

## GEARs Board Meeting

Date: Monday, January 7, 2013, 6:00-8:00PM

Location: Keystone Café, 5<sup>th</sup> and Lawrence

Meeting called to order at 6:02pm.

### Attendees

Paula Erickson, Pres; Julie Barnas, Vice-President; Emma Newman, Sec'y; Duncan Rhodes, Treasurer; Allie Camp, Reed Dunbar, Marina Hajek, Dirs at Large.

Guests: Mike Cantrell Admin., Paul Atkins, Richard Hughes, Ray Hull

Minutes approved

### Treasurer's Report

- Proposal to change Treasurer's responsibilities to include reconciling bank balances monthly
- Discussion on budget categories and bank categories
  - o Richard says Organizational Development and Community-Based Campaign should probably be changed to reserved funds for payments (no longer relevant and the last board had used them this way)
    - Reed supports maintaining Community-Based Campaign category
    - Not a lot of money left now that we are paying for administrator
    - Paula suggests changing Organizational Development to Operational Reserve and focus on increasing membership to fulfill income needs
- Board requests draft proposal for categories that are clearly defined for next meeting
- Need to pay for member riders insurance online by February 1st

### Committee Reports

- Ride report for 2012: Total Scheduled Rides 189, Total Riders 1840, Total Participants 307, Members 122, Non-members 184, 5 people at 2500 mile level
  - o 27 people on first ride of 2013
- Committees without reports: Advocacy Committee, bRamble, Campaigns, Tour
- Richard will compile committee lists for active committees with chair contact information and descriptions

### Membership, Newsletter, and Web Reports

- Membership
  - o 2 more members since last month
  - o Starting to send physical postcards in the mail to membership reminder lists
- Newsletter
  - o Higher open rate on Friday newsletters, submit content by midnight Thursday
- Website
  - o Proposal to renew GEARs website and update hosting system. Currently running on Wordpress, working well. \$10/month hosting would need to be

renewed and update hosting system. Pay Paul about 6 hours of work to update everything by the end of January. Proposal approved.

#### Board Autobiographies on Website

- Proposal to add personalized Contact Page to website including Board Member's photo, email, phone number, and short description riding preferences. Proposal approved.
  - o Send information to Mike by Friday, January 18<sup>th</sup>

#### Providing More Event Rides

- Attract a lot more people and help build membership
  - o Ride of Silence, Pancake Ride (80 people), Cinnamon Role Ride
  - o Could combine with events already in town (TrackTown, Bach Festival, etc.)
- Consider hiring Executive Director for GEARS. They would have to figure out how to get paid. There are also paid coordinators in the Willamette valley who can be temporarily hired to put on an event ride.

#### Link to Vision Zero on Website

- Goal of fatalities down to zero, "no loss of life is acceptable"
- Information will be included in the next newsletter instead of a link on the website

#### Wayfinding Options for Cyclists Presentation

- City does not follow wayfinding sign protocol
  - o Eugene lists items sorted by distances instead of to the left and to the right
- Email Lee Shoemaker ([Lee.Shoemaker@ci.eugene.or.us](mailto:Lee.Shoemaker@ci.eugene.or.us)) to get on list to receive information about future webinars

#### Letter of Support for City of Veneta's Proposal (STIP proposal)

- Ask group to write the letters for us so that we can sign off
- Board voted in support

#### Letter of Support for the Territorial Upgrade Proposal (STIP proposal)

- Concern about priorities and that the funding would not be going to other projects
- \$10,000,000 proposal (half of Lane County funds)
- Board lacked information on other proposals requesting STIP funds to feel comfortable voting in support of this proposal at this time

#### Transportation Enhancements

- Include information in newsletter about how to review proposals and submit comments

#### bRamble

- Working on finding sponsorships now, meeting coming up soon

#### What does the Board Hope to Accomplish in 2013?

- Board wishes to have strategic planning meeting that is a separate meeting. Doodle will be sent out to schedule this.

Row River Bicycle Path Presentation by Lydia McKinney

- Presentation attached to meeting notes. Looking at mile post 4.0 specifically because of two fatalities in the past 5 years. Board provided feedback on alternatives.

Next Board Meeting, February 11<sup>th</sup>, 6:00PM.