

- I. **Call to order:**
- II. **Approval of Minutes** – June minutes (M/S/P)
- III. **Treasurers Report:** Treasurer, Brian Burns – we made money last month.
- IV. **On Going Business:**
  - a. **CutGut Paddle Fest** – Update from Scott Cooper – CutGut needs volunteers!! Scott Gardner – island outdoors. Need to work with city more on long term plans.
- V. **Committee Reports:**
  - a. Community Forest Update - Jed Olson – proposal passed and will go to full county board Thursday. Will have paved trails to make ADA compliant. Stress shared use trails and invasive species management.
  - b. Marketing – update on fundraising efforts – Jeff and Ralph – met with Festival, responded to all employees becoming members. \$3,300 from Toyota, were nominated by a Toyota employee who did Monday trail work. Meeting with Gundersen HR people.
- VI. **New Business**
  - a. Involvement as an ORA representative with the La Crosse bike festival. Robbie and Jed (Labor Day Weekend). Fri afternoon and evening – mt. bike ride in afternoon and pump track (lit). Monday morning – bike and hike to MVC property.
  - b. Upper Hixon map update: Sunshine Love – print early to mid-August. Want input on color coding, trail signs, etc.
  - c. Developing a mountain bike "fam tour" for local leaders.
  - d. Download from meeting with the City Parks & Rec. – discussion concerning strategies moving forward.
- VII. **Executive Director Report**

**ORA business**

ORA executive committee have established regular monthly meeting with ED to insure direction and project priorities.

  - Stronger PR and communication efforts
  - May 19<sup>th</sup> 2018 Omni Center – outdoor sports “Canoecopia” event
  - Bi-Monthly newsletter
  - Membership Campaign
  - New promotion and education videos

**Events Coming Up**

  - Catgut Paddle July 22<sup>nd</sup>
  - WORS Race August 5<sup>th</sup>
  - BikeFest – Bike to Hike by ORA
  - ORA Gala – Fundraising extravaganza
  - Canoe triathlon and duathlon August 26<sup>th</sup>