

Minutes of Meeting
Central Arkansas Trail Alliance
Board of Directors Meeting
March 31, 2014
6:30 – 9:00 p.m.

Mitchell, Blackstock, Ivers & Sneddon, PLLC
1010 West 3rd Street
Little Rock, AR 72203

Board members present: Joe Jacobs, Mike Mitchell, Kay Crutchfield, David Reckert, Jon Moran, Brett Budolfson, Basil Hicks Jr., and Bruce Alt.

Board members absent: Jeremy Martin, Matt Goddard, Tyler Neese

Guests present: Mark Rogers from the Big Dam Bridge Foundation.

Welcome and Introductions

CATA President Bruce Alt welcomed the Officers and Directors to the meeting. Joe Jacobs introduced the guest, Mark Rogers.

Approval of Board Meeting Minutes

The Board approved the Board Meeting Minutes from February 27, 2014 with a correction to the donation amount from Bell and Co. in the Treasurer's Report.

Big Dam Bridge Foundation Report

Mark Rogers presented an overview of the Big Dam Bridge Foundation and said that the Foundation's greatest focus is the Big Dam Bridge 100. The race averages about 300 riders and raises about \$30k annually. The Foundation is currently planning to contribute funds for a bathroom/pavilion on the Little Rock side of the Arkansas River.

Treasurer's Report

Kay Crutchfield stated that there were no changes to the bank account from the last Board meeting and the current balance is \$250. There were no updates relating to development of donations and contributions.

Vice President's Report

Mike Mitchell said that there is no change to the status of the 501c3 application – it is being held for 90 days. A staff accountant at Bell and Company was actively assisting with the IRS application process.

Officer Appointment

It was motioned, seconded, and voted unanimously to appoint David Reckert as Secretary of the Board of Directors.

PR, Communications and Media Relations

Joe Jacobs announced that the “Take a Kid Mountain Biking Day” annual event will be held on the 4th Saturday in October at Boyle Park. Joe recommended that CATA sponsor by helping clear trails and provide volunteer support. The Board agreed to help clear trails in the weeks leading up to the event and provide other volunteer support that weekend.

Joe recommended that we get a banner to help promote CATA at workdays and events. Joe agreed to get prices for the banner and other promotional materials, including business cards.

Membership

Bruce Alt read the current CATA/IMBA membership list, obtained from IMBA staff.

Bruce discussed and showed a business card template that he and Tyler created. Joe agreed to get pricing for professional business cards to be created.

Advocacy

Jon Moran suggested that CATA provide a bike team to help manage the upcoming River Fest 5k. The Board agreed to provide support and Jon agreed to lead the effort.

Arkansas Trails Day

Bruce made an announcement on Matt Goddard’s behalf that there would be an Arkansas Trails Day event at Burns Park on May 31. The event will feature MTB rides, a kid’s skills course, women’s rides, bike demos, etc. The AR Trails Council is still working to finalize a plan for the Trails Day and get commitments from bike shops to set up booths/demos that day.

Trail Stewardship

Basil Hicks gave an update on several trails. After our recent workday and due to windstorms, the Jackfork at Pinnacle State Park needs a few trees cleared. The Green Trail by the BMX Track at Burns Park could use some small culverts or another drainage solution where water is pooling against the raised stone tread.

It was the consensus of the Board to hold a CATA sponsored work day at the Camp Robinson mountain biking trails on April 13, 2014. David Reckert volunteered to try to find a sponsor to provide refreshments.

Basil announced that the city of Little Rock has allocated resources toward developing Western Hills Park. There is discussion among the Parks Dept. about using the park for various small mountain and hybrid bike trails (kid’s trails, skills course, pump track, etc.). Brett agreed to work with Basil to help develop a rough proposal for Norm Berner.

Basil is on the Bike Friendly Committee of N. Little Rock and recommended that CATA place someone on the committee for Little Rock. Brett volunteered to join the Little Rock Bike Friendly Committee as CATA’s representative.

Bruce announced that Jeremy Martin and Roger Pennington have been talking to Norm about building a short bridge on a trail at Boyle Park. They have the materials and just received approval from the LR Parks and Recreation Dept.

Trail Development

Mike Mitchell announced that the Central AR Water Authority is open to our proposal for building a trail along the southeast shore of Lake Maumelle. Several Board members agreed to conduct a field reconnaissance of the area in the near future.

The Board members discussed how to gain the requisite approvals to allow mountain biking on a section of Ouachita Trail along the North side of Lake Maumelle. The FOOT (Friends of the Ouachita Trail) Board would need to agree to support MTB use of trail and then CATA could go to Gregg Butts, Director of AR State Parks, for approval. Separate from the effort to open the trail to mountain biking, the Board agreed that CATA should adopt a section of the Ouachita Trail to maintain.

There were no major updates regarding the Southwest Trail or Fourche Bottom.

Link Users

Bruce reminded members that several other topics already discussed were related to our purpose of linking trail users.

The Board discussed the possibility of creating or allowing “companion groups” to be affiliates or chapters of CATA. These groups would maintain their separate, local identity but have a formal affiliation with CATA. Bruce explained that the Central AR Offroad Group (COG) were interested in affiliating with CATA as a “companion group.” He explained that Steve Schneider, IMBA Regional Mgr., was investigating how to structure this based on IMBA and SORBA experience.

Trail Work Days

An issue was raised about keeping volunteers motivated to attend and participate in work days. There was discussion about better branding and promoting work days as a social/networking event and opportunity to ride. It was suggested that we get sponsors to provide refreshments at work days. Suggested sponsors were Vino’s Brewpub and Stones Throw Brewery. There was discussion about developing a nickname for the workers that we would use to promote the work day and for CATA shirts.

Next Board Meeting

It was the consensus of the Board to hold the next Board meeting at 6:30 pm on Monday, April 28 at the Mitchell Blackstock Law Firm.

Adjournment

Bruce Alt asked if there were any other matters to discuss. Hearing none, the meeting was adjourned at 9:00pm.