

Committee Meeting notes 1/13 @ 5:30pm

**Oral History Project Update:**

Oral History project 2/15 - ready for posting on YouTube  
-3 installments - 2 hours total  
-likely audio only  
-virtual meeting was recorded; may post video

George Manning videos - outreach to obtain

**Social Media:**

Sarah needs support from others  
Other orgs should tag ORF  
Jamie Porta has expressed interest in helping - need to clarify her involvement  
Sarah is posting 1-2 times per week, plus shares other relevant posts as they come up  
Need consistency to maintain traction/interest  
Challenges in scheduling regular posts

**Action Item:**

\*\*Request ALL board members to forward content to Sarah as the content coordinator

**Logo Update:**

Stefanie will provide updated design  
Provide concepts for Feb Board meeting  
Vendor/Costs will be obtained by Jane  
Decision target date at April Board meeting

**Trail Mapping Update:**

Signage updates - Jane and Sarah are reviewing existing signage  
Proposed signage - major/minor/point of interest  
Determine preferred locations  
Directional signage to off-shoots including mileage  
Discuss with City of GJ and Fruita to be consistent with signage - way finding plan ?  
Costs and placement - collaborative effort

**Action Items:**

Potential Task Assignments:  
-liaison with City County  
-section assignments ?

**Video Partnerships**

Slow Your Roll - On Your Left  
Rocky Mountain PBS  
CMU Tech outreach - need response from Instructor  
Chandler Smith - Michelle will contact him

**Fundraising**

-AARP Grant opportunity ?  
March 5 deadline  
Michelle Shannon Vassen (City of Fruita)  
-ORF Foundation

### **Monthly Bike Rides**

February 15 Valentine's Day Ride

February 14 Winter Bike to Work Day

March 15 St. Patrick's Day Ride 2pm (post-ride brew share)

Outreach to Reckless BrewPub (Sarah)

April/May TBD

### **Other Ideas:**

Google Calendar - who is going to do this ?

Marketing metrics - difficult to track/informal/highly variable data collection

What is the overall objective ? (End game)

Low priority ?

Organizational Partners

logo and link sufficient ?

Agenda and Minutes - linked on website

### **Loki Outreach**

Rusty Lloyd - has established contact with Seth at Loki