

**GEARS Greater Eugene Area Riders
Board Meeting
5:30 p.m. - 7:30 p.m.
March 2, 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

March 2016 Board Meeting Minutes _____

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

1.) Introductions and Approval of February Minutes

The February 3, 2016 minutes were basically approved, just not officially. Then we had a discussion about the February 15, 2016 Special Board Meeting minutes as far as what Paula agreed to do by the end of the meeting and decided to ask Paula to be sure.

* **Action Items (Dana):** 1.) Dana will email Paula to get the wording right as far as what Paula understands her role to be, and then will send out the Special Board Meeting minutes for final approval to board. 2.) Dana will also send out the February 3 minutes to the board for email final approval since we did not specifically approve them during the meeting.

[Jim Wilcox arrived.]

Jim was introduced. He is a GEARs member who attends many board meetings, though this is the first one in 2016 he has attended.

2.) Committee Reports

a.) Rides Committee

Mel said he was a day late with the ride schedule to the Weekly (he got it in on Friday, February 26), but asked them to make an exception, so we'll see if it gets in this week [it did]. Mike is trying to finish the schedules earlier, or at least get the first couple of weeks to Mel sooner, so Mel can get it sooner.

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

Steve said he and John need to set a meeting date and will do so before leaving tonight.

* **Action Item (Steve and John):** Set a meeting date before the next board meeting.

3.) bRamble Report (Paula, board members)

Steve told Paula it was OK not to come tonight as six of the board meetings were at the Special Board Meeting which discussed the issues with the bRamble.

The immediate issues have been addressed. The celebration is on and will be managed by Robert Saft and Dana Brownfield. The marketing stuff is being addressed by Mike — save the date cards are being finalized with our input this week. The website has the save the date info. already. Mike will send previous year's website wording to Lyn, Dana, and Paula to review and make changes.

Other bRamble chair positions need to be filled, including the one that Colin vacated for equipment, but there are some leads for those positions (Ted and Bob?). SAG chair needs to be filled. Mike talked to Andy Fernandez of Eugene's Adaptive Recreation Services about being the Ride Marshall with some of his crew for a fixed donation from GEARs instead of doing the fundraising dinner & talk the night before for his organization. Andy said yes.

Mike is doing the paperwork for the use of the Amazon park facility and showers. Steve asked if Mike is still doing too much for the bRamble and he said, "probably, but I don't feel like I'm in charge and overwhelmed like in the past, so it's OK."

Mike mentioned the stage we use is from the River House Program (free and they bring it and set it up and take it back!) and someone mentioned that Willamalane Recreation District has a rentable stage with a sort of clamshell cover for in case of rain. [Dana found this information on their website: Mobile Stage, 541-736-4512, Perfect for concerts, fund-raisers, recitals, corporate events, etc. Members of the community may rent the mobile stage on a daily basis. Delivery and setup are included in rental costs. Call to receive rental information. Daily fee: \$500-\$700]

4.) Upcoming Programs/General Meetings (Lyn)

a.) Report on February 17 and new facility

Lyn said there were 50-60 people at the program, and that we would have had more if the Register Guard hadn't made a mistake on the day of the week.

b.) Schedule through Spring

The programs are all the third Wednesday in the month at 6:30 p.m. at the Eugene Garden Club; free and open to the public. The next program will be a fitness trainer, Dustin Girard of Profound Strength, discussing how to train, eat, prevent injury, and get in shape for a big ride. Then in April there will be one on bicycle advocacy and safety with Rob Zako of Better Eugene-Springfield Transit (BEST) and a panel of folks from Vision Zero task force.

Mike said that when he was talking to Andy Fernandez of Adaptive Recreation Services (ARS) about being the ride marshal for the bRamble, Andy mentioned wanting to do a program in conjunction with GEARs for the public to be able to learn about the adaptive bikes that ARS has and to let the public try them out. Mike asked Lyn if we could do this in the summer when she is gone and not able to organize a program, maybe for June, July or August. It would be at their facility and Mike would be willing to coordinate it.

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 said that Oakshire and Ninkasi do

Pints for a Cause and Lyn was going to ask Rob Zako if he would want to have BEST and Vision Zero be recipients of funds raised monies from that, but maybe they wouldn't because it's drinking and riding? Or offer the monies to Safe Routes to School? Or Adaptive Recreation Services (ARS) and tie that into a June meeting with ARS?

Steve said Jen from 16 Tons emailed him about doing a fundraiser there similar to pints for a cause. They provide a digital fundraising flyer that can be distributed and they give 25% of the money from beer, food, and goods sold to the nonprofit. Maybe a ladies night ride (suggested by Jen at 16 Tons), so Steve will pass that on to Paula as an idea.

Mel wondered if Mike was sending out a reminder to the list a couple days before the programs because he hadn't received one. Mike said he had and others mentioned they received them. Mel also wondered if we could have something on the home page of the website that shows the next program "above the fold" — currently it is "below the fold." Mike said he could do that. Others suggested an "add to Google Calendar" link, too.

*** Action Items (Mike):** 1.) **Mike:** Update home page of website to show next program "above the fold." 2.) **Mike:** Add an "Add to Google Calendar" link to blurb about each program on website.

c.) Credit card payment for membership sign-ups at meetings

Mike said the club has a swipe thingy and it connects to our PayPal account, so whoever volunteers to help at program meetings needs to learn how to use it. Lyn mentioned how Nancy thought it was kind of strange to have people sign up via someone else's smart phone using that and to let people do it when they go home, but most of us agree that it is better to get people to do that at the meeting while they are thinking of it as they might not do it later, and that these things are made to keep people's information as confidential as possible. Steve and Dana volunteered to help sign people up at the programs they attend.

*** Action Items (Mike):** 1.) **Mike:** Train people (Dana, Lyn, Steve, Judy) on how to use card swipe thingy as needed.

[Al Hongo of Moonlight Mash arrived to meeting.]

6.) Communications (Steve)

There is a confusing array of bike message boards and sources of event info. in the area and even on our website that our members (like Ray Linneman) might not be aware of, and so we might want to get info. out to our membership about these different sources of info.

We also have historical connections that may not be up-to-date, like Sue Wolling getting emails for GEARs things (info@eugenegears.org goes to her) that she has to pass on to others — Steve will ask her if she wants someone else to get those emails going forward.

*** Action Items (Steve):** 1.) **Steve:** Ask Sue Wolling if she wants to not receive emails sent to info@eugenegears.org.

7.) Requests for GEARs participation/support

a.) Support for Moonlight Mash (Al Hongo)

Al told us how he used the funds that GEARs donated to Moonlight Mash last year for flyers/artwork for flyers (each ride has a theme and different artwork). GEARs logo was on flyers and he talked about bike safety and GEARs at the beginning of each ride. He is requesting funds again, open to amount. He has all six rides planned out. KWVA radio station is going to work with them for promoting rides and playing the music for each ride that anyone can play on their radio. 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

Steve said that last year GEARs supported them with \$600 for 6 months and there was a contract written up.

*** Action Item (Board): 1.)** Make decision by April 6 meeting whether we will give them money again and how much.

b.) UO Entrepreneurship student request to survey GEARs members about a new bike light design

Laramie, senior business student working with group of students on a product called Luminous, a bike light, wants to know if we can post a survey to our membership via our FaceBook page to do customer research. Shane referred student. We will ask her for a link to put on our page and newsletter and then members can do it if they want.

[Al Hongo of Moonlight Mash left the meeting.]

8.) GEARs Bicycle Safety Classes & Information cards for bike shops on new bikes (Mel)

a.) Proposal for publicizing through bike shops via information cards

When Al was here, Mel told him about it because he works at Paul's Bicycle Way of Life, and Al thought it sounded like a great idea if they could give the info. card with the packet of information that they give with the receipt and stuff at the end of the sale rather than hanging them on the bikes. Al wondered if his bike shop could even sell memberships for us.

Steve said Victoria from the shop had called him about changing the 10% discount in some manner (like 5% discount to customer and 5% kickback to GEARs?), so Steve will talk to her about all of this soon. Also, we need to make it clear to our members that they have to show a current membership card to get discounts. [It says this on the website as of 3/17/16: "**however, at bike shops you'll need to show a current GEARs membership card to be entitled to a discount.**"].

*** Action Items (Steve, Mike, Mel): 1.) Steve & Mike:** Talk to Victoria at Bicycle Way of Life about our discount and how and why she is talking about changing it, and about information cards idea. **2.) Mel:** Talk to bike shops about idea and work on what info would be on the cards (GEARs info, diversion program/GEARs classes, bike registration, where to report lost or stolen bike, etc.). **3.) Mike:** Notify membership that current membership cards must be shown at shops for discounts. **(In another way besides website? Tell all shops that we've told members they must show their current membership cards?)**

b.) Bicycle safety classes

There is some confusion amongst members about these classes as for diversion only or for general purposes. Steve clarified that they are for everybody, not just diversion program. Also some confusion about the schedule for these classes and where it is on the website and if it is up-to-date.

Mike said the schedule is on the website under education and they are the second Saturday of each month. They are also linked by a bold graphic link on the right hand of each web page in a boxed section titled GEARs Classes.

Someone (Jim Wilcox?) said he heard that judges might not know the diversion program still in place and they need reminders on a regular basis or something. Paul should be doing that?

* **Action Items (Mel): 1.)** Talk to Paul about the diversion program and schedule and ask him to remind lawyers and judges about the program.

9.) Budget Report (Judy)

Judy didn't have a chance to print out anything. There has been very little activity in the accounts this past month. She'll send it to us in the next few days. Lyn suggested a budget report for each area: Club Operations, bRamble/Education, but doesn't she already do that? Judy hasn't met with Paula to discuss budget stuff and accounting codes yet, but will soon. Budget meeting will discuss this stuff and report back.

* **Action Items (Judy): 1.)** Send budget sheets for February to board via email.

8.) Bike Thefts

a.) Any needed follow-up to February presentation

If Brent contacts us for further input and has a specific proposal in writing for what he needs from us, we'll put him on the agenda for April. Steve might send him an email to ask him if he still wants to come back in April.

Dana proposed that we might want to add a page to our website about bike registration, where to report lost and stolen bikes, bike safety, bike locks (no one ever gets money back for stolen bikes²⁵ from Kryptonite, for example), etc.

John moved that we ask all future outside presenters to the board to give us a description or proposal in writing ahead of time if possible, to be put on the agenda, and Steve suggested they be given a ten-minute time limit unless the board makes an exception.

* **Resolution item — Unanimous:** All future outside presenters to the board will be encouraged to give us a description or proposal in writing ahead of time, to be put on the agenda ahead of time, and be given a ten-minute time limit unless the board makes an exception.

10.) Spring (formerly winter) GEARs social event

Steve said we missed the boat on a winter event and Steve is proposing a spring event at his house in early April. An evening event or a late Sunday afternoon thing, a potluck. He'll send something out when he figures out a date.

* **Action Items (Steve): 1.)** Pick a date for event and let us know.

11.) New business

Jim Wilcox said thanks for supporting him and Tom Rou from VeloGuy mobile bike repair to deliver a "thanks for all you do for bicyclists" food tray to the City of Eugene street sweeping staff on January 15th.

Jim mentioned that Tom Rau wants a little more love from GEARS in order to be a business sponsor and to maybe help at bRamble. Jim asked something about putting photos in the newsletter and Mike said, yes, please send stuff to me and I'll put it in the newsletter.

[Meeting ended at 7:35 p.m.]

Minutes taken by Dana Brownfield, Secretary, GEARS