

- I. **Call to order:**
- II. **Approval of Minutes** – May minutes (M/S/P)
- III. **Treasurers Report:** Treasurer, Brian Burns – balanced out on marathon \$2,300 and Omnium \$13,000. Going to be recipients of Toyota of La Crosse charity check for this month.
- IV. **On Going Business:**
  - a. **The Gala** – Need to settle on date and venue. Early November (4th or 11th?), right after Hixon 50 before Thanksgiving and deer season.
- V. **Committee Reports:**
  - a. Marketing & Fundraising – Ralph Heath
    - i. Putting up petition to gauge community support for shared use trails.
    - ii. Targeted donor strategy underway
    - iii. Toyota La Crosse
    - iv. Discount program for memberships (So far, Smith’s and Grand Bluff) possibly printed or e-cards for members. Make a pitch to consider a membership similar to a trail use pass on other trail systems. Also give memberships to volunteers at trail work or events.
  - b. Trails: Monday work nights well attended.
  - c. Community Forest - Jed Olson – went over site plan for community forest, need easement before being able to do any work on the site. Proposal: ORA will ask county for an education, conservation and recreation easement for the La Crosse Community Forest Project (parcel #). (M/S/P).
- VI. **New Business**
  - a. Town of Shelby request for property evaluation south of Alpine Inn (15 acres) & report as to potential/value for outdoor recreation and trail building. – Josh Blum
  - b. On-Line Petition – Ralph – will be posted on ORA website and links from Facebook
  - c. ORA Manifesto – Ralph – table until next meeting
- 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
  - Bi-Monthly newsletter
  - Membership Campaign

**Events Coming Up**

  - Catgut Paddle July 22<sup>nd</sup> Need more race marshals.
  - Women’s MTN Clinic
  - ORA Gala – Fundraising extravaganza -