

GEARs minutes-  
3.3.014  
6pm Keystone Cafe

Attendance: Tom, Reed, Mel, Paula, Allie, Marina  
Non-board Attendance: Ray, Mike

Off-agenda conversation- funds for the community

Thus far, the discussion has been solely about the state of the account; merging bank accounts will hopefully be of benefit for donating funds to the community.

Payment issues can be resolved by looking to past minutes for transfer of bRamble from GEARs ed to GEARs inc.

Richard's concern via email today- GEARs inc. does not have control of funds

Previous vote of 30% of bRamble earnings to be for community donation

GEARs ed voted in favor of consolidation as long as there is some sort of community support coming in 2014

1. Additions, corrections to minutes?

2. Financial report- Gary absent

Motion for future financial reports to only include highlights, and questions from the Board of Directors; motion passes.

3. Consolidation

Assets to come into new GEARs; communication to membership (March 27 general meeting to share information)

Tom will speak at General Meeting; Mel will write newsletter article

Membership for 501c3- can have paid members

1023 and IRS letter lost for good; Mike checked storage and with Richard.

Motion to authorize Feinman to make changes to documents for GEARs review; maximum of \$3,000; seconded; discussion-

GEARs ed board support this decision.

Passes unanimously

4. Advocacy- begin to establish a marketing plan to let community know who GEARs is  
More photos!!

Newsletter out to all groups we can think of, beyond membership (free!)

City officials, Rec. Dept.,

Mike will include a sign-up on the website; no one opposed.

Concern- when interviewing folks make sure we ask if it is okay to send to a wider audience

Can keep members unnamed if needed

This is a marketing tool- focus on member benefits, sharing information

Celebrating routes, special rides

Sign up sheet at any event GEARs attends to include more people

Create an inventory of mini-grant projects to share in newsletter

5. General meeting- March 27th; 6pm, Hilyard Center

Agenda- women's ride presentation and introduction to next women's ride; consolidation; strategic plan level of interest (which will show where our time and money should go);

6. Strategic plan- to begin including more volunteers, we must market ourselves to get more people involved; Mike has cards to hand out to potential members  
Leverage mini-grant fix-its, SRTS, diversion program- these are NEAT things  
Allows us to grow to include more items we want to focus on; keep doing the things we are known for (bRamble, rides)

#### RIDES

Marina wants to host a morning ride for hispanic families the second Saturday of each month, starting in May- CHECK  
Paula will host women's rides on Wednesday nights- CHECK  
Welcome ride, different neighborhoods once a month- Julie and Edana (?)  
Paula will check in with Julie  
Complete one theme ride- Richard's 12 bridges rides, slow paced/intro  
Need a leader to coordinate all of these rides, outline budget needs  
Mike Cantrell will lead  
Begin thinking about a giveaway to remind folks of GEARs  
Had a few longer distance Oregon rides last year- again this year?  
Invite Springfield for a bike ride, include mayor, promote biking/walking!  
Marina will mention to Springfield Mayor to gauge interest  
Little investment from GEARs, City agencies

#### INFRASTRUCTURE/CYCLING FACILITIES

Reed to commit to newsletter articles about infrastructure- CHECK  
Bicycle summit partnership- Reed will do as part of his job- CHECK

#### EDUCATION

SRTS promotion, LCI, Diversion program?  
Ray has identified an interest in having an Education Committee in which  
GEARs ed board will populate at least half of the seats  
Public service announcements- the City of Eugene is taking care of it  
[www.eugene-or.gov/trafficsafety](http://www.eugene-or.gov/trafficsafety)

At general meeting, identify these categories again to entice folks to help!  
Include a sign up so GEARs can follow up, reach out  
Identify areas where we have people involved  
This will create our work plan for us; we can't concentrate on everything, but that's okay

Deadline- whenever we want a budget- this will guide our spending

#### 7. bRamble update-

Mike and Ray will have permit documents in tomorrow (3.4.2014)  
Andy will get City permits going  
A larger meeting will be held next week to fill in needed staff/volunteer tasks  
Logos updated for 2014; redesign? not a priority now  
Rest stops- Crow Elementary still needs a volunteer; others accounted for.  
Record of what everyone did last year exists

#### 8. Ride of Silence- Tom volunteers to be the GEARs rep.

Wednesday May 21st- 6:30pm the ride leaves, be there at 6pm for introduction  
Start at Bailey Hill Road, towards David Minor theater, same route as last year  
Marina still looking for help- Allie will reach out to LiveMove again  
Will register the ride

#### 9. Six small kids bikes available- Marina for hispanic families, SRTS

Ask Gary what has happened; GEARs can help get rid of them

Additional Business-

Bicycle accident report pamphlets- does Eugene have a way to communicate these crash events?

Ray to find out more about these pamphlets; we should be keeping track of problem areas because accidents are only reported if bicyclists go to hospital or over \$1,500 of damage

Adjourn: 7:40pm