

**GEARS Greater Eugene Area Riders
Board Meeting
5:30-7:30 p.m.
June 1, 2016**

Where: New Day Bakery — 449 Blair Blvd., Eugene, OR 97402

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

June 2016 Board Meeting Minutes _____

[Meeting started at 5:36 p.m.]

1.) Introductions

None needed.

2.) Approval of May Minutes

May minutes approved with the few changes Steve had sent to Dana.

3.) bRamble Report (Paula, board members)

We need volunteers! ASAP. Need to order some T-shirts for them. T-shirt turn-around is two to three weeks. Best Buy is still not confirmed as to how many volunteers are coming from there.

The main thing she is concerned about is the closure of Greenhill. She's gone out there and ridden all the different ways around it and it's just dangerous and trafficky. She wouldn't want to have people go that way unless we had a sheriff or something out there for traffic control. The closure is a federal closure because it's a railroad thing, so there might not be a way to have them let us open it a day, but Paula will try to talk to someone about it. Mike said she could try talking to Jennifer Pugh at the county and he has her phone number. Lyn said we can easily move the ride to Fern Ridge bike path and out to the lake rest stop then around Alvadore to lake rest stop again and back.

Website info: re: bRamble. bbramble.org website still needs more work, but now links to GEARS website on every page. Mel wants more language on each website to reflect parking not only at South Eugene high, but also at the LTD Park & Ride at Amazon Parkway. Paula asked about paying Nancy for some of the bbramble.org site and Steve said that is up to the bRamble committee/budget. Mel is tabling July 31 at Sunday Streets and July 29th at Breakfast at the Bridges (Greenway Bridge) and yet our early-bird cutoff for pricing is July 29th, so maybe we can back that up a few days. Make it Midnight of July 31 as cutoff. Paula summarized the 16 Tons fundraiser rides and wants another ride leader for the July 2 all-club ride that ends there for lunch.

Nancy finally sent Steve a written marketing plan. Steve forgot to print it out for everyone at meeting. Here it is:

1. I (with Dana's help) am working on the bbramble.org website. I still have a couple of weeks to finalize it. The purpose of the website is the following:
 - a. To be mobile-friendly and become strong in the search engines. Right now if you search terms such as "bicycle century in Oregon", "bicycle event in Oregon", "Cycling event in Oregon," bicycle event in the northwest", etc. the GEARS bRamble page does not show up. I will be working on getting it to be strong with the above type of phrases. By early next year, if the board decides to keep the website, it will be very strong in the search engines.

- b. Provide landing pages for FaceBook ads.
 - c. Provide articles that relate to century cycling and the bramble.
 - d. Provide a site that gives lots of great info about the bRamble and Eugene.
2. FaceBook ads. I target different types of riders in different locations.
 3. Contacting clubs and event websites.
 - a. These sites are already in process: Bicycle bis, Tour de Lane, Gran Fondo guide, ride Oregon ride, Mid-valley Bicycle Club, Seattle Bicycle Club, Cycle the West, Bike a Century, Top Metric Centuries, and funtrails.org, Eugenecascade.org, webikeEugene.org, siskiyouvelo.org.
 - b. I am waiting to hear back from the following: REI.com, yaquinawheels.org, bikeoregon.org, lanemonthly.org, orbike.com
 - c. If anyone can think of sites for me to contact please let me know. I will be contacting more clubs in the next week.

The poster hasn't been done by Mike yet that he said he would do last month. The bRamble Committee needs to get that out to bike shops here and in other cities. Lyn offered to gather the addresses for the bike shops so they can be mailed. Get it all done and mailed by the 14th. Mel will take them to local bike shops, too.

*** Action Items:** **1.) Mike and Dana** — update respective websites to include LTD Park and Ride as suggested parking option. [Dana has added that to the bbramble.org website] **2.) Mike** — **change cutoff on website to July 31???** **3.) Mike** — Format a bike poster and get them printed.

[Paula left at 5:52 p.m.]

4.) Committee Reports

a.) Rides committee (Mike)

Ride leaders have been using PEDAL at the beginning of rides for a few weeks and it's a good thing. Steve said that sometimes people still don't listen, but overall it's helping, especially with new riders. The fast riders tend to ignore the 15 mile bike path speed limit, but if the leader can stay in the front on the bike path and keep the others behind them, it works better. With faster rides, leader should also discuss paceline communication. Lyn says PEDAL is great but it's only as effective as the ride leader. Rides committee wants board to approve this officially.

1. PEDAL guidelines — board adoption

RIDE COMMITTEE PROPOSAL

We would like the Board to consider making PEDAL an official part of our rides with emphasis on Etiquette on the bike Path. We would like the Board to consider making "ear buds" and blue tooth ear pieces part of the waiver form, so just as wearing a helmet is a GEARs requirement we would like to include ear buds and blue tooth ear pieces. This would make it much easier to enforce and a rider would not feel personally attacked if asked to put them aside. We consider both of these to be distractions when riding. We are trying to limit as many distractions as possible as we have had two accidents and a couple of near misses in recent months. We would like to have a meeting for all ride leaders on June 20 to discuss the new policy, if approved by the board.

P = Pleasure/Pleased to have you. Waiver Sheet, Ways to make riders comfortable, new to the group, visiting from out of town? Birthdays? Introductions to get attention.

E = Etiquette on the bike path, max speed 15mph when clear, less when pedestrians are present, pedestrians are always correct, Lead out by ride leader for extended trips (AB to Delta Hwy.)

D = Directions on route, regathering points, Queue sheets?, ask if anyone has not been on the ride? possible dangerous parts.

A = All in it together: group ride, announce possible groupings, no rider left behind, communicate if dropping off or going ahead.

L = Let others know: communicate using hand signals and verbal signals. SLOWING, CAR BACK forming one line, PASSING on LEFT only, DO not Surge at the front of the pace lines (faster riders).

* **Resolution item** — Unanimous: All in favor of the PEDAL cards as presented.

* **Action Items:** 1.) **Steve** — talk to committee about updating rides/maps on website AND talk to Mike about timely ride list and correct information on ride list.

2. *Ear bud/cell phone policy during rides — Amended waiver form*

Ride committee proposes to add to the ride waiver form that ear buds not be allowed on GEARS rides. Steve wondered since the waiver is a L.A.B. form can we just add something to it. Mike said we had added helmets to it in the past, so that ship has sailed. Lyn said from a lawyer perspective that it's probably not an issue to make the waiver stricter. Lyn wondered if a Bluetooth phone single ear bud would be OK. Mike thinks that's OK as long as you pull over before answering the phone. Steve suggests wording it as no cell phone use while riding. No ear bud use at all.

3. *GEARs jerseys/business sponsors*

Kristin will research sponsors for a jersey later this summer. [Eugene Velo sells their kit via <http://www.ridebiker.com/>].

4. *Special rides coming up*

Hwy 242 with Eugene Velo. Annual Row River Trail ride. Dana's Spencer Grange Lunch ride. 16 Tons ride. 4th of July ride.

[Mike left at 6:16 p.m.]

b.) *Budget committee/Treasurer's report (Judy)*

Judy handed out four pages [attached to final minutes]: "2016 Annual Budget," "Gears Cycling Club Consolidated Income Statement," "Gears Cycling Club Account: Checkbook Detail", and "bRamble Account."

She went over the handouts. Something about Paul Adkins and web hosting that she wants to ask Mike about. Mike hasn't made any deposits since March for memberships. Nancy turned in her first invoice for FaceBook marketing for \$72 for GEARS FB page and \$71.14 for bRamble ads. Steve said he's going to ask her not to spend money promoting MoonlightMash and non-GEARS events. Judy is going to work with Paula about doing the bRamble budget report and the categories for it. There aren't many costs yet for bRamble. \$348 income from bRamble registrations.

Lyn is concerned that we spend more than we take in. Judy reminded us that dues don't cover all club expenses — that is what the bRamble is for. Lyn reminded Judy that some of the monies for GEARS FB ads was for program budget. Judy said she needs Nancy to separate that out for her. We had to put MoonlightMash donation under advertising because they aren't a 501(c)3. Crow school shows as

\$900 in budget, but half of that is payment for last year actually — not sure how we didn't pay them last year.

* **Action Items:** **1.) Judy** — write to Mike to request him to deposit membership dues and write to Nancy to request she separate out program marketing from GEARs marketing **2.) Mike** — Deposit all membership monies so Judy can update our budget with income AND bring a quarterly report of membership numbers broken down into categories like New, Returning, Waiting for payment, etc

c.) Member survey/volunteers (John)

Any follow-up from last month? Nothing new. He's still trying to get the calls/answered surveys up to 20 as a good sample and decide if we still wanted to keep calling people.

* **Action Items:** **1. John** — Send Paula the names and numbers of the folks who were willing to be contacted for volunteering (paulaerickson68@gmail.com).

5.) General meetings/programs (Lyn)

a.) Report on Rolf Prima tour

Really fun program with a good turnout of 20.

b.) Upcoming programs

June 15 is the next program — Tyler Burgess on cycling in Tasmania

July — It's up to Mike to put it together re: adaptive cycling talk and getting to try out the bikes

September — Doug and Linda talking about their Cuba trip

c.) Ideas for next year

Weekend rides in Oregon. How to Clean Bikes/Bike Maintenance. Cycling over 50 with a Physiology Professor from U of O. Mapping.

6.) Requests/Outreach

a.) Moonlight Mash report

Well attended and fun. Steve, Dana, and Bruce from GEARs all did it. June 19 is next one.

b.) Breakfast at the Bridges report

Mel won't be here for the next one in late June. Steve offered to cover it. Friday the 24th at 7:00:30 a.m. at the bridge near Bike Friday. Mel is leaving on the 12th.

c.) Request for GEARs support of Sunday Streets, table at Lane County Fair — Action required

No for Lane County Fair. Sunday Streets doesn't get city money to do it. Mel is willing to table them. The first one is before the bRamble on July 31 (September 25 other one) and should be good advertising for it. \$500 will give us a booth at two events plus two transportation events and logo on website and stuff.

* **Resolution item** — Unanimous: All in favor of the \$500 "Fun" level sponsorship.

d.) 16 Tons rides and fundraisers

Paula summarized the 16 Tons fundraiser rides and wants another ride leader for the July 2 all-club ride that ends there for lunch. We want to get the word out to members to show up to make the most amount of money possible. Maybe Mike can send an email to members?

e.) Velo 242 ride

Already discussed.

8.) New business

Do we want to change bylaws so that officers are voted in for two years and stagger them? And can we do it before the membership votes on it at the annual meeting? Members have to vote to change bylaws, so that the officer voting and staggering of terms wouldn't start until 2017. Steve can start to put together a plan for it. Lyn said maybe we should have a group of folks go over the bylaws to see if there are any other changes we want to make. Annual meeting is usually in November, so maybe we can do it last week of November after Thanksgiving.

Lyn wanted to know if Steve had talked to Virginia yet about her proposal to give 5% discount to members and 5% to GEARS and our not being thrilled about it. Steve hadn't talked to her yet. Steve said we could vote now about it. John said we could maybe do a year-long trial. Lyn thinks business owners should be able to do it how they like. Lyn moved we accept her proposal for a one-year period.

* **Resolution item** — Almost unanimous: All in favor of her proposal for a one-year period.

On June 6 Steve sent Virginia this email:

Virginia, After much discussion (over two board meetings!) and lots of opinions voiced, the GEARS board would like to adopt the BWOL discount arrangement you proposed- 5% individual, 5% to GEARS — for our members on a one-year trial basis. Several members were concerned that the reduction from 10 to 5% back to the individual member would be viewed as taking away a benefit, but all but one agreed that a one-year trial was the best way to see what the response would be (and that person agreed to abstain rather than oppose).

Assuming you are agreeable to this, the next step would be for us to talk with you about how best to implement the change and communicate it to our members. We think that a joint BWOL-GEARS communication to members would be best, explaining why we're doing it from both the company and club perspective. We admire your willingness to risk losing business to competitors in an effort to support GEARS but hope that we can all gain from the new arrangement.

Let me know if you want me to draft something to start with or if you'd like to meet first to discuss. Thanks for your patience.

She replied the same day with this:

thanks steve! after taking all you mentioned into account, i was wondering if it could be met in the midway as far as discounts go. i.e. members get a say whether they like to take the full 10% off on their own or they'd like to give up the 5% and give it back to GEARS? i see it as GEARS get some dollars back while members get a say on how they like their discount taken?

[Meeting ended at 7:40 p.m.]

Minutes taken by Dana Brownfield, Secretary, GEARS