

SDMB Board Meeting Minutes – Oct 20. 2021
Westbound Bar, Tucson, AZ
Recorded by Leif Abrell

- I. **Roll call** casually dispersed and quorum met Absent: Al Lewis, Jennifer Daniels, Gary Goodwin
- II. **Minutes** from last meeting recorded by Al are on google doc. They are good and approved.
- III. **Treasurer's Report.** ~\$15K in checking
 ~\$28K other (after paying Evan)

IV. Strategic Discussion--What is our niche? Why do we exist?

Kirk questions – relevancy of SDMB. How are we different from other groups in the Tucson area?

Compared to Old Pueblo which schedules social rides, or Our MTB Rides, Cranksters, Addicts, etc.

Are we filling a Tucson niche?

Beware the activity trap (real property owned by SDMB).

Mike – advocacy, create and maintain opportunities.

SDMB should be available to work with local trail managers

TORCA = Lemmon, SDMB = lower elevations

Social events/rides is not our mission (e.g. ebikes, trail etiquette).

Leif – echo Mike, also SDMB is a problem solver (e.g. Big Wash).

Dave – OurMTB is a facebook ride group, not doing more.

SDMB continues to work even without exposure events.

Britt – Trail build, advocacy.

Cliff – advocacy, promotion, stewardship. Cliff struggled to understand SDMB role at the beginning.

All other group aspects incorporated,

Need more promotion.

Trail etiquette.

Nat – advocacy vs social

MBAA group is example of identity (credential)

Tucson Mtn Estates – SDMB credential, credibility

Perhaps SDMB credibility is too centralized

SDMB creates connection

Evan – credibility to show up and solve problems

CV (?) allows speed to show up and solve problems

Kirk - the Montana (MT) Board is more cohesive than SDMB

They have >2,500 members

Q: Are they active?

A: it gives a level of credibility; can be mobilized

MT Dirt hero is a mechanism for \$ revenue rather than charging a yearly dues

SDMB existence / mission is in agreement

SDMB Board could be more cohesive. Need to work on this

SDMB history (Evan) – monthly board meetings

A Strategy has been that committees feed the board

Deletion of social rides was experimental

Cliff idea – show a list of SDMB accomplishments at TH tables

Kirk – SLACK – information channels (targeted, focused), more efficient than google groups. We need a more focused method for communication among board members rather than a global email list.

Consensus was that we definitely have a reason for being and fill an important niche that no one else can fill. We are the only group in the Tucson valley committed to building, maintaining and protecting trails for MTBers. Our focus is advocacy, outreach education, trail development and marketing. We need to keep these ideas front and center.

V. Committee Reports

A. Membership. Membership tracked by Jen. It's going OK, better than 2020.

Donations are OK too.

Membership drive in March, or whenever we can do it.

New membership flyers at BE COOL to recruit. Also QR code flyers in box for people to join on site.

Will be at MLGG (Mt Lemmon Gravel Grinder) – Oct 30.

iPad and hotspot are available to SDMB for membership.

Let's buy a chip reader (~\$55, Britt deal), \$100 annual subscription.

B. Trail Loves Corps--Evan

- Bike Park – Hill Ride (contractor) 2 years ago; new inquiry from them; No \$ transferred.
 - Need to call the guy (Britt).
 - Max Crowning (experiencing some growing pains; it's all good).
 - Trek Bicycle Foundation will match \$113K (cash). They need naming rights
 - "Stuff" (SDMB) is getting used.
- Fantasy Island – new folks in stewardship roles (Griffin) – need human commitment.
 - Trail days coming up.
 - Big potential to expand features.
- Mount Graham – upward trajectory.
 - Web Creek to Ash Creek - ✓
 - Arcadia Trail - ✓
- ACE/RTP – "Awesome"
 - 4 x 8 days upcoming crew – Mockingbird, Explorer trails
- Big Wash – ATV intrusions – cutting fence – police have been notified
- Genser – gate getting locked (a shooting)
- Will build new committees – constituency bases?
- Sahuarita (Town of) – La Canada adjacent (new land, 11 acres)
 - New trails, pump track = best idea
- BLM Land – on South side of Tucson Mtn Park (~1,100 acres) – brainstorming. Could be another area for trails.
 - Pima County is uninterested

C. Development--Nat – Grants

Heritage Program is not promising (stay tuned)

Exploring MBAA for Mt Graham

What do we need \$ for?

Instagram account now live

Women shredders – Bel Joy thing – we should recruit them

Refresh the mission statement

Beware of the SDMB knowledge compartments...Evan...Jeff

Distribute it

Cliff – grow this

Strategic planning / board retreat needed

D. Events--Dave

- McKenzie Frenzy – Al will need bodies (Dec 4)
 - Need a sign up
- Gravel Grinder – Jennifer involved (not SDMB)
 - Cliff involved – needs table help – Be Cool stuff
 - Aid Station – Dave has it staffed
 - Schwag is in shipping container- Dave, Britt
- Thirsty Thursdays – will start soon (with Mike)
- Brushtoberfest – AZT – check in with Zach
- Fantasy Island needs brushing still
- Tool trailer is ready to go--anyone can use it for scheduled trail events. Contact Evan.
- 8ish days of Christmas / Poker Ride – Kennedy Park
 - Great tradition – SDMB board enthusiasm
- SDMB jerseys – make \$
 - \$50/\$55 = cost to SDMB
 - \$60/\$65 = board price
 - \$70/\$75 = member price
 - \$90/\$95 = public price
 - Dave will sell also

D. Advocacy--

Cliff (healing) – Be cool – will schedule – opportunity to advertise new trails

Kirk – network for AZ Trails – legislative initiative – reintroduce same resolution again this legislative session.

Office of Outdoor Recreation – wait for Gov. Ducey to pass on

Relocate the trail counter to Fantasy Island.

Next Meeting: November 30th via Zoom 6:30-8:00 PM. Main focus is to get ready for the McKenzie Frenzy.

Join Zoom Meeting

<https://arizona.zoom.us/j/8965726153>

The next face-to-face meeting is set for January 19, 2020. Location TBD.

Meeting was adjourned at 8:00 PM.

ACTION ITEMS

- Buy a credit card chip reader for SDMB--Britt
- Hillride discussion result--Britt
- Schedule Advocacy Committee meeting--Cliff
- Jersey sale store--Dave and Mike
- Trail counter re-location--Kirk
- Update web page--Kirk