

**GEARS Greater Eugene Area Riders
Board Meeting
5:30-7:30 p.m.
May 4, 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, Kristin Yarris

Others present: Jim Wilcox

May 2016 Board Meeting Minutes _____

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

1.) Introductions

None needed.

2.) Approval of March and April Minutes

The March 2, 2016 and April 6, 2016 minutes (with the few changes that were requested by Lyn and Steve) were approved unanimously.

3.) Committee Reports

a.) Member survey/volunteers (John)

John handed everyone a single page: "Draft results of GEARs membership survey (May 4, 2016)" (attached to FINAL minutes).

Mike had given him 31 names and 30 phone numbers — Mike chose the names from paid members, but were those whose memberships were coming due in April and May. John called all the numbers and got 13 completions. Seven didn't answer. Five were wrong numbers. Some he had to call two or three times before he spoke to the person. He then read through the questions and answers on the page. People didn't always know if they were a current member. Of those he called the bRamble seemed to be very important (seems like they joined because they did the bRamble). Seven said they would be open to being contacted to volunteering for the bRamble.

Steve thought the action items or questions that came of the survey were ability to round up volunteers, membership tracking, and perhaps the interest in shorter, break-in rides in Spring for those who don't ride in the winter and need to get back into shape slowly in Spring. Lyn wondered if soem answers about riding and participation would change if done in summer when people are riding more. Steve said that when we put requests for volunteering in the newsletter, people don't respond much, but they do respond when asked in person or on the phone, so this is a great tool for that.

John said that we could pare it down maybe — it takes quite a while to do the calls. John said maybe we could call the 10-12 mph riders to recruit more slower/shorter rides leaders.

Mike explained how people are contacted via email and post card when their membership renewal is near due. He contacts them at least three times.

[Kristin Yarris arrived at 5:57 p.m.]

4.) bRamble Report (Paula, board members)

Paula handed out a list showing volunteer positions that are not filled yet. She needs to know if there are any other volunteer positions not listed and how many volunteers are needed for those, etc., so that she/we can find volunteers for those positions when talking to prospective volunteers. Best Buy has said they will provide some volunteers, but she doesn't know how many yet — she will send the unfilled list to them so they can pick what they want to do. Andy is providing 8-10 volunteers, but we need to get those names/numbers and put them on the volunteer list (most as road marshals).

Other bRamble tasks are coming along. Steve asked about marketing, but Nancy was not at the meeting so we couldn't ask her. Mel said he has put save the date cards at most of the bike shops in town and has been talking up the confident cycling classes when he's at the bike shops. Mike ordered 1000 more cards. People are taking them to various rides and events, like the Mohawk Century this coming weekend. Kristin wondered if we are listing the ride on other event sites and bike club sites, and telling bike clubs about our group discount. Lyn said she sees flyers in bike shops of other bike club events around the state — do we have them? We could provide them as PDFs to email to out-of-area bike clubs. We could print some up. Mike said he will have something in about a week. Lyn said she would help address and stuff envelopes. Next bRamble meeting is May 23 (no more meetings at Keystone Cafe because it has been sold).

* **Action Items:** **1. Mike** will make a 8.5x11" bRamble save the date poster to be printed and placed in bike shops by May 14. **2.) Kristin** will take save the date cards to the Gran Fondo ride. **3. Dana** will take save the date cards when she volunteers at packet pick up the night before the Gran Fondo ride at CoMotion.

[Paula left at 6:15 p.m.]

3.) Committee Reports — continued

b.) Rides Committee (Kristin/Mike)

Kristin told us about P.E.D.A.L., a mnemonic for what ride leaders need to cover/say at the beginning of rides. They will make a card for the ride leaders with all of this.

P = Pleased to have you — welcome, introductions, say your names, any new riders here? Plug GEARs membership?

E = Etiquette — especially on the bike path — max 15 mph on bike paths, communicate to pedestrians, who always have the right of way. Leader always leads on a bike path.

D = Directions of ride — grouping stops, things to watch out for, etc.

A = We're All in it together — if you are going to leave the ride, tell the leader; if you see someone in trouble, tell the leader; etc.

L = Let others know — communicate with hand and voice signals, ask if anyone doesn't know the hand signals, point out obstacles, etc.

Steve said no one is stepping forward to lead Wednesday night rides, but it may be because there have been bad experiences with racers dominating the rides and others being unhappy about that. Bicycle Way of Life was supposed to be joining us on the third Wednesdays of the month, but then hadn't been assigning their own leaders for their part of the group. Mike said he would send Virginia an email about that — that they need to provide their own leader.

Steve mentioned that Virginia invited us to come to monthly BWOL socials/pints for a cause at Oakshire to get to know their riders and this could help with Wednesday night rides. Kristin mentioned that Paula is working on fundraisers for GEARs with 16 Tons. Mike talked about the Hwy. 242 rides coming up and that Eugene Velo wanted to do a couple joint 242 rides with us. Steve said he would follow up on that with Steve Lamper.

Mike said something about providing a quarterly list of new membership or total membership???

* **Action Items:** **1. (Mike):** Send Virginia Xing an email about providing their own leaders for future Wednesday night rides. **2. (Steve):** Steve to follow up with Steve Lamper about Hwy. 242 joint club rides.

4.) bRamble Report (Dana, board members) continued

Dana remembered about the bRamble stand-alone website discussion we were supposed to have during the bRamble report, so we did that next. Dana handed out a page called "Discussion: bRamble stand-alone website at www.bramble.org" (attached to FINAL minutes). Everyone then read it.

Nancy has started a website for the bRamble at www.bramble.org without previous discussion in bRamble meetings or board meetings, so what does the board think about this? Mel and Steve wondered how the [bramble.org](http://www.bramble.org) site would link to eugenegears.org and whether it would be instead of or in addition to the pages we already have. I said it would be in addition to what we have on the GEARs' site and that GEARs would be linked to from every page via logo at top left corner of page and in page footers and anywhere else it made sense to add a link. Steve wondered if it would cost anything. I said she seemed to be paying for it as we hadn't discussed budget for it in bRamble meetings. Steve thinks it does come within the board's purview to decide whether we want to keep it or not, especially if money is being requested. Mel wondered if it would confuse people, especially about where to register. People can register for the ride via either site because the registration link goes to Eventbrite's website.

Nancy's reasons for the site are that it will provide more information than we have on our site and that she can do some things to the site to make our ads and search engine optimization more targeted and tell us more about what people do when they click through from a Facebook ad. Mike said he is in the process of putting similar information on our site and that this is just duplicating efforts. Kristin wondered why she couldn't just do it on our site.

Lyn thought that Nancy is doing this because Mike wasn't getting things onto our site fast enough and she was frustrated because she didn't have access to work on our main site. Lyn said since she's already done it and hasn't asked for money that we should let her go ahead as an experiment this year and then decide later if we want to keep it going for future years.

Kristin wanted to know what Mike thinks about it. Mike said it's the first he's heard of it. Steve reminded us that this year of transition to a committee-run bRamble has been a bit rough, and Steve didn't want to have any hands-on oversight of bRamble, but he keeps being asked things by Paula and Nancy, so he's been frustrated, too, and that there are things like this that are a result of the new process that have to be dealt with. Jim Wilcox said he thinks the stand-alone site is a distraction and might take away some of the value-added aspect of people coming to our club website to sign up for the bRamble. John thinks it's important that the connection to the GEARs website is seamless.

Lyn reminded everyone that the board said we wouldn't micro-manage the bRamble stuff for better or worse this year, so for this year we should just let Nancy do this since she's put so much into it already. Next year, we could make the [bramble.org](http://www.bramble.org) URL automatically go to the bRamble page on eugenegears.org if we wanted to keep the second URL for marketing reasons. Steve sees the issue as

Nancy needing access to the website to do the things she wants and needs to do for marketing. Mike says he could give her access to our website and he's OK with that. Steve is frustrated that Nancy has not given the board a marketing plan yet (in writing — she did a PowerPoint presentation at the first bRamble meeting).

* **Action Item: 1. (Dana)** Dana will let Nancy know that we tentatively agree to it this year, but we haven't agreed to any budget for it, and we need a marketing plan in writing to know what else she is doing besides FaceBook and this website.

3.) Committee Reports — continued

c.) Budget Committee/Treasurer's Report (Judy)

Judy handed out three pages: "Education/Advocacy Programs," "Gears Cycling Club Consolidated Income Statement," and "Gears Cycling Club Account: Checkbook Detail" (attached to FINAL minutes). [Am I missing a fourth page relating to bRamble????]

She went over the handouts. She moved the money that we agreed to move last month from the advocacy/bRamble account into the club account. She transferred the wrong amount — needs to move another \$2,000 over. She'll put public/general meeting expenses back into advocacy from the club account, and add Lyn's budget for the programs to the advocacy spreadsheet to track it.

5.) General Meetings (Lyn)

a.) Report on April 20 Program

Lyn said that the program, "Making Our Streets Safer for Everyone" — A Panel Discussion, went very well, but with all the advertising it got she had hoped for more attendees. There were about 35 attendees. It was a rainy night and kind of a dry subject. But we are learning what people will come out for and what they want in these programs. The program was videotaped by community TV, so hopefully more people will be able to see it that way. Lyn was given two DVDs by the ones who taped it, but gave both to Rob Zako. She mentioned that GEARS got some good connections by doing this program. Lyn got more interested in doing advocacy because of the program, as well. Lyn, along with Steve and Bill, is working on bringing an advocacy plan that is doable and sustainable to the board in the Fall. Advocacy can be events, action, education — not necessarily the taking of one position.

Jim Wilcox wondered if GEARS members could serve on city committees that pertain to transportation and cycling as part of advocacy efforts. John has a name of someone interested in advocacy to give to Lyn, and there's a woman who wants to educate the Latino community about cycling.

Lyn handed out a page on program budget (attached to FINAL minutes). She is basing it on 10 programs a year. Not all meetings will be at the Garden Club and so will not have a rental fee. Nancy has been boosting FB posts about the programs at \$14 a boost, so everyone who "liked" our page will see it — otherwise not everyone will see it. The total budget comes to \$770 a year.

Judy mentioned that at the last program some woman gave \$2 donation that she still has to enter into the books, and figure out how to track that, and for in-kind donations. She said she will make some sort of receipt to give folks who give a donation because it is for a nonprofit and can be written off at tax time. She also said that she has a donation jar in the basement of the restaurant that she will take to use at events.

* **Resolution item — Unanimous:** All in favor of the programs budget as presented.

b.) Future Programs

On Wednesday, May 18, we'll meet at Oakshire Brewery and bicycle over to Rolf Prima Wheel Factory to start the tour at 3:30 p.m. and get a tour of the factory and then bike back to Oakshire for a social happy hour. Lyn said that the pints for a cause deal at Oakshire has to be arranged almost a year in advance, so we couldn't suggest the organization that would get the \$1 per purchased beer for this event. It will be posted on Eugene Velo's FaceBook page, too.

6.) Bike Rewards Program (Steve/Mike)

Action Item: Virginia's proposal for splitting 10% discount at Bicycle Way of Life at 5% to member and 5% to GEARS

Steve said that Virginia told him that in 2011-2012 the 10% discounts our members got at BWOL amounted to over \$3,000, in 2013 it was \$1500, in 2014 it was \$1600, and in 2015 it was \$2000. She wants to support GEARS more and her proposal is to give the member 5% discount and give a donation to GEARS of the other 5% of the discount. So members would only see a 5% discount. Virginia would be risking our members going to Hutch's or Collin's instead to get the full 10% discount. Virginia is giving us the choice. Mike says leave it at 10% — that is one of the values we give to our members. And the other shops who sign on to sponsor GEARS all agree to 10%. It might be confusing to the members to have different amounts, and so we should thank Virginia for offering to support GEARS more, but that we want to leave it as is. Straw vote showed 4 against and 3 for the 5%/5% deal. Steve will tell Virginia we will talk more about it at our next meeting because there is no consensus.

7.) Requests/Outreach

a.) Report on outreach to Eugene Velo

Steve and Garry had a nice meeting with Steve Lamper and Swan Shepherd. They didn't know there was a 15 mph speed limit on bike paths. They bitched about the Wed. night rides, and bitched about keeping their paced groups to stay in the pace. They discussed doing joint Hwy. 242 rides and Steve will coordinate that and let Mike know the details. GEARS will continue to talk with Velo. Kristin said she has talked to some of the faster folks about Velo and whether they prefer Velo rides and people just like having a choice as to which rides to do — they like both clubs. She doesn't see them as a competitor. They also do gravel rides and mountain bike rides. They have 25 members and about 65 folks who ride with them.

b.) Best Buy bike event (Mel, Steve)

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8.) Preliminary discussion on bylaws changes, board membership

Steve wants the board to stay the same next year and so one year terms are not going to work and so we need to raise that to two-year terms. Membership votes on bylaws.

9.) New business

Jim Wilcox is going to have a meeting with the new transportation director, Matt Rodriguez, on Friday about cycling related issues. Kristin wants us to have a new jersey that members can buy, and she's willing to take that on as a summer project. Mike said Lane County Fair wants us to do a table at their Discovery Park for free -- should we do it? Kristin said it might be good marketing for bRamble.