

San Diego Mountain Biking Association Board Agenda/Minutes  
Wednesday, January 20, 2021 7:00 - 8:30 PM  
Location: Zoom Call  
For information contact:  
Kevin Loomis President  
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Join Zoom Meeting

<https://us02web.zoom.us/j/86901785924?pwd=Rml1czNIK1ZFQ0k0em9TVWlCaGo3Zz09>

Meeting ID: 869 0178 5924

Passcode: 440245

One tap mobile

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Introductions/Roll Call

Public Comment on Non-Agenda Items (2 mins. limit per individual) Opportunity for members of the public to speak to the Board on any subject matter not on tonight's agenda

Call to Order

On the call: Board Members: Kevin, Renee, Josh, Al, Matt, Gerry, Karen, Sean, Don, Tim

Absent: Kyle

Guests: Pete McCall, Chris Bohannon, James Camy

Staff: Susie Murphy, Ben Stone

Consent Agenda

1. Approval of [12/5/2020 Special \(Board\) Meeting Minutes](#)
2. Approval of Finance Reports for  
[November 2020 Treasurer's Report](#)  
[December 2020 Treasurer's Report](#)

Motion: Kevin Second: Matt

Old Business

Item 1.

Requests for Continuance on any current Agenda items

Closed Session

## Discussion Agenda

1. Board Member Positions
  - a. Tim Ingersoll, Renee Halsch, Joshua Bonnici, Don Sutton, Karen St. Germain, Kyle Gunderman have completed their 2018-2020 terms
  - b. Tim Ingersoll, Renee Halsch, Joshua Bonnici, Don Sutton, Karen St. Germain wish to continue for 2021-2023 Term
  - c. Kyle Gunderman and Al Allison wishes not to continue for the 2021-2023 Term
  - d. Motion: Al Second: Josh Motion Passes
2. Nomination and Election of Officers
  - a. President - nominations: Matt
    - i. Motion: Kevin Second: Gerry Unanimous
  - b. Vice President - Nominations: Kevin
    - i. Motion: Matt Second: Josh Unanimous
  - c. Secretary- Nominations:
    - i. Motion: Karen Second: Matt Unanimous
  - d. Treasurer- Nominations:  
Motion: Gerry Second: Don Unanimous  
Elections are good for one year
3. New Nominations - 3 applications received. Push back any new nominations to the board until later in 2021 to give candidates time to get acquainted and/or to accept more applications. Two openings due to Al & Kyle leaving.
4. [2021 budget](#) (Ben and Susie)  
Attached budget is the most recent iteration; Susie applied for a PPP loan ~22k today. 2021 may have 23 pay periods (for Ben & Susie), making the budget look better. Will set up a call to discuss budget further (with Gerry, incoming Treasurer)
5. [Update of Top Projects on SD MBA.com](#)
6. Trail Liaison update (Don)  
Master Plans and signage -need to discuss with County/City how we can do this  
Our rapport with Land Managers has continued to improve.  
John Steele - Poway (just needs to be engaged)  
Chris Hatch (MTRP) confirm ability to continue  
Vacancy: Balboa Park (Josh B??)

7. Trail/Advocacy updates

- a. The Escondido Creek Conservancy Trail (owns a lot of land in North County) work starts asap (partnership with Olivenhain Water District and TECC)
- b. Hoping to start Coast to Crest (San Dieguito River Park) February
- c. Sidehill reroute (PQ) aiming for this season
- d. New trail near Calle Cristobal in the works PQ
- e. Potential paid work on Shaw Horse Trail PQ -would require a community plan update?
- f. Aiming to rebuild a portion of a trail at Daley Ranch
- g. Working with Barbarah Torres (professional grant writer) on several grant opportunities for 2021-2022
- h. 30 day public notice on Right of Entry permit (City of SD) went out around Jan. 7th
- i. Mt Laguna, Sycamore/Goodan Ranch and Daley Plans continue to move forward.
- j. Jesmond Dene pump track approved and Alpine bike park passed another approval process. Looking for sponsors on Jesmond for the construction documents.
- k. Otay Valley Bike Park (Greg Cox Bike Park) under construction

8. Development updates:

- a. \$5000 received from FlyRides (ebike retailer) + one year trail membership for customers who opt in (unrestricted general funds). 18 new members so far. New list every quarter of customers who opt in.
- b. \$671 revenue from Comedy night ~40 people were engaged
- c. NEEF Grant for Trail Counters (\$2500) into second round
- d. PPP loan round 2 application submitted 1/20/21. \$22,256
- e. Membership for Dec The XTR group set helped us sign up 224 Renewals and 147 new members shattering our goals. Each of these new signups, at current retention rate, is worth \$203 over the lifetime of their engagement. End of 2020 with 7% growth and 73% retention.
- f. Digital marketing states for 11/1/20 - 12/31/20 (Susie took a 10 hour course, won from a raffle)
  - i. Reach 15,392 Impressions 99,468 Amount Spent \$610.10
  - ii. New memberships from ads- 65 / Cost Per membership \$9.39
  - iii. Current ads bringing in one new member per day/avg.
- g. End of Year Giving ~\$5000 (Facebook fundraiser, website donations, checks, etc.)

9. County Grant funds: Trail Etiquette/Education Program (money has to be spent by June)

- a. Propose purchase of 300 small first aid/survival bags with SDMBA logo + emergency contact/trail etiquette cards. ~\$2000
  - b. Propose additional trail bell purchase ~\$1600
10. County Board of Supervisor Meetings, call in with comment [\(form comment here\)](#) for [your district](#) - click on link for our respective districts; (Susie and Ben) - the Board is now Democrat Majority; this change and term limits indicate significant policy changes are on the horizon; strong potential that new board may spend down of strategic reserves - opportunity for parks?

Updates - (Non Discussion Items)

**Decision made to move monthly Board Meeting time to 6pm. Susie to send updated calendar invite**

1.

Items for next meeting Agenda -

Board member communications

**-Feb 1 - Advocacy meeting via zoom**

Adjournment: 8:34pm

Next Meeting: February 17, 2021 **6pm**