

Minutes of the Meeting of the Southern Off-Road Bicycle Association Middle TN February 1, 2011

A meeting of the Board of Directors was held February 1, 2011, REI, Brentwood, TN. The meeting commenced at approximately 6:00 pm.

In attendance:

Jim Van Vleet – President
Darryl Glascock – Trails Director
Carolyn Heichel – Membership Director
Jose Alea – Advocacy Director
Scott Deshon, with daughter Eliza – Director of Youth Programs & Owner of Eastside Cycles
Colin Davidson – Secretary/Communications Director
Bob Slayden – representing interest from Montgomery Bell State Park & Western Middle Tennessee
Absent: Jim Whatley – Vice President; Treasurer - Vacant

Welcome and Minute Approval:

SORBA Staff was introduced, along with special guests – Bob Slayden & Eliza Deshon. No prior minutes were available due to this being the first meeting of the newly elected board for 2011-2012.

Future Meetings Plan:

It was discussed to have at least one meeting per month due to the overwhelming amount of items to be addressed.

Meeting Items:

There was an at length discussion regarding the Warner Parks Property in Nashville, TN and what would be the scope of trail construction if SORBA MidTN was allowed access to this property. Areas of concern included, but were not limited to: public perception of MTB, easing fears and dispelling incorrect data; discussion of protocol when approaching horseback riders; discussion of soil conditions and design considerations. There was a discussion regarding the Bells Bend Property in Joelton, TN and to what amount this project had progressed. There was a discussion regarding Cane Ridge Park in Antioch, TN and tentative dates of approval, trail marking, Metro Government tour(s), volunteer help sign up, and scope of this project to be a more “beginner friendly” trail. There was a discussion regarding possible MTB trail locations - one adjacent to Natchez Trace State Park and the other at Franklin Springs, as presented by Bob Slayden.

Jim Van Vleet outlined a list of 5 goals to accomplish during his tenure as President. They are as follows:

1. *Prioritize Trail Projects* – a discussion ensued regarding the need for maintenance of existing trails and the construction of new trail locations in the Middle Tennessee arena. Trails of interest are as follows:
 - A. Cane Ridge Park in Antioch, TN
 - B. Lock 4 in Gallatin, TN – in regards to the “wet” section and fixing the drainage challenges with “Chlorine Hollow”. New trail signs are going in soon.

- C. Schedule of Trail work days: Montgomery Bell on March 12, 2011; Hamilton Creek on April 2, 2011 and April 3, 2011.
 - D. Posting of Work Day Posters at all trail head locations and a calendar with local events as well as other trail work days at other trails in the Middle Tennessee arena.
 - E. Demonstrate active participation with local, particularly county, governments.
2. Challenge to Grow Membership – a discussion based upon the need to increase the number SORBA/IMBA members as well as not alienating the existing the membership. Find the “silent salesman” and grow our talent pool of members.
 3. Form Active Committees – Directors were challenged to extend their involvement beyond the Board to spearhead active projects and events for the 2011-2012 season. The trailhead needs to be a huge focus for 2011.
 4. Socialize – discussion centering more involvement in the MTB community and solidifying a Calendar of Events for the 2011-2012 season. Mainly with respect to a large MTB Festival at mid-Summer/early Fall that would coincide with a theme of active participation of families and MTB. Scott Deshon setting groundwork for “Kids Races” and “Activities” – more to come. The need to secure as many bikes as possible – a new spin on “Take a Kid Mountain Biking Day”. Solicit the involvement of The Oasis Center and the need for fundraising.
 5. Marketing – discussion for the need of an identity package for SORBA MidTN to make us more visible in the community, state/local government, potential new members as well as existing membership. Also the utilization of Facebook as a marketing tool and the positive impact that it could have on membership. Other items of interest that were discussed are as follows:
 - A. Close the Sale – don’t be afraid to ask for money but do not devalue SORBA in the process
 - B. Market to the Racing Community – advertising and direct contact is a must.
 - C. Generate the “Buzz” with local forums such as TNMB.com
 - D. Promote visibility and build credibility
 - E. “We’re in it for everybody!” What would it take to actually develop a multi-use trail system?
 - F. Converting Potential MTB Energy into Kinetic MTB Energy – follow through... on everything.
 - G. Work with Local Bike Shops (LBS) to institute a “Buy a bike, get a membership” policy.
 - H. Utilization of email lists.
 - I. Keep existing membership closer and abreast of Director meetings, concerns and discussions.

Final Remarks:

Jim Van Vleet reiterated the need for an identity package and avenues to take to achieve this. All Directors would like to personally thank Jim for providing the food and drink for this evening’s meeting.

There being no further business to discuss, a motion was made by Jose Alea to adjourn and was seconded by the rest of the Directors.

Jim Van Vleet, President

Colin Davidson, Secretary