	Fundraising	\$ 2,500	13.0%	At risk to fund bell program and/or trail boss
Income	Membership Income	Programs	\$ 8,150	42.5%	IMBA Local is a mixture of membership and donations through IMBA. Consolidated for simplicity.
Income	Merchandise Income	Fundraising	\$ -	0.0%	None expected in 2019
Income	Interest Income	Fundraising	\$ 6	0.0%	Interest income on \$10,000 in reserves in Savings.
<b>Total Income</b>			<b>\$ 19,170</b>		
<b>Expenses</b>					
			<b>Annual Budget</b>	<b>%</b>	<b>Note</b>
Auto & Transport	Gas & Fuel	Mgmt & Admin	\$ -	0.0%	
Auto & Transport	Trailer Maintenance	Mgmt & Admin	\$ 175	0.9%	
Auto & Transport	Trailer Parking	Mgmt & Admin	\$ 2,916	15.2%	
Business Services	Advertising	Fundraising	\$ 97	0.5%	
Business Services	Internet Services	Fundraising	\$ 452	2.4%	
Business Services	Merchandise	Fundraising	\$ -	0.0%	
Business Services	Office Supplies	Fundraising	\$ 225	1.2%	
Fees and Charges	Bank Fees	Mgmt & Admin	\$ 400	2.1%	
Fees and Charges	Chapter Fees	Programs	\$ 500	2.6%	
Fees and Charges	Donation Fees	Fundraising	\$ 1	0.0%	Paypal fees
Program Expenses	Bell Program	Programs	\$ 2,500	13.0%	Funded by 2019 grant and/or Poker Ride profit
Program Expenses	Poker Ride	Programs	\$ 2,250	11.7%	Based on 2018 actuals
Program Expenses	TAKMB	Programs	\$ 364	1.9%	
Program Expenses	Tools	Programs	\$ 305	1.6%	
Program Expenses	Trail Boss	Programs	\$ 2,500	13.0%	Funded by 2019 grant and/or Poker Ride profit
Program Expenses	Trail Work	Programs	\$ 5,185	27.0%	SWAG based on 2017 and 2018 expenses
Travel	Conference Expense	Mgmt & Admin	\$ 1,300	6.8%	
<b>Total Expense</b>			<b>\$ 19,170</b>		

**Profit/Loss** \$ (0)

**Programs** \$ 13,604 71.0%

**Notes**

- Membership income and donations via IMBA account for 42% of total income.
- Donations and then profit from Poker Ride are next income categories with 19% and 13% respectively
- Programs directly related to SHARE mission accounts for 71% of expenditures
- Largest expense is Trail Work (27%) followed by Trailer Parkins, Bell Program, and Trail Boss at 15%, 13%, and 13% respectively
- Grant income is high risk. Annual budget would be adjusted based grant success



**Bank Account (BofA)**

Date	Expense	Deposit	Balance	Note
3/11/2019			\$ 4,366.17	December balance was \$7138.54
3/7/2019	\$ 7.90			Shipping - USPS - Stamps
3/4/2019	\$ 1,000.00			Donation Income - International Motors (IMBA) - \$2,500 coming next quarter to offset to \$1,500 to SHARE
3/4/2019	\$ 242.00			Trailer Parking - MV RV Storage
2/28/2019		\$ 2.50		Membership Income - IMBA
2/28/2019		\$ 2,900.25		Membership Income - IMBA
2/27/2019	\$ 350.00			Conference Fees - CA Trails Conference
2/21/2019	\$ 78.96			Internet Services - Go Daddy
2/13/2019	\$ 55.00			Events - Campout - Ed Bedrov
<b>Totals</b>	\$ 1,733.86	\$ 2,902.75	\$ 4,366.17	

**Bank Account (BofA Savings)**

Date	Expense	Deposit	Balance	Note
3/11/2019			\$ 11,571.42	Balance
2/13/2019		\$ 0.27		Income - Interest
<b>Totals</b>	\$ -	\$ 0.27	\$ 11,571.69	

**Bank Account (PayPal)**

Date	Expense	Deposit	Balance	Note
3/11/2019			\$ 521.35	
3/3/2019		\$ 15.00		Donation Fees - Ryan Rhodes
3/3/2019		\$ 400.00		Donation Income - Ryan Rhodes
<b>Totals</b>	\$ -	\$ 415.00	\$ 521.35	

Totals	Expense	Deposit	Balance
<b>BofA Checking</b>	\$ 1,733.86	\$ 2,902.75	\$ 4,366.17
<b>BofA Savings</b>	\$ -	\$ 0.27	\$ 11,571.69
<b>Paypal</b>	\$ -	\$ 415.00	\$ 521.35
<b>Totals</b>	\$ 1,733.86	\$ 3,318.02	\$ 16,459.21

<b>Net Profit/(Loss) for Period</b>	\$ 1,584.16
-------------------------------------	-------------

Upcoming Significant Revenue	
Stacey Nicholas Donation	\$ 1,500.00
	\$ 1,500.00

Upcoming Significant Expenses	
Poker Ride Upfront Expenses	\$ 1,000.00
	\$ 1,000.00

**Summary**

Unrestricted Funds	N/A	\$ 15,459.21
Restricted funds	\$ -	\$ -

**Key Financial Points**

- SHARE remains financially strong with \$16,459.21 in accounts.
- IMBA Local Quarterly Revenue higher than anticipated (\$2900.25).
- Approximately \$1,300 for CA Trails Conference Fees and Lodging. CA Trails Conference important for implementation of CAMTB discussions.
- \$1,500 donation from will be received from IMBA on next quarterly income payment.
- Dip in available cash expected over the next 2 month due to upfront Poker Ride Event Expenses of approximately \$1,000.