

**GEARS Greater Eugene Area Riders
Board Meeting
5:30 p.m. - 7:30 p.m.
April 6, 2016**

Where: Keystone Cafe — 395 W 5th Ave, Eugene, OR 97401

Board members present: Steve Hecker , Lyn Gilman-Garrick, Judy Duff, Dana Brownfield, Mike Cantrell, John Hofer, Mel Huey

Absent: Kristin Yarris

Others present: Jim Wilcox and Al Hongo

April 2016 Board Meeting Minutes _____

[Meeting started at about 5:35 p.m.]

1.) Introductions and Approval of February and March Minutes

The February 3, 2016 and February 15, 2016 minutes were approved unanimously.

* **Action Items (Dana, Lyn):** **1.)** Dana will email March minutes to board members for final appeal for changes (Steve said he had some changes). **2.)** Lyn will bring program budget for the year to next meeting.

2.) Committee Reports

a.) Budget Committee (Judy)

[The four spreadsheet handouts from Judy will be attached to final minutes.] Steve said they had a really good budget committee meeting. Judy said they decided to have a consolidated GEARs income statement including both bank accounts with bank detail at the bottom. Also decided to move some money from bRamble/Advocacy account to club account for the education we do from the club operations account. Diversion classes would then be paid out of the operations account going forward. Moving forward Judy will put out spreadsheets for the bRamble and the club operations account with details of income and expense at the bottom. She also created a spreadsheet for education/advocacy, but there wasn't much going on there yet.

Right now we have \$1500 budgeted for advocacy, but depending on how this year's bRamble goes, we may be able to add more to that.

Confusion of who is keeping track and reporting on the expenses to the board for the bRamble — Judy or Paula. We thought it was Paula, but Paula thought it was Judy. Judy will talk to Paula about doing a spreadsheet with overall budget (even if there are still unknowns), and tracking the expenses going forward, and then sending it to the board each month before the board meetings. Steve said he would email Paula about doing it — that Judy doesn't need to meet with her.

[Kristin Yarris arrived at 5:50 p.m.]

Mel asked how much of the money they are going to move over from the bRamble/Advocacy account to the club operations account. He suggested that be done ASAP to clear out last year's monies. Judy suggested we leave \$8000 in the bRamble account, moving about \$12,000 over. There was a motion

to leave \$8,000 in the bRamble account and move the balance over to the operations account. Steve then said to Kristin as an explanation of what we're talking about (she had arrived about the time Mel asked about the money) that we've had a huge amount of money sitting in the bRamble account since last year that was earmarked for regular club operations, but was never moved. The motion was approved unanimously.

Steve said maybe we should have an annual budget for Lyn's programs and count it as education/advocacy out of the budget, not "meeting expense" because it's a "general meeting." FaceBook advertising for those meetings can be added to that.

* **Resolution item — Unanimous:** Leave \$8000 in bRamble account and move balance to club operations account.

* **Action Item (Lyn):** Lyn will give annual budget to Judy for and Judy will track it in the expense reports.

b.) Rides Committee (Kristin/Mike)

Kristin said that a number of things have come up regarding safety, including the role of ride leaders. Disagreement about pace levels and what we want to achieve at different pace levels is an issue that the rides committee is addressing. And now with Eugene Velo coming on the scene and having three fast groups, how will that impact GEARS and what GEARS can offer faster riders? [Eugene Velo is a new nonprofit cycling club started by Steve Lamper. Steve had gone on GEARS rides originally, but didn't find what he was looking for so he started the Eugene Velo FaceBook page and got enough interest to start a club in April 2016.]

Lyn said it's been a long standing confusion for folks about which rides they should go on to match their pace and level of riding. Lyn said GEARS doesn't seem to have many fast leaders who volunteer to lead rides. Kristin said she and rides committee are trying to recruit more leaders for all paces.

Jim Wilcox added that many folks like to complain, but if you have a process for complaints like the person needs to write the complaint out and provide ideas for solutions, then you get less complaints. Kristin said that is so true. Regarding our pace levels, Steve said that many people don't understand that the 10-12 and 12-15 are average speeds with a variety of terrain, even though it is spelled out on the website and on the ride list. He also thinks maybe the 12-15 is too broad a range. Rides committee will talk about reconsidering that. We could also have the different speeds do the same route and if someone starts with the faster group and can't keep up, they can fall back and ride with the slower group.

Steve said safety, skills, and pacelines is definitely an issue. We don't want all our rides to be paceline rides, but if rides end up in pacelines, we want to know everyone has those skills so it is safe — even in slow pacelines. Steve said we have to control our groups on the bike paths especially so as to be safe — some riders were going 20 mph and Steve hopes they don't know it was GEARS. Kristin hopes that anyone who feels strongly about rides issues will come to the rides committee meetings or members to discuss.

Kristin said that we want ride leaders to be aware and responsible for quite a few things (someone on committee gave a two page list!), but we need to balance that with fun so that we will have ride leaders to lead rides! Maybe have a list of five things they should say at beginning of ride that are super important and leave it up to them as to what else to add to that.

Lyn has heard that there is chatter that GEARs rides aren't that welcoming and people don't talk to them. Kristin said there are people who complain they don't ride with GEARs because we are too slow and regroup too much, so you can't please everyone, but we do want to please as many as we can! We want to be responsive, but we want to get the complainers to offer some solutions -- or lead a ride themselves!

Steve said he and Mike are meeting with Virginia of Bicycle Way of Life tomorrow to discuss some things, including the third Saturday rides [GEARs and BWofL joint venture??], and whether they are working out. We were hoping to glean some more fast ride leaders through that venture [???]. Kristin said their representative pushes the pace up too much.

c.) Member survey/volunteers (John)

John handed out a possible set of questions a phone member surveyor would ask members [page attached to final version of meeting minutes]. We can glean a bunch of information from about why they are members to whether they would consider volunteering, and, if so, in what ways. It can be a way to give them information about the club, too, like if they don't know about the discounts and the rewards program. Steve mentioned that one of the items he's talking to Virginia at BWofL about is that she wants to do a different discount — 5% off to the member (service, parts, accessories) and 5% back to GEARs.

Jim Wilcox said that maybe we can survey the board members first to get an idea of how the survey works before calling members at large. Steve said it would be interesting to survey the people who ride a lot with GEARs but don't join as members. Lyn wanted to know why it's structured the way it is and not like a rating thing, like member satisfaction survey. We could do something more like that on a Survey Monkey if we want that data. We mentioned that it might be good to warn members in newsletter email that we will be calling and why as a heads up. Mike says our open rate from email to newsletter is about 76%, which is really responsive.

*** Action Item (John and Mike):** If John sends Mike info. he can put it in the newsletter email or newsletter that we will be making member survey calls.

3.) bRamble Report (board members)

Steve said that preparations for the bRamble seem to be moving along well. Dana's brother is doing SAG, we have road marshalls. Dana said she had been in discussions with Dave of Pedal Power about fees, as he wanted more money than last year and more in-kind marketing, and said that he's been basically giving us a huge discount because he really wants to support our event. Mike and Garry discussed it and we all agreed in the end that \$450 was fine. Entertainment is still not totally set. Steve said he told Robert not to do multiple beer companies, so just Oakshire, and that three kegs is more than enough beer.

Steve wants to know if a concentration in FaceBook marketing is enough. Steve said we never got a marketing plan from Nancy and he was going to bring that up with Paula. Mike mentioned Nancy has access to the registration site to see what's going on there (Eventbrite). Mike and Hal said the save the date cards will be here soon and we'll (Mike, Mel, Dana, Paula, Kristin, etc.) be putting them around town in bike shops and maybe mailing some to other city's bike shops and bike clubs. Will we be getting it posted online where we can? Like event websites, biking websites, bike club websites, and who is taking charge of that? Is Nancy? Kristin mentioned <http://www.racecenter.com/> as a possible event listing site. Also, maybe take some cards to Mohawk Century. Monster Cookie Century. Mel will be tabling something on May 17. He likes to raffle a free ride entry or something to have a reason to talk to folks about it. Tour de Lane advertises for us and we advertise for them about a week out according to Mike.

Steve said we just got an email from some ride offering GEARS members a group discount and he asked if we were doing that. We are giving group discounts, but are we contacting other clubs directly like that to offer it and get the message out? Is Nancy doing that? Lyn said in the beginning we really tried to answer who was our target audience and we wanted to get more folks from Portland/Vancouver metro area and Bend and other places here, and so if FaceBook is our emphasis for advertising, are we sure it can target those areas? Mike said Nancy is sure it can. Are we tabling at other events? Yes, some. Mel is doing that.

4.) General Meetings (Lyn)

a.) Report on March 16 Program

Dustin Girard of Profound Strength, discussed how to train, eat, prevent injury, and get in shape for a big ride. About 34 folks came.

b.) Future Programs

The next program will be on April 20 at 6:30 p.m. at the Eugene Garden Club on bicycle advocacy and safety with Rob Zako, Executive Director of Better Eugene-Springfield Transit (BEST), and a panel of folks from Vision Zero task force. Vision Zero is a program out of Sweden that aims to achieve no fatalities or serious injuries in road traffic from a variety of directions, but especially through road and traffic control design. It might be a sort of dry subject, but Lyn is hoping we will all come, as well as people who are passionate about bike safety. Lyn and Mike will get there about 6:00 p.m. to decide how to set the stage area up for the panel discussion. Judy and Mel will man the membership table.

In May at 3:30 p.m., she doesn't know which day yet, we'll meet at Oakshire Brewery and bicycle over to Rolf Prima Wheels and get a tour of the factory and then bike back to Oakshire for a social happy hour.

c.) Publicity for BEST Program on April 20

Bill sent invites to city councilors and mayor's office. Rob Zako hopes there will be an op-ed piece in the Register Guardian about it. There might be a videographer there from community TV taping the meeting.

[Al Hongo of Moonlight Mash arrived to meeting.]

5.) Discussion/Vote on Moonlight Mash support (Al Hongo)

KWVA radio station is going to work with the Mash for promoting rides in 30-second promos and playing the music for each ride (if riders bring an FM radio they can hear it). May 21 is the first ride (birthday party theme, annual KWVA birthday party related event). 40-350 people on each ride. www.moonlightmash.com, moonlightmash@gmail.com. Al should be able to use those radio promos to plug their supporters. The proposal is that in exchange for in-kind advertising for GEARS and the bRamble, GEARS will support Moonlight Mash with \$950 (\$150 per ride) — for advertising artwork, printing, a megaphone, and such. Receiving party for the monies will be the Cascadian Courier Collective and they will give to him. May 21 is the first ride.

* **Resolution item — Unanimous:** \$950 donation to 2016 season of Moonlight Mash for artwork and printing of posters, purchase of a megaphone.

* **Action Item (Steve or Mike?):** Send Al information of things we might want mentioned on radio, website and at start of rides. At least 48 hours before a start of the ride.

* **Action Item (Al Hongo, Mike)** Al needs to send Mike the dates of the events, and Mike can post on FB before each one and put in newsletter.

6.) Bike Rewards Program (Steve/Mike)

(No discussion other than brief mention earlier.)

7.) Requests/Outreach

a.) Outreach to Eugene Velo (new bike club)

Steve and Garry will talk to Steve Lamper and Duan Shepherd (**spelling?**) of Eugene Velo to discuss how what they do relates to what we do.

b.) Suggestion for GEARs Interest Groups & Road Section Cleanup

Tim Vignos contacted Steve and one of the things he mentioned was that he would like GEARs to do more interest group kinds of things. Steve's initial reaction, was "great, set one up." In particular he was talking about bike camping and touring. We think it's a great idea, but it's up to him to do it. He also suggested a road section clean-up sponsored by GEARs (where we get a sign that says GEARs cleans this up in exchange for us cleaning it up). We have done it before, but Mel said it got hard to find volunteers every few months to keep doing the cleaning.

We might want to volunteer/clean in another way. The U of O's BicyClean 2016 is Saturday, May 14, 2016 at 9:00am [unfortunately the website seems to say you have to be a student, co-op member, and if you are a non-member you must join the Outdoor Program: <http://op.uoregon.edu/events/bicyclean-2016-395>]. Maybe we can do a community service event as a GEARs group.

8.) New business

Steve is proposing that we host a May Day potluck at his house as the GEARs event that didn't happen in the winter. We all thought that was a fine idea.

Jim Wilcox has a proposal and handed us a printed version of it {which will be attached to final minutes}. He calls it NewsCycle, a news service that he would provide for the newsletter on transportation issues and other issues of direct importance to cyclists to add value to GEARs membership benefits. It would be a monthly summary of such issues. He's offering a three-month trial period. We all thought it was a great idea and approved it.

[Meeting ended at 7:23 p.m.]

Minutes taken by Dana Brownfield, Secretary, GEARs