

GEARs minutes-
8.11.2014, 6pm @ LCC

Board Attendance- Reed, Marina, Mel, Allie, Paula
Non-board Attendance- Ray (GEARs member), Alexander Hongo, Ariel Coleman, Paul Adkins

Sunday Streets volunteers- Mel needs help at the booth on the September 21st event

GEARs has a facebook page? !!

Paul Adkins have access; Ariel will receive access to promote events (Social Media GEARs gal!!)

Social media will be a great opportunity for a volunteer base

Ariel can report on monthly progress to the Board; has a potential to reach upwards of 1k people

Motion- Ariel administrative rights to the Facebook page and can report monthly; second by Allie. Motion passes!

Additional community bike events- Bike in Shapes, Moonlight Mash

Alex Hongo tells us about Moonlight Mash (200-400 riders)

Moonlight Mash- sets a good example for community biking events.

Seeks usefulness for GEARs, celebration of bicycles, leverage GEARs bicycle advocacy position

Possible sponsorship opportunity for AI!!

Helmets- required by GEARs- does this propose an issue?

for Moonlight Mash cannot require helmets- lose audience, no need enforcement

Sponsorship can take many forms- article in newsletter!!

promote More printed materials to reach other audiences (posters)-

GEARs too!

Celestial bodies are special!

Request proposal from AI Hongo- compensation, GEARs benefit, discussion at a later GEARs meeting

AI proposes- Cross promotion of organizations- in-kind donation to print

flyers with GEARs logo + AI's time to continue promoting the ride

Seeks a job title and an outlet attached to a formal organization.

GEARs will accept a proposal from AI for a future meeting- with the caveat that GEARs will research legal standing with promoting a helmet-choice ride.

Vacant Presidency- Elections in November, soon!

Means of communication for Board decisions- decisions will be made in monthly GEARs meetings as agreed by everyone

Diversion Program update- Paul Adkins

Program is about four years old- program guidelines from LAB Confidential Cycling class converted into an enforcement mitigation program (ticket is forgiven after 3 hour class); held at the Whiteaker Community Center. Monthly 6-15 people; Court sought consistency in scheduling classes; price has increased from \$10 to \$20 to cover the cost of instruction and materials. Paul sees recent change to \$20 as a positive; no other changes foreseen.

Attendance?- traffic enforcement does not like giving bicyclists tickets; ridiculous tickets should be more safety related, not so much nonsense related.

Public classes, not just for diversion purposes- post to the GEARs facebook!! Effectiveness- judicial system would not allow repeat customers; Paul believes citations are skewed (most are post 12am), but program seems to be working well, positive response from students! Paul would like more focus on erratic cycling, but he believes police are overwhelmed with higher priorities during daylight hours.

Paul saves lives!

GEARs will be invoiced when LAB booklets run out; classes always have more than 1 participant, regularly scheduled to eliminate administration needs (2nd Saturday of every month) More involvement from the police department to let them know what the Diversion Program is, what it is doing for the community, GEARs wants people to obey rules of the road!

Opportunity for new bike purchasers- introduction to cycling

bRamble update- Report on hold for next month. Mike Cantrell is absent.

Eugene Sunday Streets update- occurred in late July.

\$\$ donated from GEARs allowed us a free booth space; Mel was left staffing the booth almost the entire time.

Worthwhile participation for visibility of bRamble.

Tabling event at September event- more help needed to share burden- publicize on Facebook, newsletter, website

Women's tour cancelled due to fires- smoke and traffic is the issue, not necessarily the fires (Anthony Lakes area); postponed until September 2015.

Odds + Ends:

September- Jim Wilcox to present on GEARs involvement in Willamette Mike's compensation to be discussed next month.

Breakfast at the Bridges promoted through GEARs next time by Marina Marina has brought the idea up to "apron" at community events- great idea!

Treasurer Report- Gary

July materials sent via email.

Budget moving forward will be the focus of discussion today.

Feinman expense for reorganization- last approved \$325 check additionally over \$3k expense; remaining \$100 credit but still a remaining balance of \$300+ from Feinman, what?

Gary has reached agreement- release \$\$ from trust to eliminate bill. (\$335 in

trust paid \$357 bill).

Additional expenses for dissolution and name change to GEARs inc.

What do we have to do to dissolve GEARs Education, federally?

Presidency and Secretary inaccurate in Federal database/website Gary defined budget categories! YAY!

Operating loss of ~\$4k based on last year's spending patterns.

Budget line items have now merged since we are one organization, so some items will look different since pots of money has merged.

Rec. ride program- budgeted for \$40 per month based on past expenses.

Annual meeting/general expenses- budgeted \$120/quarter for future endeavors

Remaining budget categories are consistent for what GEARs spends.

Membership fees of \$255 account for LAB

Additional expenses in past year due to attorney fees.

Deductables because of new 501c3 status? Why does GEARs need to know? GEARs is not required to inform members.

Inform members of money quantification of "club benefits" so folks know how much to account for as a deductible expense. GEARs just needs to adopt a standard member benefit financial quantification.

No motion- just a point of discussion right now of member benefit; moving forward we will need to inform members of possible deductions if we choose to go that route.

Quantify benefit to members in September meeting, loop Mike C in.

Proposal in September- 263 members

Larger membership fees are more applicable than individuals for deductions

Motion- member benefit for joining GEARs for IRS purposes is \$30/year.

Seconded- Paula. Motion passes.

Budget categories- based on our present involvement and things we want to "grow into"

Change 'Leaf Issue' to 'strategic programming.'

More discussion about Mini-Grant Program

bRamble will remain separate for accounting purposes- hold for bRamble discussion in September.

Neighborhood services- Marina spoke with them about leaf issue

Letter to address to Neighborhood Association, to be published in

Neighborhood newsletter for awareness about where to put leaves/potential dangers of wild leaves!!

Letter to editor in fall to address businesses' leaf activity

Ray's interest of being on the Board- wants to be more involved.

Most appropriate Board position; brew over until next month.

Next meeting- on Labor Day

Tuesday after Labor Day.

Adjourned- 8:09pm