

Summary notes below. Tasks are underlined.

Reed

9.2.14

Tuesday, September 2, 2014

5:48 PM

Board: Reed Dunbar, Paula Erickson, Gary Cook, Mel Huey

Guests: Mike McKern, Mike Cantrell, Ray Linneman, Jim Wilcox

1. Approval of Minutes

a. Approval: Gary had made some corrections; Allie updated. Gary motion to approve. Reed second. Passed.

b. Moonlight Mash Proposal: Mike McKern spoke about experience of Moonlight Mash as a social ride and community building activity (to get people on bikes). Cascadia Currier Co. would do posters and flyers. Mel would like to attend the event. Gary would like to look at the budget; Paula, agree. Paula, also, if it looks like we're supporting a non-helmet ride, it looks suspicious because GEARS always requires helmets. Gary, have a policy we have to stick to, need to make clear that it's not a GEARS ride, support because it's a bicycling event. Our financial support can be worded that way. Come prepared to vote in October.

2. bRamble Report

a. General Report

i. Mike Cantrell had 2 goals in organizing the event. #1, make it happen; #2, wanted the riders to view it as though we knew what we were doing. Success!

ii. Everyone seemed to like the rest stops, route marking, volunteers. Thought it was successful.

iii. Celebration was scaled down a little bit. Mike started relationship with REI last year and contacted him this year about same. REI was pleased, it met their expectations. They need some corporate money to continue to sponsor.

iv. Len from Hutch's seemed happy. BWOL had a small role (Mike is going to talk to Paul sometime this winter). Thought Blue Heron was happy.

v. Mike met with Andy Fernandez (City of Eugene), will talk some more in fall about next year.

b. Revenue/expense

i. Cost: \$7,955.74; Revenue: \$12,451.98 (revenue might go up with online registrations). So, about \$4,500 profit.

ii. Mike will email copies of finances to Gary

iii. Ridership was down. Longer rides down 8%, community ride down 35% (SRTS ride). Mike talked to other bike clubs and most of them were down 20% this year. Trend is that ridership is down this year.

iv. EventBrite: can track who did the ride the last 3 years. It appears that we only get about 70 consistent riders (250 riders each year). We had a lot of people from California, and quite a few from Portland.

c. Recommendations for next year

i. Mike has decided to commit to 2015 event. GEARs should start grooming someone for 2016. Thinks it's a big time commitment. If GEARs had staff, could probably take a large role. Mel Huey was a big help this year.

ii. Think about using the McKenzie Mist jugs with the pump tops next year.

iii. Make the 40 mile rider flatter, easier.

3. bRamble Budget and Accounts

a. bRamble is an event. Gary thinks it needs its own account. Suggests keeping the bRamble with separate account. Some money should be moved to membership side like the administrative time.

b. How much of profits do we keep in membership side, and how much do we allocate for grants or other strategic planning items. We've been operating at a loss the last few years, do let's think about the amount of money that is spent on bRamble and how much goes back to membership account. Last year didn't get any money in membership account.

c. Original budget was put together in 2009 and we've been eating away at it ever since. Need to identify new spending categories.

d. The Board will spend time on this in October. Come prepared to discuss administrative costs, diversion program, etc.

4. GEARs Involvement - Willamette Trial

a. Jim Wilcox spoke about how the community should define a "successful" design for Willamette Street. City is evaluating measurements for success of the "trial" that will add bike lanes to Willamette Street from 23rd to 29th.

b. "trial" or "Restriping" to happen in spring. Jim has concern that some business owners or other community members might tire of the trial and try to end early.

c. Jim says let's work with Chris Henry of the City of Eugene to measure and determine "success". Gary, striping alone is not likely to change ridership behavior because the street condition is lousy. The problem is the condition of the pavement and driveways and this needs to change in order to make a big difference. Jim, talked to Chris Henry about this, there will be some widening, but no driveway consolidation.

i. Proposal would be for GEARs to offer to be part of the decision-making process. Call Chris and let him know we're interested and want to be involved.

ii. Motion: Jim will call the city and say that GEARs is interested in getting involved in developing criteria for the evaluation process. Mel, second. Discussion? Is BPAC involved? Yes, Chris Henry has been there a few times. Motion passed.

iii. Consider inviting Chris to next GEARs Board meeting.

5. Elections

a. In the past we had candidates write a description. Mike set up an online voting system. There are also paper ballots for the meeting itself.

b. This month the newsletter will include a call for nominations. Put it up on the website too. Mel Huey will craft a write-up that Mike will post.

c. Would interim post count against a two-year term limit? We don't think so. Ray would be interested in serving now. Ray, do you want to serve now? No, wait until November.

6. Old Business

a. Leaf Letter: Gary Cook

i. Gary sent out a letter of a proposal

to address the clearing of leaves in the street.

1. Hire and attorney
2. Get volunteers to document
3. Photograph violations
4. Monitor leaf collection
5. Document crashes
6. Public dissemination (go to City/County public hearings)
7. More dissemination
8. Work with neighborhood associations
9. Publicize dangers to people who ride bikes
10. Engage school districts

ii. 2009 Leaf Program was a Band-Aid, it wasn't going to solve the problem, but it helped to address some of the major concerns.

1. It's been 5 years, let's have another evaluation.
2. Invite maintenance folks to a meeting to evaluate the program
3. Reporting doesn't seem to do anything because every day people do the same things.

iii. Reed, I wonder what impact GEARS could have because the city already sweeps as many streets as possible. However, reporting violators of landscaping companies seems to have value.

iv. Gary, frustration because there are people who blow leaves in the street every day. They shouldn't be able to do that. Most times there is no owner or city response to reporting violations.

v. Gary, has talked to neighbors and others about leaf violations. Doesn't change anything.

vi. What's the strategy here? Seems

like we need to talk to the maintenance crews first and register complaints. Then, if no action, start to attend Council meetings to see if this can become a priority.

vii. Motion: Gary, make an effort to get volunteers to get people to help documenting infractions. Second, no second. Reed, contact Public Works Maintenance (PWM) and ask them to attend a Board meeting to discuss the leaf program. Second, Paula. Motion Passes. Reed will contact PWM.

b. Review of Mini-Grant Program

i. Not discussed

7. Items for October

a. Budget

b. Willamette Street (Chris Henry, potentially)

c. Date for Annual Meeting. Usually November 20th - Reed will check Hilyard Center

8. Adjourn