



# Central Arkansas Trail Alliance Meeting Agenda

E: centralartrail@gmail.com

**Meeting Title:** CATA Board MTG

**Date:** 2/7/2023

**Location:** Shift Modern Cyclery | 1101 W. Markham St. | Little Rock, AR. 72201

**Attendees:** Jordan M, Jada E, David M, Jeff R, Emma B, Dustin S, David L, Jeff F, Mike S, Basil H III, Jeff G, Bryan B.

**\*CALL TO ORDER = (18:00)**

1. **Finding of a Quorum - Simple majority (6)** - Yes | 11/12 Board Members Present
2. **Financial Report** - Yes | David M. presented a financial report with a balance of \$24,963.34 after IMBA deposits. Motion and second | report accepted.
3. **Action items** -
  - a. Approval of January 2023 Minutes - Yes Motion by Jeff Fore second by Mike Simmons | Minutes Approved
  - b. Projects/Business that requires a vote to proceed
    - i. A motion was made by Emma Buron, a second by Jeff Fore to remove Mike/Allen from the CATA bank account ending in 8310 and add president Jordan Mays, vice president Jada Ellis, and treasurer David McCarney. Motion passed | No opposition
    - ii. A motion was made by Jada Ellis, a second by Mike Simmons, to reimburse president Jordan Mays for expenditures of \$128.74 (receipts given to treasurer David M.) related to work day purchases. Motion Passed | No Opposition
    - iii. Jordan asked for a motion to reach out to lapsed member by email. A motion was made by Jada Ellis, a Second by Mike Simmons. Motion Passed | No Opposition
    - iv. A motion was made by Jeff Reed, a second by Mike Simmons to allow all officers on the CATA board to have access to the IMBA platform. Motion Passed | No Opposition
4. **Discussion items**
  - a. A planner was passed around by Jordan Mays for input on best practices to schedule work days. Emma mentioned that we can post these events on the CATA master calendar created on google. A short discussion was had about using the paper calendars to create a draft for the yearly calendar. Dates were scheduled for March 12<sup>th</sup> and March 19<sup>th</sup> for upcoming work days.
  - b. Emma Buron gave a short update on the sign pilot program. Signs have been posted at various location to include Pinnacle Mountain, River Mountain, Alsop Park and Boyle Park. Emma also had signs available to hand out at the meeting for other locations. Mike Simmons will be posting at Lake Nixon. Jeff Gannon will be posting at Rattle Snake as well as Blue Mountain. Emma advised the board that the sign pilot program was within the budget allotted at the January 2023 meeting.



- c. David McCarney passed around two IMBA trail building books. One named “Bike Parks”, one named “Trail Solutions”. A motion was made by Jada Ellis, a second by Mike Simmons to allotted \$200.00 for the purchase of these books to start the creation of a trail building library to be kept in the CATA work Trailer. Motion Passed | No Opposition
  - d. Emma and Jade will contact Mike Mitchell for the 501 C 3 information for PayPal Capabilities. A motion was made by Jordan, a second by David L. for a Google work space for nonprofits. Motion Passed | No Opposition
  - e. Jordan asked the board for input about community service hours being used for trail maintenance. Jordan mentioned he knew of an individual needing to work off 24 hours. A motion was made by Jordan, a second by David L. to allow the individual to work the hours at Boyle Park. Motion Passed | No Opposition
  - f. President Jordan advised the committee that he has not received any email or password information from the previous administration. Emma will contact Mike Mitchell for a designation letter
  - g. President Jordan advised the board that he attended the Diamond Lakes Conference. The conference was to find effective ways to build communications and avenues to work with other entities. Jordan believed the conference to be a success.
  - h. Jeff Fore addressed the board about membership meetings. Jeff believes holding meetings at locations adjacent to trail heads could increase the turnout as well as promote CATA to non-member. A discussion was had about holding these meeting on Saturdays so that more members would be able to attend. It was also mentioned that the CATA board should make these meeting as family friendly as possible with games for kids and possible cook outs. David McCarney will reach out to Cale at Pinnacle Mountain to see availability of the Pavilion. The board will look into scheduling a membership meeting in the second quarter of this year.
  - i. President Jordan advised the board that there could be a lapse in IMBA insurance coverage. The board was in favor of Jordan getting a quote from Nicholas Hill Mountain Bike Insurance from the IMBA web site.
  - j. Mike Simmons advised the board the he looked into chainsaw certification courses. Arkansas Master Naturalists and Ouachita National Forest were able to give classes. The classes would be for dead fall only. They do not issue certification. It would be up to CATA to issue the certification after the class was complete. Jeff Gannon mentioned that he is certified and his company would be available to cut tree when needed. The board had a brief discussion about reaching out to land owners for authorization.
5. **Trail Assessment**
- a. Emma brought forth an idea for a program to keep up with trail assessments to schedule work days. A brief discussion was had about best practices to communicate assessments. Areas on trails that are know to need continual efforts such as weedeating should be placed on a rotation on the yearly calendar.
6. **Report on Monthly Social**
- a. Mike Simmons | Wednesday, January 18<sup>th</sup>. CATA members met at Lake Nixon for the first social of the year. The board members in attendance were given an opportunity to introduce themselves. Mike mentioned that it was the first event in the new deck area built by Lake Nixon.
  - b. Jada Ellis will put together our next social event for February 22<sup>nd</sup>. Options will be emailed to the board for further discussion.



## 7. **Communications Update**

- a. Jordan mentioned how board members need to communicate more and it was mentioned how google workspace has a place to chat and Jada said that she would work on setting that up. GroupMe application was also mentioned but was tabled to wait on Google workspace.
  
- b. Jordan presented a report outlining our reach on the different social media platforms. The following information was detailed in the report.

### **Facebook**

Page visits up 334.2%  
Page searches up 186.4%  
New Likes down 55%

### **Instagram**

Visits up 200%  
Reached accounts up 1.2k%  
New followers up 42.9%

- c. Jada mentioned that our Instagram page had some followers that were not members or prospective member. There was a brief discussion on cleaning up the page to better fit with CATA's goal for the page. Jada will take the time to go through the page and clean it up.

## 8. **Other Business**

- a. Bryan Baker attended this meeting with the goal of becoming an At Large board member. After a brief discussion, a motion was made by Jordan and a second by David L. to elect Bryan to the vacant At Large position. Motion Passed | No Opposition

## 9. **Adjournment** (19:30)