

## **JASON ARIC JONES - BIO**

### **SOME PAST ACCOMPLISHMENTS (1990-2004):**

- Led effort in the late 1990's to prevent land swap at Pinckney Recreation Area that would have resulted in the loss of a significant portion of trail in the Gosling Loop.
- Founded MMBA's Mountain Kids Youth Cycling Program
- Secured large non-endemic sponsors for the MMBA during tenure as President, including: Subaru, Dagger, Patagonia, Festina Watches, and Ibis Cycles.
- Worked with Michigan's largest craft brewer, Bell's Brewery, to cross-promote Michigan mountain biking and trails with Bell's brands. This led to the successful Bell's Brewery Mountain Bike Team, which I directed. In 2011, I disbanded the Team and facilitated the sponsorship of the Iceman Cometh Challenge between Bell's and Iceman promoter Steve Brown.
- Planned and cut several significant reroutes on the Potawatomi Trail during the late 1990's.
- Initiated effort to save the Brighton Time Trial from being cancelled by the local DNR land manager in 2003.
- Wrote a Mountain Bike Trails Needs Analysis "White Paper" presented to the DNR, advocating for more mountain bike trail creation and access on DNR lands.
- Introduced formalized, written business/strategic planning to the MMBA.
- Initiated several membership drive efforts, including the "2000/2000/2000" membership campaign in 1999.
- Led effort in 2004 to prevent new road building and trail rerouting at Pickerel Lake Access Site at Pinckney Recreation Area.
- Organized and provided co-leadership in efforts to preserve access for mountain bikers at Pontiac Lake Recreation Area during a time when access was threatened due to perceived conflicts between equestrians and bikers.
- Led effort advocating with the MDNR to allow Tailwind Mountain Bike Racing at Brighton and Island Lake Recreation Area. Organized venue for one of the first off-road bike race at Hudson Mills Metropark (Tailwind Cyclocross Event).
- Founder, Hellriders MTBC, an iconoclastic and controversial mountain bike club by using provocative "Black Hat" advocacy techniques and propaganda to advance mountain bike advocacy.

### **SOME MORE RECENT ACCOMPLISHMENTS (2005 to present)**

- As an MMBA At-Large Board Member, actively pushed for strengthening MMBA financial management and accounting practices, culminating in adoption of new accounting software and bringing on board a new Treasurer with accounting and financial experience in late 2005.
- Organized, planned and revived the Potawatomi Chapter's Triple Trail Challenge trail ride in the summer of 2005 allowing mountain bikers to ride trails currently not open to every day mountain bike use. This event had the blessings of and received praise from the MDNR and has grown to over 700 riders each year, with proceeds going toward funding Chapter trail projects.
- Led an initiative for the MMBA Board to strengthen its strategic planning and budgeting, culminating in a Board Strategic Planning Retreat in early 2006.
- Raised awareness on a multitude of cycling advocacy issues ranging from DNR inconsistencies in advocacy position at Maybury State Park pertaining to winter riding to the potential negative effects of changes in legislation pertaining to road cycling.
- Planned and led several major reroute projects on the Potawatomi Trail, creating a new sustainable trail to replace legacy fall line sections of trail.
- Participated in an MMBA Trail Building School at Brighton Recreation Area culminating in a reroute of two sections of the Torn Shirt Trail. Worked with IMBA Trail Care Crew to plan a major reroute of the Gosling Loop of the Potawatomi Trail in September 2013.
- Participated in MMBA State Board Nominating and Finance Committees.

- Organized and promoted the Potawatomi Singlespeed World Championships event at Pinckney Recreation Area, an annual event held since 2004 on the weekend proceeding Halloween.
- Pioneered the Adopt-a- Segment Program wherein volunteers are canvassed to care for a specific color-coded section of trail at the Potawatomi Trail for a year timeframe. Wrote guidelines/volunteer handbook for this successful program which has since been adopted at other trails around the State.
- Led material reroute project in late 2005 in the “Hills of Hell” section of the Potawatomi Trail.
- Helped raised awareness regarding several advocacy issues relating to disparate and inequitable equestrian use and access of Michigan non-motorized trails.
- Founded VeloTracts ([www.velotracts.com](http://www.velotracts.com)), an organization producing avant garde educational mountain bike advocacy literature.
- Introduced a proposal to the MDNR to create a new loop trail in Waterloo Recreation Area in 1998. This initiated a campaign that I have been championing for the past 16 years. In late 2013, this effort culminated in the tacit approval of the MDNR to begin trail corridor routing/planning at Waterloo. Subsequently, I organized the Waterloo Working Group as the organizational vehicle to realize this trail. During 2014, the Waterloo Working Group has become the Waterloo Executive Committee working under the IMBA Potawatomi affiliate. I am currently Chair of this Committee. Working with various user groups, business and governmental stakeholders, we engaged professional trail builder, Spectrum Trail Designs to help plan and cut the trail. This summer we obtained approval from the MDNR for a 25 mile new trail system consisting of 5 loops to be built in progression over the next five years by Spectrum and IMBA Potawatomi. After much back-and- forth with the MDNR on hammering out an Operating Agreement and final trail alignment on the first two loops, we have signed the Agreement and will break ground in Spring 2015. We have engaged a branding firm and, in cooperation with the MDNR, will be launching an extensive web and print media marketing and fundraising campaign this Spring to coincide with the groundbreaking. Our goal is for this trail system to rank among the top mountain bike trail systems in the Midwest. Much of the trail will be like the popular Brown County, Indiana trails as we are working with the same builder.  
? Spring 2014 – conceived, wrote and secured a \$10,000 REI grant for “seed money” to fund the Waterloo Trail System project.
- Winter 2013/2014 – traveled to Traverse City to advocate for resolution between skiers and bikers regarding fat biking on the VASA trail. I was the only “downstate” representative at the meeting and was spoke on behalf of the economic and tourism related merits of fat biking in Traverse City.
- Winter 2014 – conceived and lead a campaign to fund the construction of a prototype singletrack trail groomer for use on IMBA Potawatomi affiliate trails. This campaign raised over \$600 and funded the groomer’s construction. I subsequently secured permission from MDNR Park Management to implement winter grooming at Pinckney Rec Area. We were the second trail system in Southern Michigan to begin fat bike grooming (Fort Custer was first)
- Summer/Fall 2014 – worked as intermediary advocate between the MDNR and Deny the Mine group in Chelsea, Michigan to help facilitate and provide basis for the MDNR acquisition of the Cunningham Tract property situated between Waterloo and Pinckney Recreation Areas. During this process, secured future access to this parcel to connect the future Waterloo Mountain Bike Trail System with the existing Potawatomi Trail at Pinckney Recreation Area.