

**GEARS Greater Eugene Area Riders  
Board Meeting  
5:30 p.m. - 7:00 p.m.  
February 3, 2016**

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

**Board members present:** Lyn Gilman-Garrick, Judy Duff, Dana Brownfield, Mike Cantrell, John Hofer, Mel Huey, and Kristin Yarris

**Absent:** Steve Hecker, Mike Cantrell for last hour of meeting

**Others present:** Paula Erickson, Nancy Brandenfels, and Brent Lorscheider

**February 2016 Board Meeting Minutes** \_\_\_\_\_

[Meeting started at 5:45 p.m. after we said happy birthday to John and ate some brownies in celebration. Meeting was presided by Lyn in Steve's absence.]

**1.) Introductions and Approval of January Minutes**

January minutes were approved.

**2.) Committee Reports**

**a.) Rides Committee**

Lyn said there are two things that Steve wants to see happen ASAP:

- 1.) Rides getting into the Tuesday Outdoors section of the Register Guard every week.
- 2.) Our rides calendar should be posted online prior to the first ride of the month (it wasn't this month).

Mike responded with an explanation of how and when he tries to get the ride schedule completed for the following month and to the Register Guard the by the Friday before the start of the month, but depending on what day of the week the start of the month is, it can be very difficult and it doesn't happen because the ride leaders do not send him the information early enough, mostly because they don't like to commit to leading rides too far in advance. He said that he was not aware that the rides had not been showing up regularly for past couple of months in the the Register Guard. He explained that the R.G. needs the information by the Friday before the Tuesday it will be printed — they print a week's rides each Tuesday, but in the past he was told to just send the schedule once a month, but there might be a problem with that now, maybe a new person doing it that might want that information weekly. Mel suggested getting the rides for the first week of the following month ahead of time, so they don't make posting the month's schedule late. Mike said he will try to do that.

Mel sends the rides to the Eugene Weekly each week by every Thursday. Mel is not on the rides committee.

[Kristin Yarris arrived for meeting.]

Mike said they have had one meeting of the rides committee so far, and they spent most of that meeting discussing the more unique rides and when to schedule them in over the summer. Kristin said they had a very positive and good meeting and also discussed recruiting new leaders. They went over policies and how they will reach out to leaders and make sure they know all the policies [in the By-

Laws] and responsibilities regarding leading rides. They will meet again when Jackie gets back from Cuba. Mike asked Garry Swanson to be the official leader of the rides committee and he accepted.

Paula requested to be on the rides committee.

**\* Action Items (Mike, Rides Committee):** **1.)** Mike will call to see if there is a new staff member taking care of the Outdoor section of the Register Guard. [There is a new person and Mike has it all settled with that person.] **2.)** Paula Erickson to be added to rides committee. **3.)** Dana asks: should Mel be on the rides committee, too? **4.)** Rides committee, not just Mike, to be responsible for timely posting of rides with papers and such.

[Mike left the meeting.]

**b.) Budget Committee**

Budget committee hasn't met yet. Judy says she will call a meeting before the next board meeting.

**\* Action Item (Judy):** Judy will call a meeting before the next board meeting.

**c.) Volunteer Coordination**

John said that there is a volunteer survey in the planning stages, but no calls have been made yet, and that it will be an ongoing project, not a one-time thing. Lyn said there might be a need for volunteers coming up if Co-Motion does another Oregon Adventure Bicycling Summit.

**3. bRamble Report (Paula)**

Paula said we would keep the original date despite some conflicts with other events, which shouldn't really pull riders from the bRamble. She's waiting on someone to be able to finish the budget, so she'll send that later. Three chair positions are still open and bRamble committee needs help in finding volunteers. The committee decided to try to stay with same event costs, but move back the early registration date to ten days before instead of three, to generate a little more money from late registers (last year \$39 for pre-registration and \$49 after that. Other rides have a similar pre-registration deadline. Also helps with food buying. Paula thought Mike said previously that most people have signed up after the pre-registration deadline.

Lyn said the Umpqua Vineyard Tour ride has different levels of cost depending on distance of ride (due to extra rest stop, more support on longest ride), and we might consider that as a way to raise more money. Lyn said the board has final say on setting the fees after seeing a recommendation from the committee and the proposed budget.

Paula said the committee has tried to address the ways that we could bring in more money (to ensure that we can support the nonprofits in addition to the money we need for operating the club), including raising entry fees, but the committee thought that raising entry fees might cause less people to register, so they discussed a smaller celebration/less costs. Paula talked about having a pizza truck at the celebration to offer some food for sale so that we aren't serving beer with no food available without raising our costs (other than pie and ice cream), and we could get them there by promising to buy the 12 pizzas for the volunteer party from the truck. Some of the give-away items and raffles can be memberships and registrations for the next year's bRamble. We will offer group discounts to groups of five or more (\$5 discount).

Paula said we still have some problems; we have no ride marshal coordinator, no SAG/communication coordinator (Michael Young, maybe), no celebration coordinator, the most pressing need being the

celebration coordinator. We also need to define the celebration better in order to explain to prospective coordinator what needs to be done. The problem is that the celebration coordination needs to start ASAP. The committee has no one in mind to ask and was hoping the volunteer committee could make some suggestions. We need a coordinator ASAP to find sponsors ASAP as that is the money that pays for the entertainment and a chunk of the nonprofit donations. Paula added that the celebration is especially linked to the family ride, which is coordinated by Shane of Safe Routes to School, and we haven't been able to contact Shane yet. It's Lyn's understanding that Shane would not be able to coordinate the celebration based on past information.

Nancy said we should finalize price and get that information on the website and elsewhere ASAP.

Lyn relayed that Steve said we should set a date by which we get a celebration coordinator or cut it way back to just the pie and ice cream. Perhaps make that date the March 2<sup>nd</sup> board meeting.

Mel wondered if the city's contributions are contingent on the family ride and celebration. Mel reminded us that Safe Routes to School gets all of the \$10 entry fees and GEARs pays for the pie and ice cream and puts on the celebration.

Lyn said that since the volunteer committee won't be making calls before March at the soonest, that the bRamble committee really needs to find a way to find the volunteers it needs. Paula said the only pressing need is the celebration coordinator. Lyn wondered if maybe John could coordinate with Mike to send out an email to the membership seeking a volunteer call to action.

**\* Action Items (Paula, Mike, Nancy):** **1.) Paula:** Finalized budget by the March 2<sup>nd</sup> board meeting to be presented to the board by Paula. **2.) Paula:** Find a celebration coordinator by March 2<sup>nd</sup> or scale back/cancel the celebration for this year. **3.) Mike:** Active recruitment of volunteers with Mike's help to send out an email to the membership seeking a volunteer call to action. **4.) Nancy:** Nancy to give a marketing report at March 2<sup>nd</sup> board meeting.

#### **4.) Bike Theft Intervention (Guest: Brent Lorscheider)**

##### ***a.) Brent's presentation***

Brent's favorite bike was stolen while locked outside of Market of Choice. He spoke to a police officer afterwards who said that there was indeed a bike theft problem in the area, and it spurred him to look further into the matter and to come discuss it with us. There are 800-900 reported bike thefts per year. He read that bike thefts are up year to year. He asked us if we see it as a problem? He gave us a handout of a Draft Bike Theft Survey to gather data from GEARs membership.

##### ***b.) Discussion***

We all agree that bike theft is a problem. Judy said she sees the guys breaking bikes down into parts under the Washington-Jefferson bridge, and said she will report it the next time she sees it. What is the police department doing about it? What do U of O police do about it? Many bikes are stolen because they aren't even locked. There are websites where you can report it. U of O is going to have a program with freshmen about bike safety. We asked him what he thinks we can do about it? We could ask a police officer to come to a board meeting to discuss what the police are doing about it. We could ask bike riders to write to council members to take action on it, but there are so many other issues that take precedence. Brent says only lawsuits make cities respond on issues though. Lyn said there is a certain savvy that riders need to have about preventing their bikes from being stolen. Mel said he should gather more info. Kristin said we're not likely to take on this sort of advocacy – we

suggested Brent join the club and take it on himself! Brent said he'll think about it, maybe come back to the board with some concrete suggestions at the April board meeting.

## 5.) Upcoming Programs/General Meetings (Lyn)

### *a.) New location*

Lyn did a bunch of research and found a new venue for these meetings at the Eugene Garden Club at 14<sup>th</sup> and High. They are \$15/hour at three hour minimum, so only \$45 instead of \$145. Great savings. They only have a screen, but we have a projector and a P.A. system, but we need a new wired mike, which she will research and purchase.

### *b.) Schedule through Spring*

The programs are all the third Wednesday in the month at 6:30 p.m. The first one is Rob Roy talking about his ride with Hal on the 4000 mile TransAm from the beach in Florence, OR to a beach in Virginia. The following program will be a trainer discussing how to train and get in shape for a big ride. Then in April there will be one on bicycle advocacy and safety. In May 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. Lyn asked Kristin to hook her up with her friends who bicycled in Laos to maybe talk about it for the June program.

John is interested in a program on navigation and mapping out routes.

### *c.) Should GEARs buy a PA system? And other discussion*

GEARs has a PA system, it just needs a new wired mike, which Lyn will research and purchase and guesses will be less than \$50.

We discussed having a donation jar at programs, GEARs membership information, bike parking (inside?), credit card swiping for membership sign-ups. Lyn asked Mel to help with membership information at the meetings. Mel said we need to have Mike print more brochures and rack cards.

\* **Resolution Item:** Unanimous – approved budget item/purchase of new wired mike.

\* **Action Items (Lyn, Mel, Dana):** **1.) Lyn:** Research and purchase a new wired mike. **2.) Mel:** Mel to help out at February meeting with GEARs rack cards/brochures to facilitate interested folks joining GEARs. **3.) Dana:** Research credit card payment methods via mobile phone connection (and ask Mike what they've done at past bRambles to take payments), and ask Mike to update and print more brochures and rack cards soon. Send John an email with link to [www.ridewithgps.com](http://www.ridewithgps.com).

## 6.) Budget Report (Judy)

Judy gave us two hand-outs: January 2016 Income/Expense and 2016 Annual Budget

Member benefits/velo vouchers are not expenses until they are used. We discussed the monies paid to Paul Adkins for the diversion program bike safety classes and which account it comes out of (sometimes either account, but should come out of the Gears Education (bRamble) Account. It's \$1200 a year, though he's been getting less people for classes. Maybe it should be every other month instead of every month?

Lyn requested that a monthly report be given to the Board on bRamble income and expenses separate from the Treasurer's regular monthly financial report. A detailed report, listing the various bRamble budget categories, will be provided by Paula.

Judy indicated that it is very helpful for anyone writing checks to always list what the check is for. She mentioned that she can view checks written online for both GEARS bank accounts, but may not know why an individual or entity was paid unless the reason is clearly stated. Mike often provides a written voucher detailing which checks have been written on the GEARS Education account which is very helpful.

## 7.) Requests for GEARS participation/support (Lyn)

### *a.) UO Outdoor Program freshmen bike orientation and guided group rides*

Donation request for \$855 to The UO Foundation for bike program. Steve suggested \$100. Kristin suggested we should communicate to them that we are a small community nonprofit with limited budget but we like what they are doing. Nancy suggested that we ask them to mention us on promotional materials or somehow or put our rack cards and bRamble cards in their space. Everyone thought those were good ideas and we all voted yes to donating \$100. Maybe we can collaborate with them in the future on something. The daughter of the owner at Paul's Bicycle Way of Life, Kelsey, is the head of the bike program there, so maybe we can talk with her about collaboration or at least talk to her about their bike program so we know what they do.

[Kristin left the meeting.]

### *b.) Assistance to novice cyclists— should GEARS have a systematic response or handle it case-by-case?*

Refer people to bike shops; tell them to look for older workers who have more experience and patience in helping novice cyclists. Lyn wondered if maybe the rides committee could talk about what we could do by offering some more novice rides and talk about bikes and equipment.

### *c.) Other discussion*

Discussed the diversion program course taught by Paul Atkins and how he's canceled some classes due to low or no enrollment, yet we pay him \$100 a month. Are police not referring people to the classes? Not giving tickets? Do we need to step in and talk to police about it? Advertise these classes more in some way? Maybe to U of O students? Mel said the sergeant he spoke to at U of O when we donated the money for safety lights thought it was a good idea that students could take the course. We could advertise it at bike shops. Lyn says if it's not successful, maybe we should cancel it. Revisit it at March board meeting.

\* **Resolution Item:** Unanimous – we will donate \$100 to The UO Foundation/Bike Program.

\* **Action Items (Judy, Mel):** **1.) Judy:** Write a letter and send a \$100 check to The UO Foundation/Bike Program. **2.) Judy:** Talk to Kelsey at U of O about the Bike Program and future possibility of GEARS collaborating with them in some fashion. **2.) Mel:** Approach U of O police department about our diversion program class and referring students to it, and ask bike shops if they would let us advertise it in their shops somehow along with standard GEARS info.

[End of meeting at 7:45 p.m.]

*Notes taken by Dana Brownfield, Secretary, GEARS*